

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

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# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

[www.YouTube.com/user/PaulHoyt](http://www.YouTube.com/user/PaulHoyt)

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# The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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# The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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# Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate  
of businesses in America

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# Our Vision...

To help millions of CEOs and  
Entrepreneurs accelerate their business  
growth and enjoy greater harmony and  
balance in their lives

*Please Pass the Word!*

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# Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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## Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

Marketing Warfare -  
Winning the Battle  
for Profits!

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# The Key Performance Areas



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# The Key Performance Areas



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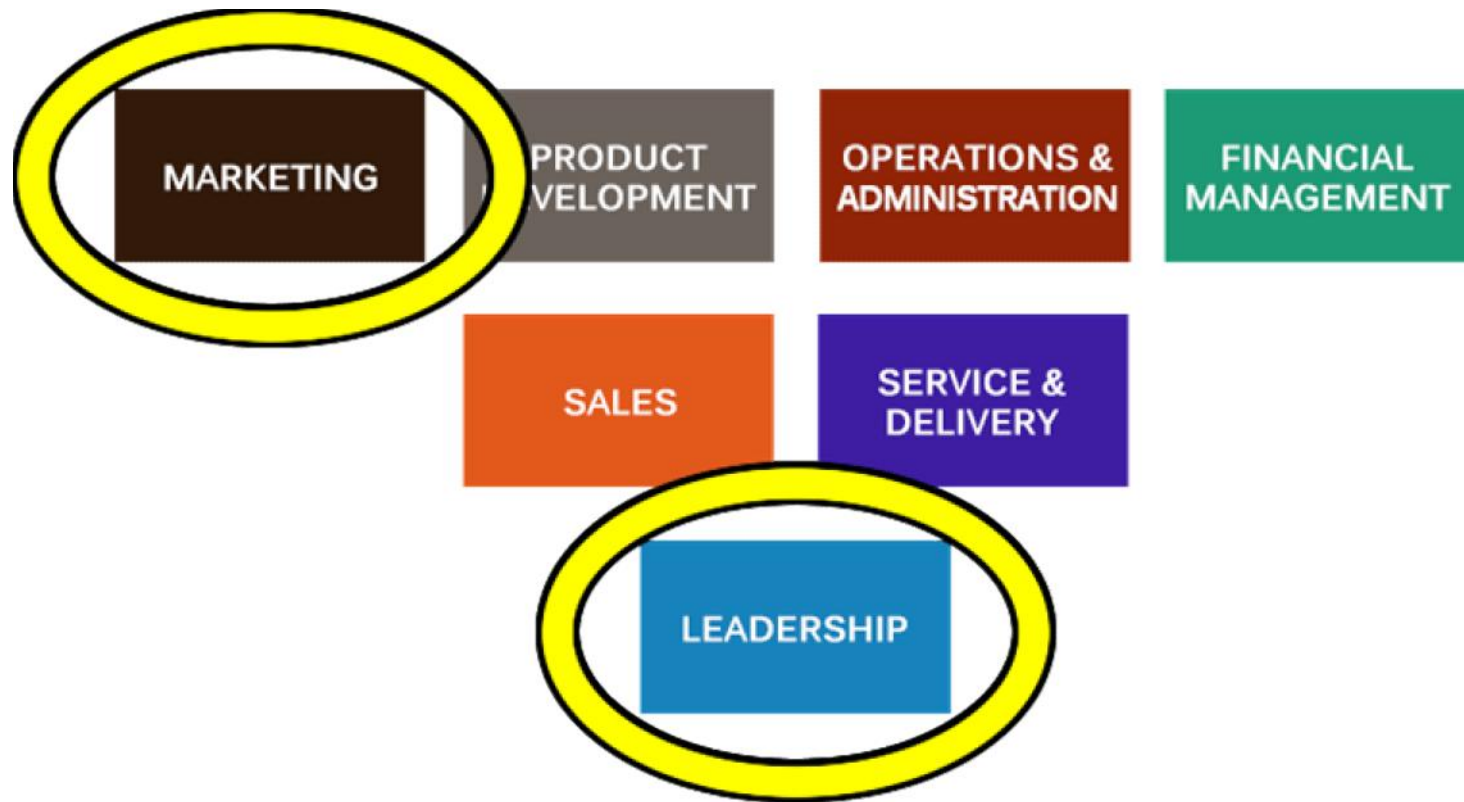
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# The Key Performance Areas



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THE **Awakened** CEO  
System



A Balanced and Comprehensive Approach  
to Business Growth, on multiple levels



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# Levels of Performance

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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# Agenda

- Why Study Warfare?
- The Art of War
- Other Strategies
- Guerilla Marketing
- Marketing Mistakes
- The Bottom Line

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# Why Study Warfare?

