



Your Next Big Thing

August 20, 2013

Welcome, everyone. This is the teleseminar that is 100% laser-focused on YOU and **"Your Next Big Thing."** I wanted to just welcome everybody. Thank you for, number one, investing in your own success by joining us and then thank you for investing your time and your energy in taking the steps we're going to give you during this program to move you from ideas in to action and implementation.



Before we jump in, you need to know that **there is a special gift waiting for you at the end of this call.** Whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out til the bitter end.

Finally, as we're talking for the next 55 minutes or so, you may have questions. Please feel free to email me your questions. My email is david@doitmarketing.com. I may not be able to get to everyone's question, but I'll do my best on the call and I'm happy to follow up with you after if you didn't get the specific answer you need. Again, my email address is david@doitmarketing.com and just use the subject line QUESTION so I can see your question when it lands in my inbox.

Now, let's begin. The first thing that I want to encourage everyone to do and you can do it with me, I'd like you to take a nice deep long breath, just a nice inhale. **[BREATHE IN AND OUT]** Because the first key to success after you've decided to make a BIG change, reboot your marketing, pivot your entrepreneurial business, or start something totally brand new and exciting-- is to take a deep breath mentally, physically, spiritually, psychologically just to get re-centered and to let go of some of the craziness you may be experiencing right now.

You may be unfocused, you may be doing too much low-fee work, you may be stuck with the wrong kinds of clients, you may be taking on the wrong kinds of projects – you may feel **more stuck than ever** in your current thing. Coming up with – and executing – your next big thing is going to be REALLY hard if you don't



let go of some of that baggage first. Give yourself an emotional and intellectual fresh start. That's part of the fun of a next big thing – it's a clean slate.

Now let's dig into our agenda for the rest of this strategy session.

What you will take away from our time together today:

- **Design the "Next Big Thing" strategy** for your particular business
- **Clarify exactly what your "Next Big Thing" might be**
- **Build a "3PR Gameplan"** to start serving much larger clients or taking on significantly more profitable projects
- **Discover and evaluate** potential niche markets
- **Learn a simple, repeatable process** for guess-free product/service development that ensures you only create products and services that your target market will be eager to buy
- **Package, promote, and price** your offerings for optimum sales
- **Develop a continuing stream of new prospects**
- **Do all of this in a specific, structured, and stepwise way** to short-circuit the overwhelm and to gain significant traction for your next big thing.

Let's start with defining what your "Next Big Thing" should be.

The first – and most obvious answer is – I don't know. But the good news is that YOU know – and you probably have dozens of ideas bouncing around in your head. Let me share just a few mine from the past dozen years just to give you an idea of how big you can start to think...

I've always wanted to host an old-school video game expo – you know, Pong, Space Invaders, Pac-Man, all the old school retro gaming goodness that we grew up with in the 1970's and 80's. And in the year 2000, I took the leap. It was called PhillyClassic and it was the East Coast Classic Video Gamer's Event. You can Google it. There are a ton of photos and blog entries about it. We started out with 50 people in a small hotel meeting room and 2 stand-up arcade machines in 2000. Then in 2001, it grew to 300 people. And in 2002, it grew to 1,000 people. And by the 5th year, we had rented out the entire ground floor of the Valley Forge Convention Center – 30,000 square feet – and had over 2500 attendees at the



event, over 100 stand-up arcade games, and sponsors like Nintendo and Sony and Microsoft, and Gamestop. That took 5 years.

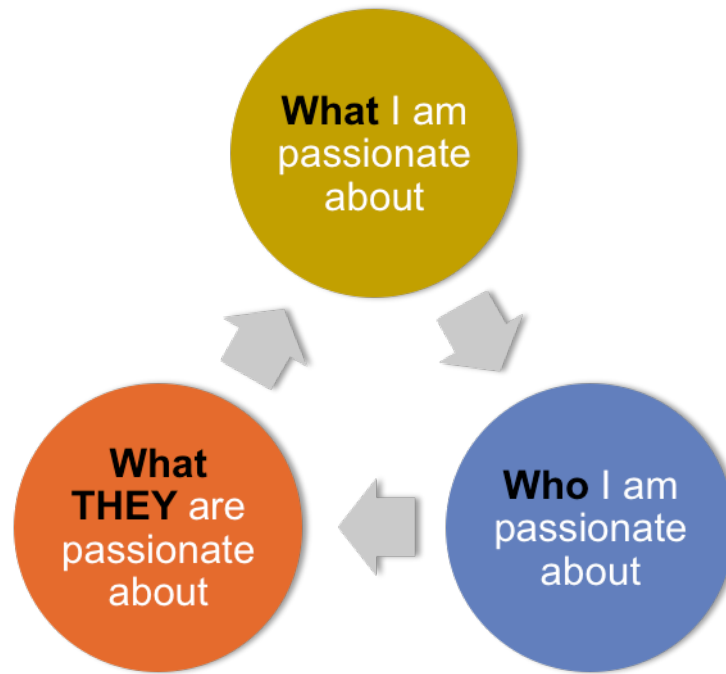
Much more recently, I wanted to write a major publisher bookstore book – the Do It! Marketing book. From idea to agent to proposal took 7 weeks. My agent sold the book in one week. And then it was about 15 months to get the book from my computer screen onto a bookstore shelf near you. So 18 months start to finish. I just got my first sales statement and on the first statement, we sold 6,000 copies of the book which means I almost earned out my advance. 90% of books NEVER do that so doing it 45 days from publication date is pretty awesome. We'll talk a little later on the powerful tools YOU can use to do something similarly amazing.

