

What is Marketing?

Marketing in general is a **combination** of the **strategies** you use to **get your ideal clients attention** and turn them into **paying customers!**

Word of Mouth (although useful) is not a form of marketing because you have no control over it! It is only “marketing” if you have **control** over it.



Get Into the Marketing Mindset!

Good marketing doesn't Manipulate – it Motivates!

Define Manipulate:

To manage or influence skillfully in an unfair way!

Define Motivate:

To provide with an incentive; move to action; impel



For entrepreneurs marketing has one main purpose – and that is lead generation.

It is the job of your marketing to get people's attention and to turn them into a lead and then it is the job of your sales strategies to convert their attention into a sale.



Are you saying the right things in your marketing?

The problem is that most entrepreneurs try to lead with what they **know their ideal client needs** instead of what **their ideal client thinks they want**.



Success Formula:

Understand what your ideal client
is already looking for and
figure out a way to deliver it.



A photograph of a wooden boardwalk path leading through lush green foliage towards a distant building. The path is made of wooden planks and is flanked by dense green trees and bushes. In the background, a large building with a curved roof is visible through the trees. The overall scene is bright and sunny, with sunlight filtering through the leaves.

Let him who would move the
world first move himself.

-Socrates

Decisiveminds.com



How Bad Do You Want It?

Let's Make This a Reality!!!



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www.TakeActionGetProfits.com



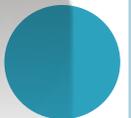
LEAVE ME ALONE
IT'S BREAK TIME!



Q&A

Share Your Aha's!

What if you are
here to take your
“Quantum Leap”



BUSINESSMEN'S RECORD CLUB

For the first time on any record . . .

"NOTHING HAPPENS

UNTIL SOMEBODY SELLS SOMETHING"

—by Arthur H. "Red" Motley

President, Chamber of Commerce of the United States
Publisher of PARADE Magazine



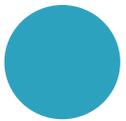
A GUIDE TO PROFESSIONAL SALESMANSHIP



ENLIGHTENING, ENTERTAINING

- How being nice to a little old lady led to a \$104,000 contract.
- How to meet your prospect on an equal footing when you enter his office.
- How to make yourself a "pro" with the famous "mirror test."
- The 3 things **you must do** to become a pro . . . to increase your income by leaps and bounds.

LP 101
High Fidelity



Michele's Sales Facts

1 – You make no money until you sell something.

2 – You can make money today if you understand the concept of low hanging fruit.

3 – There are 3 things you can sell **TODAY**:

1. Your knowledge!

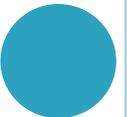
2. A product you have not yet created!

3. Another company/persons product as an affiliate!



Low Hanging Fruit

1. Sell your Knowledge!



I Made \$25,000 In December



Joyce Jagger, TheEmbroideryCoach.com

Joyce is a Platinum+ coaching client and when we started working together she had lots of little lower priced programs she was selling to people with embroidery businesses. **She was looking for a way to bring in more money fast.** Does that sound like something you would want?

We put together a bundle of her programs and developed a social media marketing strategy. **She ended up selling over \$25,000 in programs in December of all months.**

Low Hanging Fruit

2. Sell products you haven't created yet!



Take Action Get Profits Mastery

\$29,775

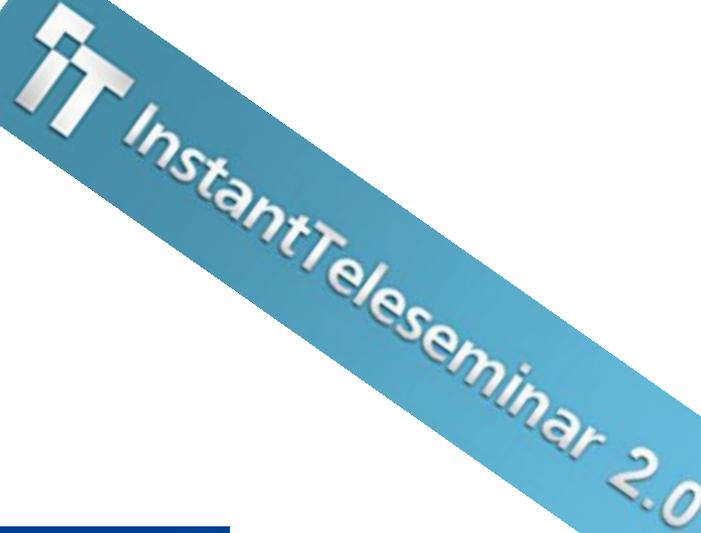


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Low Hanging Fruit

3. Sell other people's products!

The logo for AudioAcrobat, featuring the text "AudioAcrobat" in white on a dark blue rectangular background.The logo for InstantTeleseminar 2.0, featuring a stylized "IT" icon and the text "InstantTeleseminar 2.0" on a light blue diagonal banner.The logo for 1&1, featuring the text "1&1" in white on a dark blue square background.The logo for optimize press, featuring the text "optimize press" in black and blue, with a lightning bolt icon and the tagline "Create Pages That Convert Fast!" below it.

