

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

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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
- Best question or comment wins!

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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:

Why People Buy:

Creating Your Value Propositions

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The Key Performance Areas



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The Key Performance Areas



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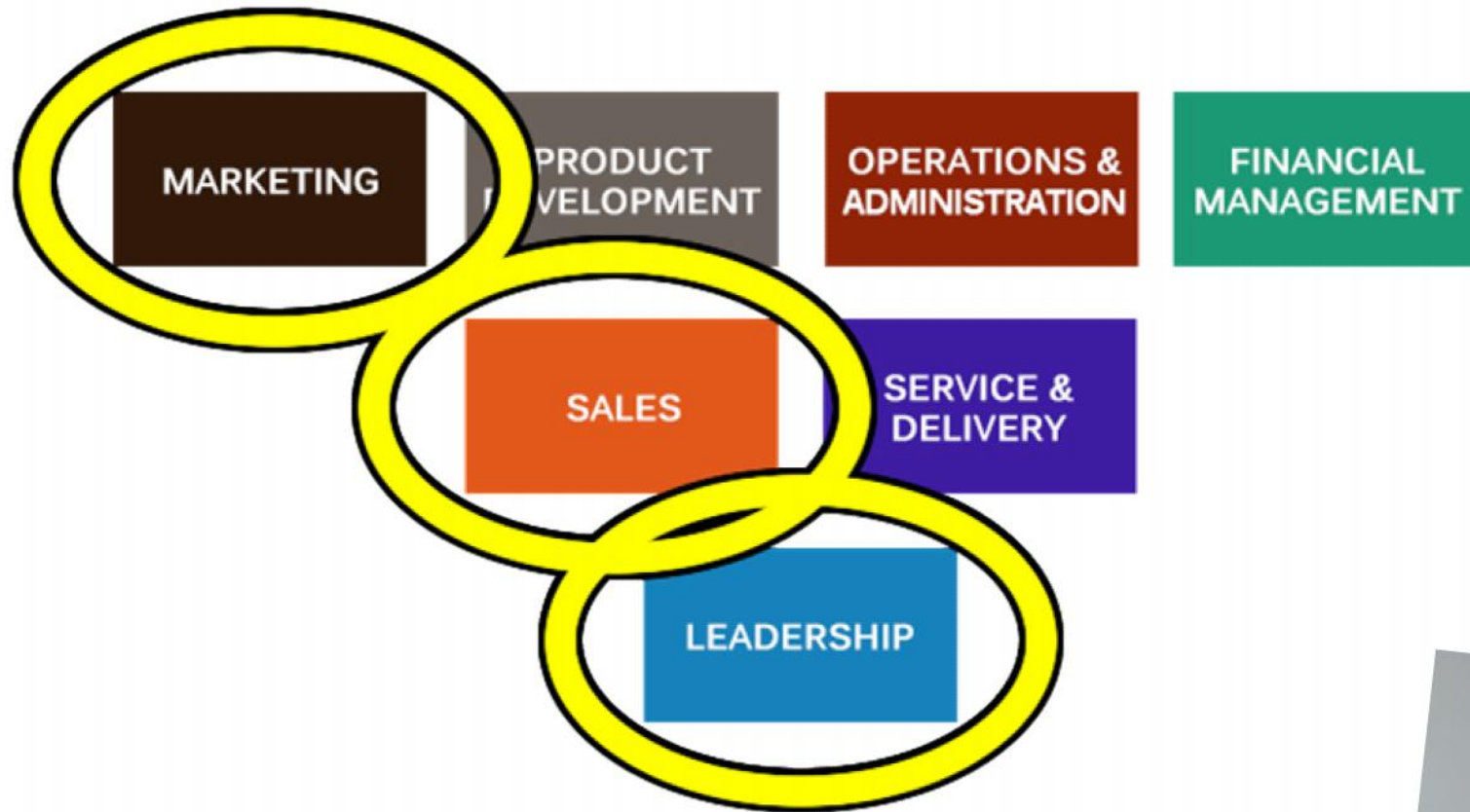
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The Key Performance Areas