- The top minds in the world
- The highest stakes possible
- Life, gold, kingdoms, are all at stake

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# Do We Have to Compete?

- Yes! We can take a different approach
- Collaborative, Cooperative, Complementary
- ... but we give up a lot of control and a lot of growth potential
- ... and we have a lot more risk
- ... and there is no such thing as “no competition”

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# Forms of Competition

- Direct
- Indirect
- There are always options in the mind of your prospect...
- ... and that's all that counts!

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# The Art of War

- 5<sup>th</sup> century BC, attributed to Sun Tzu
- A definitive work on military strategy and tactics
- Many translations
- Not a nice guy!

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# The Art of War

- Laying Plans
- Waging War
- Plan of Attack
- Positioning
- Strategic Power
- Illusion and Reality
- Maneuvering
- Nine Tactics
- Army on the March
- Knowing the Terrain
- Nine Situations
- Attacking with Fire
- Use of Spies

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# Great Quotes

- “All warfare is based on deception.”
- “Pretend to be weak, so that your competition may grow arrogant”
- “Attack where it is unexpected”
- “The supreme art of war is to subdue the enemy without fighting.”
- “Know thy self, know thy enemy.”



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# Great Quotes

- “If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”



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# The Five F's

- Frontal
- Fortress
- Flank
- Fragment
- Feign

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# Frontal Strategy

- Head on attack
- Only use when you have an overwhelming advantage, at least 3:1
- Resource intensive and risky
- Ideally coupled with speed and surprise

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# Fortress

- Defend your position
- Wait them out
- Let them become weaker through unwisely expending resources
- Walk hand in hand with clients and allies
- Requires a defensible position

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# Flanking Strategy

- Change the rules of the game
- Attack the sides
- Surprise the competition with innovation and creativity

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# Fragmenting Strategy

- “Divide and conquer”
- Split the competition into pieces
- Attack the pieces
- Stay off the radar
- Classic implementation of “picking your battles”
- The foundation of niche marketing



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# Feign

- Attack by deception
- Wolf in sheep's clothing
- Calling trick plays
- Hiding in a Trojan horse

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# Other Strategies

- Counter punching
- Surround the enemy
- Leapfrog strategy
- Beachhead strategy
- Chess Strategy
- Guerilla marketing

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# Guerilla Marketing



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# Guerilla Marketing

- Great book by Jay Conrad Levinson (1984)
- Small, creative, unconventional attacks against a large competitor
- Low cost or no cost
- Funny, unique, outrageous, clever – to get attention and get people talking!
- Exciting, unexpected, memorable



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# Guerilla Marketing

- Take the consumer (and the competition) by surprise
- Example: giving Adidas to rappers. A song was released, and \$22 MM sold in 1 week!

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# Marketing Mistakes

- Frontal assaults with limited funds
- Thinking there is no competition
- No competitive research
- ... or poor competitive research
- No strategy

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# The Bottom Line

- Look before you leap!
- Have a strategy, have better results
- Study the masters in strategy before picking yours
- Choose your battles carefully!

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# Agenda

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# Homework / Exercise

- Study strategies
- Get real about your strengths and weaknesses
- Pick a strategy – then execute!
- If you need help or support, get a mentor or coach

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# Related Office Hours

- 33 – The Art of Profitability
- 34 – The Art of Profitability II
- 44 – Blue Ocean Strategy
- 96 – Strategic Planning
- 103 – How to be a Great Leader

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# Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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# Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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# Next Office Hours: May 23rd

- Skipping a week!
- Topic is: **TBD**
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!

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# Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)  
call or text: 415.997.8001
- [www.SchedulePaul.com](http://www.SchedulePaul.com)



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