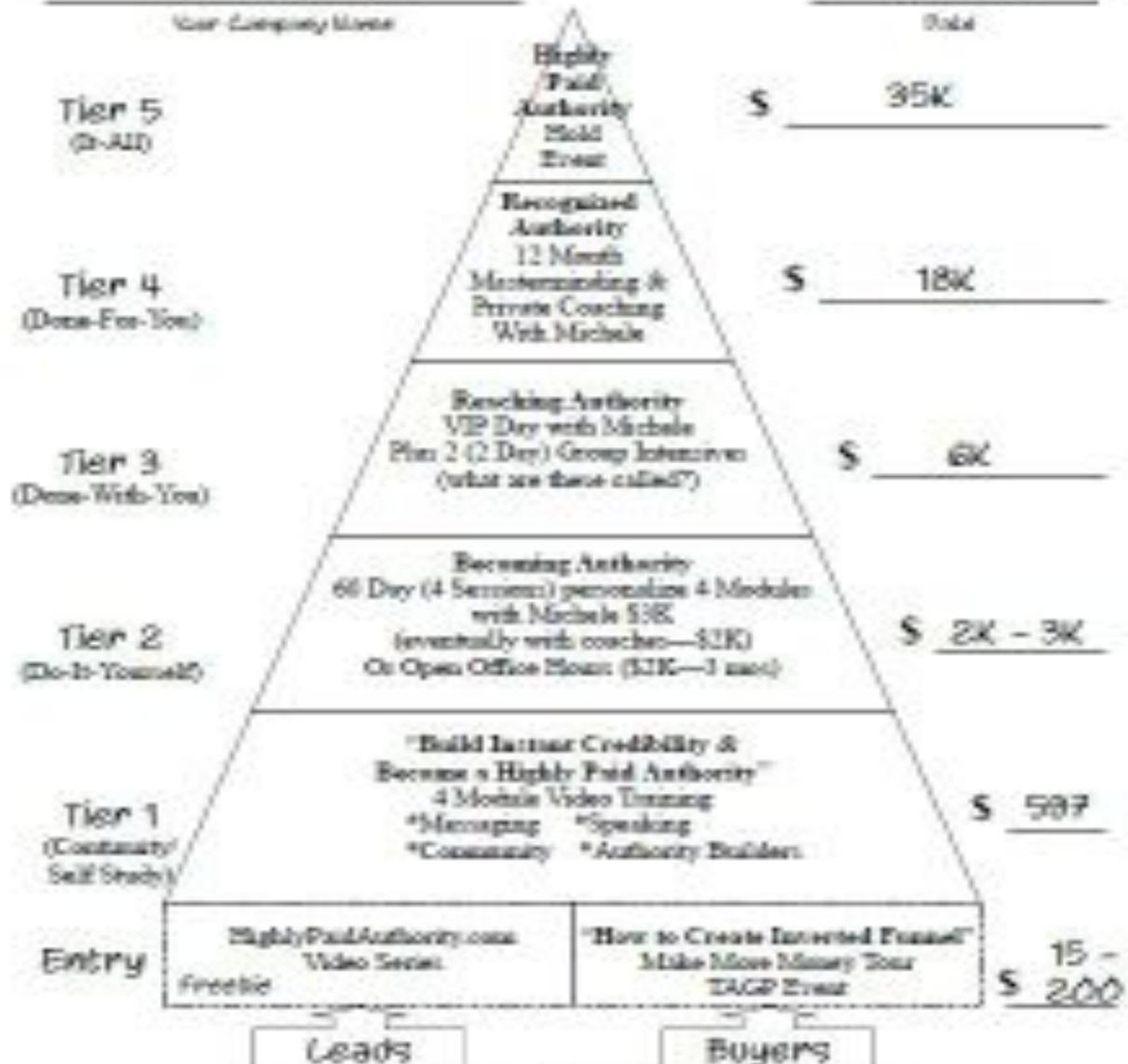
Highly Paid Authority Inverted Funnel

Decisive Minds, LLC

June 2014

Your Company Name

Date



How to make a pile of money!



Where do you start?

**Analyze
Pricing
Structure**



What's next?

Focus on Inverted Funnel