Last one – because this call is about YOUR big thing, not mine... For 10 years, I've been wanting to produce a TED-style conference. On April 25th of this year, all the people and energy and commitment came together and I decided to host America Talks Business on July 25th. That was 90 days on the calendar exactly. It was insane pressure and an almost impossible task. The event sold out. It was awesome. We got some incredible video which should be posted soon and I hope you can take part in the next one as we travel the country with these events. The website is AmericaTalksBusiness.com.

Your "Next Big Thing" could be anything. It might be

- "Productizing" your core services
- Pivoting your expertise into a new target market or industry
- Creating new recurring revenue streams
- Refocusing your business in a whole new direction
- Starting something you've always dreamed of doing
- Creating a service or product that you, yourself, wish existed – something you could use yourself to solve one of YOUR real-life problems

The criteria is simple – it needs to be at the intersection of THREE circles:



Let's move on to Building Your "3PR Gameplan" to dramatically boost your visibility and credibility to give your “Next Big Thing” the momentum it needs.

I wrote a detailed blog about this called, “How to Profit from 3PR” but let me cover the highlights here with you and you can read the blog later if you want to.

3PR stands for Personalized Professional Public Relations. The three pillars of a typical 3PR campaign are:

- **Speaking:** Targeting profit-rich speaking engagements in front of audiences composed of high-probability prospects. Then developing a "marketing magnet" presentation that will engage, attract and convert prospects to take the next step in your new client acquisition process.
- **Writing:** Articles, white papers, special reports, blogs, tip sheets - anything that your prospects will find valuable and relevant. You need to become known for creating and sharing a consistent stream of high-quality



information that solves your prospect's problems. Even before they hire you! (By the way, traditional PR - placing articles in hardcopy and digital venues that your prospects read and respect - although possibly important - is generally icing on the cake since the web has made ALL of us into publishers.)

- **Social media:** Social media platforms like Twitter and LinkedIn now generate up to 40% of traffic for small and solo business websites. If you are not taking advantage of these social media platforms to offer value and invite engagement with your target market, you are missing a significant opportunity to generate new leads and stimulate meaningful prospect conversations.

The overall impact of a 3PR campaign can be boiled down to one word:
Expertizing.

Expertizing is the cumulative effect of your speaking, writing and social media efforts. Taken to the extreme, it might even result in your writing a non-fiction business book to position you as a recognized authority in your field.

Whatever your next big thing might be, you certainly don't need to write a 200-page book to get started, but you DO need a proactive, aggressive game plan to put the right messages out into the marketplace and attract your first batch of fans, subscribers, followers, customers and clients.

Coming up, we'll talk about how you can evaluate potential niche markets and decide how to set up your next big thing to maximize your chances of success. First, let's take a “station break” to let you know how you and I might work together to create, launch, market and sell your “next big thing” if you're **serious** about making it happen.

There are TWO different ways we can work together during the months of September, October, and November to make your business more profitable, more enjoyable and more fun and to make “your next big thing” a reality.

The first way is by working with me 1-on-1 in my Marketing Mentor program.