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Levels of Performance

- Mindset
- Methods
- Momentum



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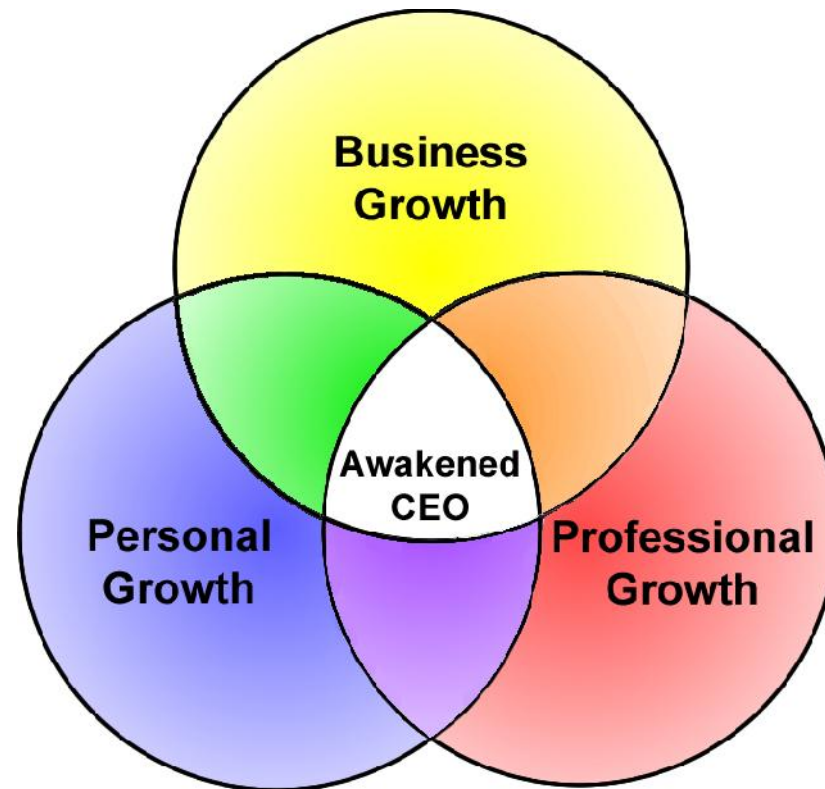
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Focus Areas



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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

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	Business Growth	Professional Growth	Personal Growth
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Agenda

- What People Buy
- A Word about Value
- Four Systems for Defining Value
- Six Other Powerful Values
- Our Recommended Approach
- The Bottom Line

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What People Buy

- Products
- Services
- Experiences

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A Word about Value

- Features
- Benefits
- Value

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Example

Level	Value Proposition
Feature	60 copies per minute
Benefit	Less time at the copy machine
Dollar Value	Save \$50,000 per year!
Emotional Value	Be a hero!

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Another Word about Value

- Value only exists in the mind of your customer
- It doesn't matter what you think
- It only matters what they think
- It's your job to help them see the value
- More importantly... FEEL the value

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Value Definition Systems

- Maslow's Hierarchy of Needs
- Basic Approaches
- Technology Adoption Curve
- Competitive Advantages

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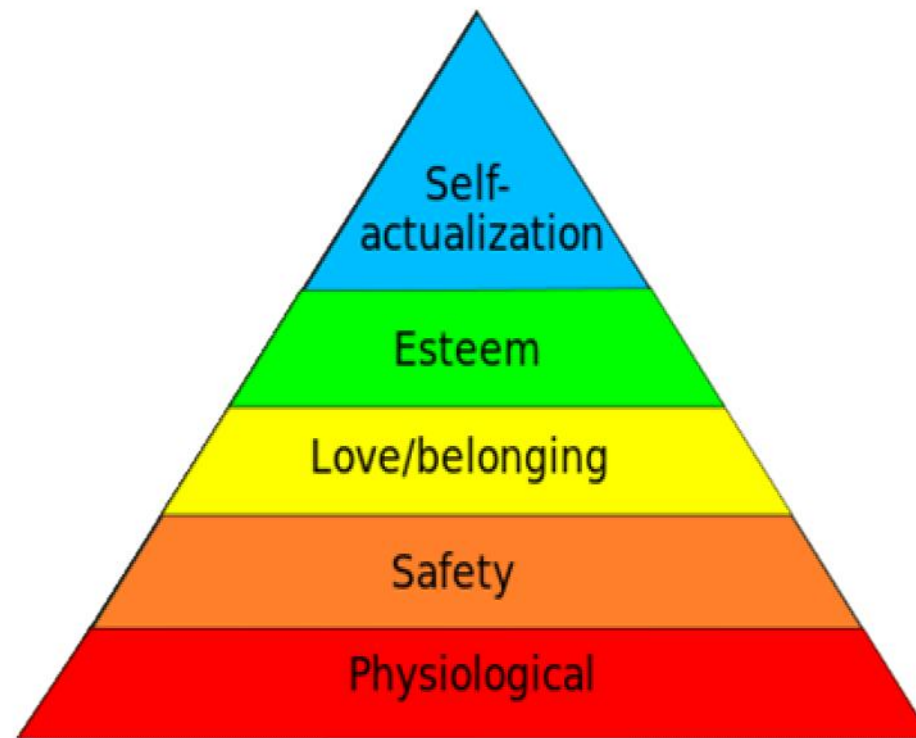
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Maslow's Hierarchy of Needs



