

Multi-Dimensional Marketing™

Strategist

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By Stephen Pierce

“How to get the winning edge with any autoresponder system and create a consistent flow of profits.”

D.R.I.P. Differentiated Relevant Information Push

- Be Different
- Be Relevant
- Be Informative *“WOW! I didn’t know that!”*
- Be Relentless
- Be Consistent

Be Different!

Your point of "parity" or sameness with your competitors does not give you a competitive advantage. It's your point of difference.

You see, people are not really interested in what's "better", that's why better sameness doesn't win the game.

Being different gets you attention and can help you win the game.

However, being different by itself is not even enough. You also need to...

Be Relevant!

It doesn't matter how spectacular your product looks, how many people mail for it, how elaborate your launch, how much traffic you send to the site, how many endorsements you ratchet up...

If the product is irrelevant to those who are getting the message, then there will be no transfer of value.

People have priorities in their lives and things to get done.

As they search for solutions, one of the most important elements of capturing even a fraction of their mental real estate is making sure that the answer to their question is a resounding "YES!"

That question is simply...

“Does your product match my top priorities?”

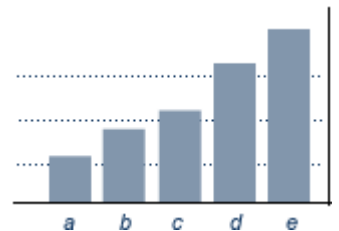
If the answer is "no" then your offer is irrelevant.

Now, if the answer is "YES!" you are off to a great start, however, even being relevant isn't enough to secure the deal. You must also...

Inside this issue...

“How to get the winning edge with any autoresponder system and create a consistent flow of profits.”

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Fact #25: A winning marketing strategy is like a great running back. It's able to quickly see the gap and seize the opportunity.

- From "Stephen Pierces' 47 Facts About Marketing"

Be Informative!

Okay, so you feel that you are already being informative?

Well, by what measurement? How do you measure your level of impact of information?

In today's info-fog, once someone has been exposed to certain information, they develop a familiarity with it that gives them a false sense of knowing it.

They may have never used the information to produce any tangible results. That doesn't matter. Keep this one important fact in mind...

PERCEPTIONS RULE!

So, if someone perceives they know what you are talking about and their snap response is "that's nothing new", it doesn't matter that they haven't used it or don't even fully understand it.

Their perceptions rule the moment and you lose.

One solution to this is to create information that aims to pull a specific response from your customers, clients and prospects.

That response is... *"WOW, I didn't know that!"*

The moment you have them saying *"WOW, I didn't know that!"* you've got them and now you need to build on that.

To build on that, you need to...

Be Relentless!

You need to be very persistent in your delivery of your "WOW-info".

Like a movie that grips you from the opening scene and doesn't let up until the closing credits, you need to hold them in a steady state of anticipation of the next "WOW" moment, whether that moment is a "free-info" moment or a "paid-info" moment.

The fact is, the more you wow'em for free, the more money you make.

Whatever you do, do NOT hold back all of your great content for your paid products and services. That is profit suicide.

Imagine seeing the previews for a new action movie, and what they show you are quiet boring scenes of the movie. How motivated will you be to tell your friends about the preview or to anticipate the release of the movie and go see it on opening weekend?

That would be ridiculous, wouldn't it? What movie studio would ever commit such a preview crime?

Well, every piece of content you send out is a preview of what you are, who you are, what you offer, the value you provide, and your point of difference.

So be sure you polish that content and send out your best stuff with a pair of clean socks and underwear on. Because what you send is what you are... at least as far as those who will be reading it are concerned.

And when you send it, you must...

Be Consistent!

Be predictable in delivering differentiated, relevant information.

The reason this is important is simple.

The battle in today's markets is about the mental real estate between the ears of each customer or prospect in your target market.

Everyone you want to do business with is already doing business with someone else, so you are looking to steal customers from other business value networks.

You are looking to migrate dollars from one company over to yours.

There is a race going on and for those who have the first three areas of being "different", "relevant" and "informative" correct and add to that being "relentless" and "consistent"

...if they are competing against you and you are none of the above or are only partially into the D.R.I.P elements, expect to lose.

It doesn't matter how much money you have made. Don't get comfortable. The failure of success is to believe that the success you have created will make you immune to future failures.

Microsoft's current losing battle to Google is evidence that even the giant companies with billion dollar market caps are not immune to defeat.

Not so. You need to secure the customers you have and continue to add to them, otherwise, like the book title says "It's not the big that eats the small, it the fast that eats the slow."

Again, look at Microsoft and Google. Microsoft is much bigger than Google. However, Google is much faster on the creativity and innovation side.

Google caught Microsoft in a very long hibernation or nap.

Google used its speed of innovation against Microsoft's weakness of slow implementation.

The size of Microsoft, which was considered its strength, was turned upside down by Google and turn into Microsoft's weakness.

The point is...

It today's market arena, it's not "you move you lose", it's "if you don't move, you lose."

Understand this...

Everyone is already someone else's customers. Your current customers are not exclusively yours and the prospects you would like to convert to your customers are not exclusive to whomever they are currently finding value from.

In therein is the key.

"VALUE!"

Where there is no value, there are no transactions.

To attract the attention and action of new customers, you need to be a "value magnet" and one way to do that is to...

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- **Be Different**
- **Be Relevant**
- **Be Informative "WOW! I didn't know that!"**
- **Be Relentless**
- **Be consistent**

In today's growing "pull" information market, you have to PUSH what you have in front of them, so they can decide to PULL it in effortlessly.

Until next time... *DRIP ON!*

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