- You get individualized attention, strategic support and tactical guidance. You'll get both the conceptual framework AND the hands-on tools to market and sell more effectively.
- This is having me on your team for unlimited help with strategy, tactics, marketing, sales, business development – everything and anything to help you grow your business and succeed with "your next big thing" – even if your next big thing is your **current thing** with more clients and more fun.
- Normally, 90 days of marketing mentoring is \$7,500
- **If you apply for a conversation with me by the end of today August 20th, you'll save \$2,000 and for you, it's \$5,500.**

If you want to have a conversation about that and lock in that pricing, email me right now and put in the subject line, "90 day deal" My email is

david@doitmarketing.com Listen carefully to this next thing – I've never done this before and it makes this offer a no-brainer if you're ready for it. If you sign up for this 90-day unlimited coaching and consulting package today, I will give you 4 bonus weeks for free. That means we're now doing a 4-month marketing mentor program instead of three. You can extend your program immediately OR you can bank those 4 sessions as a "marketing emergency" fund for later.

The 2nd offer is for you and I to work through a 3-session Strategy and Roadmap process to give your marketing results a major boost in a shorter, well-defined program where we work on:

1. Business model - revenue model - service offerings (Map your empire)
2. Articulation and distinction, including naming and branding
3. Positioning, messaging, and laser-focusing your value prop (what to say, how to say it, what to do, how to do it.)
4. Launching and monetizing your plan that includes 3PR (speaking, publishing and digital marketing) plus your personalized sales game plan to take your next big thing into the world.

This program is normally \$2500. **If you apply for a conversation with me by the end of today August 20th, you'll save \$1,000 and you'll get it for just \$1,500.**



Email me right now and put in the subject line, "3 session deal" and we'll talk.

Once again, my email is david@doitmarketing.com If you sign up for this 3-session package **today**, I will give you a 4th session for free. That's worth \$360 on its own. That means you're now getting **four** 90-minute strategic marketing and sales coaching calls instead of three. You can extend your program immediately OR you can save your extra bonus call for later.

OK, back to the program - **Let's talk about how you can evaluate potential niche markets** and decide how to set up your next big thing to maximize your chances of success.

First of all, don't guess. Don't hope. Don't wing it.

Do some research. If you're evaluating several different potential niche markets or vertical industries, spend some time on researching each one.

What's the first step? **Data gathering. Preparation. Homework.** Industry, regional, business, and company news is now at everyone's fingertips on the Internet. Look for articles, blogs, verbatim quotes from executives and industry analysts, video clips, audio interviews and capture as much as you can.

Then go directly to the source – real live customers and prospects. Ask the same questions, probe the same issues that you found in the research step. It positions YOU as an expert resource and it gives you valuable marketing data you should be getting anyway.

I promised you a simple, repeatable process for researching what types of products and services your target market will pay for - and use this strategy to start prospecting tomorrow. Here it is...

You're a writer, researcher, journalist. Find the top magazines or highly targeted specialized publications that your target prospects read, recognize and respect. And prepare yourself to write an article for them.



I don't care if this is for yoga moms, classic video game nerds, high-tech executives, women lawyers, or forest rangers. There's a group, there's a blog, there's an association, there's a tribe there – and you need to connect with them.

Why? Because thought leaders do original research

For prospecting purposes, this is priceless.

- You access a real-life community of buyers it would take you months to reach individually
- You establish yourself as an expert and a resource in that community
- You have a good reason for a series of follow-up relationship building opportunities with those same people, on those same forums, blogs, and social networks

Let's move on and talk about how to package, promote, and price your next big thing to maximize profitability.

First, I have to tell you that if you're thinking of a service business, I hate hourly pricing. You can do hourly pricing if you want to position yourself as a commodity. But you'll never reach the true potential of the income you might earn if you charge hourly. There's a natural ceiling to your income and it's a lot lower than you think.

But let's turn this around for the client. Clients don't want to really pay by the hour, either. Think about it – do you want your problem solved slowly or quickly? Speed has tremendous value. Part of what they're paying for with an outside service or expert is speed! So if you can solve it FAST, that is worth more to the client than if you take 6 months or a year to fix it. Why should the slow fix cost more? It just doesn't make any sense.

And the best way to promote your expertise? That's easy – give it away for free. Become the source of top-notch resources, articles, tools, templates, advice, insights, recommendations and wisdom for the people you want to serve the most. In my case, that's people like YOU – consultants, speakers, and thought-



leading professionals and entrepreneurs.

The distribution channels are endless – online, offline, articles, audios, videos, podcasts, books, booklets, email newsletters, teleseminars, webinars, and so on.

The four key words are: **Offer Value. Invite Engagement.** For every piece of content that you share – every blog post, every article, every speech that you give, every phone consultation, every free cookie or free sample you give away, make sure there’s a Call to Action. Something to subscribe to, download, or a way for them to have an initial consultation or assessment or something else that provides value.