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Examples

Level	Value Proposition
Physiological Need	Get the nutrition your body needs
Safety Need	We have the safest car
Belonging Need	Our community is friendly and fun
Esteem Need	Feel good about yourself again
Self-Actualization	Be all that you can be

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Basic Approaches

- Fear
- Fun
- Greed
- Sex Appeal
- Vanity

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Basic Approaches

- Fear / Safety
- Fun / Comfort / Pleasure
- Greed / Wealth / Financial Security
- Sex Appeal / Companionship
- Vanity / Self-Image / Self-Esteem

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Fear Sells!

- Fear of missing out
- Fear of being seen as foolish
- Fear of being shunned or rejected
- Fear of making a huge mistake
- Fear of not realizing your potential
- Fear of getting hurt or killed

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Vanity Sells!

- The need to be smart or clever
- The need to be seen
- The need to be heard
- The need to be respected
- The need to be noticed
- The need to be cool
- The need to be a winner

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Examples

Level	Value Proposition
Fear / Safety	Protect yourself and your family
Fun / Comfort / Pleasure	You'll have a great time!
Greed / Wealth / Financial Security	You'll make / save a lot of money!
Sex Appeal / Companionship	Find your love of your life
Vanity / Self Image / Self-Esteem	Your friends will be so jealous!

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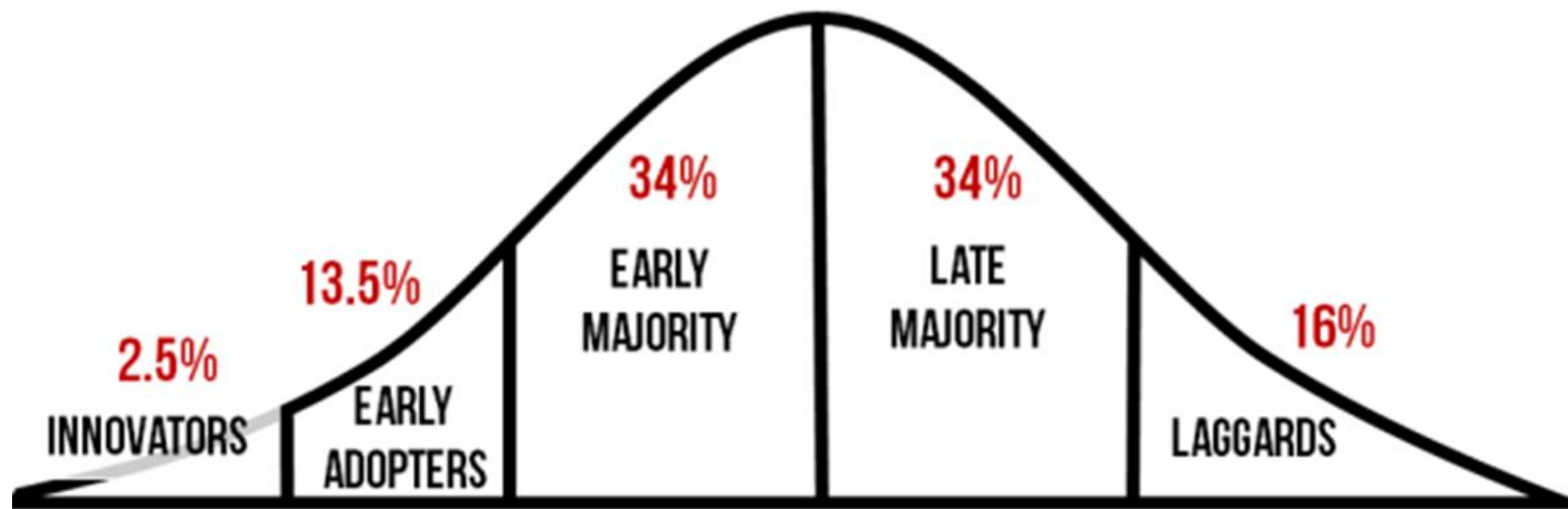
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The Technology Adoption Curve

