

Cardinal rules about marketing

- Fail often and quick...then debrief to learn
- Don't listen to what people say...watch what they do and buy
- Don't try to predict behavior...observe your audience
- Don't roll out new products/services...perform limited tests, first
- With fierce competition, you can't afford to wait to get things 95% right...get it 70% - 80% then start selling somewhere and tweak it as you go
- Perception is reality...find out what's in their mind
- People don't buy based on price...think Starbucks
- To innovate...get out of your office
- Prospects often don't know what they want...give them options to choose
- Narrow your focus...be black and white...not grey
- All of marketing is about segmentation...don't try to be all things to all people...focus on a niche
- Prospects don't want to be sold today...provide information and market intelligence for them to buy
- Everyone in your firm can influence and effect your brand presence...constantly guard and polish it
- Don't do mother-in-law research...does any grandparent have an ugly baby? Ask your customers and prospects for feedback...several times per year