The summary is - Don’t look for ways to sell them. Look for ways to solve their problems. It’s not just a word play I’m making here. It’s really about your intent. They can smell a sales pitch a mile away. And they can also pick up the vibe of someone genuinely interested in their success.

In fact, that’s the definition of the term, **trusted advisor** – a trusted advisor is someone who puts their clients’ interests above their own. Plain and simple.

Here’s the dirty little secret – trusted advisors sell more, more easily and more often than the hawkers, the scammers and the shysters. It doesn’t always seem that way in the short term, but it’s almost always how it plays out in the long term.

I’ve worked with clients 1-on-1 to create MANY of their “Next Big Things” – here’s an example. My longtime friend and client Ford Myers is a fabulous career consultant and career author. Ford and I worked together many years ago to put the building blocks of his WHOLE empire together. Ford’s website is www.CareerPotential.com.

See if you can relate to some of these building blocks – and look for the pattern of how EACH “Next Big Thing” in his business was just a natural extension of the pieces he was already successful with. And each one opened up new revenue streams and more leverage for Ford personally while strengthening the core



business:

1. **First, we tightened up his consulting and coaching packages** so he could make more money with less effort and more leverage;
2. **Then we created his first product** called *The Ultimate Career Guide* which was a big binder that sold for \$100; www.UltimateCareerGuide.com
3. **Then we added to it and enhanced it** with some audio CD's, downloads, tools, templates and electronic forms and raised the price;
4. **Then we put a book proposal together** for a book based on Ford's system – it's called *Get The Job You Want Even When No One's Hiring*. Ford sold the book to Wiley. It's now in its 3rd printing and has sold over 15,000 copies which is a huge success for a non-celebrity business author;
5. **Then we took the method, training and tools** in the binder, combined with the success of the traditionally published book and created *Ultimate Career Consultants* which is Ford's \$9,500 licensing program. This is a low-volume, high-touch program and Ford sells 5-7 of these per year to folks whom he very carefully selects and screens because he's very protective of his brand – as he should be. www.UltimateCareerConsultants.com
6. **Ford now runs seminars** where all these investable opportunities are available – from the \$20 book all the way up to the \$9,500 licensing program.
7. **Finally, we also worked together to help Ford create an internal corporate training program** for executives inside organizations who want to climb the career ladder faster. That's online at <http://www.careerseminar.com/>

So everything we talked about here today is not just theory – this is very doable if you apply the strategies and mold this to your specific world with some focus and discipline.

Let me give you a final tip and then we'll finish up with the gifts and bonuses I promised you.

The final tip is DON'T go it alone. Get help. Use your advocates, allies, influencers, other experts – even so-called competitors – to help you spread the word, help you extend your reach, and bring more of your ideal customers and



clients into your tent. Think about these three questions, "1. Who already has access to my target market? 2. Who already has my sweet spot prospects on their list? 3. How can I partner with them to offer win/win/win value?" The sooner you lose the Lone Ranger mindset, the more successful your "next big thing" will be!

Now for the gift – whether you decide this is the right time for us to work together or not, I want you to have these two gifts to help you make your "next big thing" a huge success – regardless of the economy, no matter what your industry is doing, and no matter what your competitors are dishing out.

The first bonus gift is a digital copy of **"21 Secrets of Simple Marketing Success"** that contains a ton of ideas that will help you put together your strategic marketing plan. And it also includes a step by step **marketing plan template** PLUS a completed sample so you can see exactly how to fill yours in and begin to implement the ideas you got on this call.

The second bonus gift is your **Marketing Language Bank** workbook which will give you the exact process to craft powerful marketing language that is highly focused and effective in attracting the EXACT types of clients and customers you are trying to reach with your next big thing.

All right, gang. Well, thank you, thank you. It's the top of the hour. I want to be respectful of your time. There's going to be a digital download of this audio in case you want to refer back to it for your own reinforcement and I will also send you a written copy of this transcript.

The two offers are active right now – to recap those, it's the private marketing mentor program with 90 days of access to me to help you with every aspect of monetizing your next big thing. The special pricing on that is \$5500. If you send me an email at david@doitmarketing.com with **90-day deal** in the subject line, I'll know you're serious about that one. If you **buy** it today you'll get 4 months, not 3.

And then there's the 3-session Strategy and Roadmap process customized for you and your specific "next big thing." The special pricing on that is \$1500. If you send me an email with **3-session deal** in the subject line, I'll know you're serious about that one. If you **buy** it today, you'll get 4 sessions, not 3. THANK YOU EVERYONE.