Everett Rogers – Diffusion of Innovations 1962



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Comparison

Segment	Characteristics
Innovators	Have to be first!
Early Adopters	Need to be seen as a leader
Early Majority	Pragmatist – have to be safe
The Late Majority	Conservative – very cautious
The Laggards	Skeptics – only change when absolutely necessary

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Examples

Segment	Characteristics
Innovators	Be the first one on the block
Early Adopters	Get the latest technology
Early Majority	We are taking the market by storm
The Late Majority	We are the proven and safe choice
The Laggards	You have to change now or else

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Competitive Advantage

- Better
- Faster
- Cheaper
- New
- Different

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Examples

Segment	Characteristics
Better	We have the highest quality
Faster	We are the convenient choice
Cheaper	Everyday low prices
New	Our most advanced model yet
Different	You will be the only one

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Value Definition Systems

- Maslow's Hierarchy of Needs
- Basic Approaches
- Technology Adoption Curve
- Competitive Advantages

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Other Powerful Values

- The Carrot and the Stick
- Pain Relief
- Secret Knowledge
- Deals!
- Experiences
- Transformations

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The Carrot and the Stick

- People fear the stick more than they want the carrot
- Some people say it is 10 to 1
- Caveat: It is difficult to be a positive person when you are beating people with a stick all of the time!

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Pain Relief

- Much better to sell aspirin than vitamins
- Much better to sell immediate pain relief than long-term wellness
- It's because people fear pain and the threat of more pain more than they appreciate wellness

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Secret Knowledge

- People are extremely curious
- They want in on the secret!
- The Seven Secrets of
- The Top Ten Reasons that
- Just think of the possibilities!

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Deals!

- Act now and get your free bonus!
- Sign up now and get the early bird pricing!
- We have \$2,000 worth of free stuff!
- It's a limited time offer!
- Regularly \$30,000, but the first 10 to sign up get it for \$2.95!

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Experiences

- People love to have fun
- People love to see things they haven't seen before and do things that they have never done
- People love positive energy
- People love adrenaline
- People love to be challenged

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Transformations

- People want to be empowered
- They want to be stronger
- They want to be more knowledgeable
- They want to be a better version of themselves
- They want to feel better about themselves

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A Winning Approach

- Brainstorm the pain
- Validate the pain
- Brainstorm the solution
- Validate the solution
- Create the product
- Validate the product
- Refine the marketing messages

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Core Message Matrix

Value	Hot Button	How We Help	Evidence
Reduced cost of copies	Our copies cost too much	Lower cost per copy	Stat sheets Testimonials
	We spend too much time at the machine	Faster copy speeds	Stat sheets Testimonials
Reduced downtime	We see the copy repairman weekly, and we lose productivity	Reduced time maintaining the system	Third party reviews Technical specs Testimonials

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Core Message Matrix

- General Positioning Statement
- Value Proposition Statements
- Branding Statement
- Marketing Messages

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The Bottom Line

- There are dozens of value propositions
- They are not all compatible with each other
- You need brand consistency
- It pays to be very clear about the value you are bringing to others
- Get coaching and consulting to help

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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
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Methods			
Momentum			

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Mindset

- Believe in your ability to develop compelling value propositions
- Focus on marketing excellence
- Believe in your ability to learn what you need to learn
- Be willing to set aside personal agendas – your opinion doesn't count!

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	★
Methods	★		
Momentum			

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Methods

- Use a proven approach to create your products, services, and experiences
- Use a systematic approach to creating your marketing messages, especially your core value propositions

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	★
Methods	★		
Momentum			

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Agenda

- What People Buy
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Homework / Exercise

- Think about the value you bring
- Focus on the pain
- Complete the Value Proposition Questionnaire
- Find ways of getting the prospect to **FEEL** the value of eliminating the pain
- Get a mentor or coach to help

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Related Office Hours

- 43 – Improving Your Sales Results
- 50 – Delivering Happiness
- 83 – Sales Scripts
- 104 – How to Be Great at Marketing
- 105 – How to Be Great at Sales
- 127 – Crossing the Chasm

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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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Our Support Systems

- Business Growth
- Personal Growth
- **The Awakened CEO System
for Integrated Growth**

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Introduction to The Awakened CEO System

- Starting monthly webinars / discussion sessions
- Group coaching and mastermind groups are coming too!
- Watch your emails for announcements!

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Next Office Hours: Sep. 26th

- Topic is: TBD
- Let me know what topics you would like for me to address: 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
- **Best question or comment wins!**
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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