



Too Many Ideas!

How to Get Focused and Get Going

September 20, 2013

Welcome, everyone. This is **Too Many Ideas! How to Get Focused and Get Going**. I wanted to just welcome you. 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 you're going to get 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. If you've been on these calls before, you may THINK you know what those are but I changed it up this time around – so these will be NEW for you.

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 dig into our agenda for the rest of this strategy session. What you will take away from **Too Many Ideas** is:

Stop the "Entrepreneurial ADD" that keeps you distracted, unfocused, starting too much and monetizing too little

Start using six filters to help you sort out your best ideas from your duds - and start implementing your winning ideas NOW

Discover the #1 reason most entrepreneurs don't get the results they want (it's not what you think)



FINALLY answer the question **"What do I want to be when I grow up?"** and USE this answer to generate thousands of dollars in as little as 30-60 days

Create genuine momentum for yourself with powerful tools like "The Brand Sandwich," "Marketing Alchemy" and "Prospect Journalism" so you can begin to find customers and clients FAST

Let's start with entrepreneurial ADD which is *just a killer* for so many people that I coach and mentor...

Here's what that looks like:

- You love to start.
- You don't like to finish.
- You love ideas.
- You don't know how to monetize them.
- You call yourself a "big picture person" not a "detail person."
- Your friends keep THINKING you're changing your business every 6 months
- But you're not – you're just trying to **innovate** or **pivot** or **figure** things out
- You suffer from what we call **shiny object syndrome**.
- You have a hard time – a *REAL hard time* – distinguishing opportunities from distractions.
- You feel like you're spinning your wheels and can't get traction behind "that one BIG thing" that you're trying to create or expand or monetize.

OK – let's stop the craziness right here. Here's how to sort this out.

You need to figure out 3 things: your **business model**, your **revenue model**, and your **delivery model**.

Once you nail that down, you'll be able to focus your expertise and lay out all your possible offerings based on these decisions.



This is a thinking, writing, and strategizing exercise.

Allow between two and three hours for this work. It may take less time if you've already decided on some of these things but it should not take more.

Turn off email. Turn off the phone. Concentrate for 30-60 minute chunks on these questions and on capturing your answers.

Don't feel you have to write long responses—often **key words or short phrases** are fine. This work is internally focused so approach it in the manner that is the most helpful to YOU.

Here's how to begin...

Take some time to answer these questions—or jot some detailed notes for further thought. Complete this and you'll gain some clarity around these BIG questions and you'll be ready to make some good decisions about the future direction of your marketing—and your business. Then you can say goodbye to your entrepreneurial ADD for good.

BUSINESS MODEL

Are you building:

- An organization (employees, sales force, offices, etc.)?
- A practice (solo professional, no employees, work from home, etc.)?
- A project-based consultancy (a loose affiliation of people and resources)?
- Something that isn't any of these?

REVENUE MODEL

How will you make money? How much and from what sources?

DO YOU WANT ACTIVE INCOME?

- Selling Products
- Selling Services
- Selling Expertise



- Short-term Projects (less than 1 month)
- Medium-term Projects (1-3 months)
- Long-term Projects (3 months—1 year or more)

DO YOU WANT PASSIVE INCOME?

- Memberships
- Information products (E-books, Audios, Videos, Online resources)
- Affiliate programs
- Referral fees
- Licensing
- What else?

DELIVERY MODEL

How will you deliver your products, services and value to your end-customer?

DO YOU WANT TO FOCUS BY GEOGRAPHY?

- Local
- Regional
- National
- International

DO YOU WANT TO FOCUS BY METHOD?

- In-person
- Virtual (email, phone, web)
- Retail
- Wholesale



- Franchisees
- Dealers
- Distributors
- Independent Reps

DO YOU WANT TO FOCUS ON CERTAIN MARKETS?

- Business to Business
- Business to Consumer
- Industry specific
- Size specific (by annual revenue, number of employees, number of locations)

Now, most of my clients when we wrestle with this, they say, "Well David, this is great but how do I know WHICH idea to pursue in the first place?"

There are six idea filters to help you sort out your best ideas from your duds – so you can start implementing your winning ideas NOW.

Filter #1. Time – this one is easy. Sleep on it. Let a week or two go by. Are you still excited? Still can't stop thinking about the idea? Are you doing market research? Are you sketching, doodling, whiteboarding, mindmapping the details of it? If you're not bored after 2 or 3 weeks, the idea may have legs... it may not, but it just might.

Filter #2. Test marketing – Ask 10 people what they think. Send a surveymonkey. Do some firsthand research. Go out and meet with 5-7 real live prospects, buyers, and centers of influence. Invite them this way: "I have a crazy idea and I'm asking for your help to shoot some holes in it and see if makes sense or not."

Filter #3. Does it fit inside your comfort zone? Is it line with your personal strengths, preferences, and personality? Does it fit YOU? Does it fit within your natural talents, abilities, and expertise?



Filter #4. Does it play into an existing asset? Can you leverage an existing asset such as your email list, your book, your website, an existing brand or domain name that you already own? Do you already have the right kind of attention from the right audience to make this business take off?

Filter #5. Does the math work? How many do you need to sell? What does it cost? How many customers do you need? How quickly do you need them to make the kind of income that you need and want to make? Is it a financially lucrative proposition both short-term and long-term as you build and expand it?

Filter #6. What are barriers to entry from competitors? Can your idea be easily knocked off? Can it be stolen or adapted or eclipsed easily by someone else in your space? If not, look at it objectively and ask yourself “How is this tangibly faster, better, smarter than any possible alternative?”

I promised you 6 filters and there are actually seven.

#7 is Are you passionate about it? Does it draw on MULTIPLE talents, past jobs, experiences, and education you’ve had? Do all the puzzle pieces of who you are suddenly fall into place? Does the idea have your thumb print on it? When you look in the crystal ball, can you realistically see yourself doing it for the next 5 years non-stop? Will you be committed and focused and disciplined to do whatever it takes to make this ONE business idea successful?

You were promised the #1 reason most entrepreneurs don't get the results they want (and it's not what you think)

It's not lack of clients and customers.

It's not lack of money.

It's not lack of commitment or effort or work.

It's lack of CLARITY.

Clarity on who you serve. Clarity on how you benefit your clients and customers. Clarity on how you want to show up on their radar. Clarity of why they buy from you – and why they don't.



Clarity indicates expertise.

The more clear and concise you can be, the more you'll gain the halo effect of expertise, quality, reliability, effectiveness, and value.

How concise can you make your pitch?

How soon can you stop talking and start listening?

Cut the fat and try to say 50 percent LESS.

Less is more.

Less sells more.

Truly.

Clarity comes from one source – DECISIONS.

Once you decide **HERE are the folks that I want to serve the most** because I enjoy them the most, I deliver the most value to them, I serve them the best.

They are the ones that are **most hungry** for my services, they are the ones that have the assets and the resources to invest in what you do, then you'll have to ask the second question. Okay, for that type of person, how do I come on their radar screen? Who am I in their world so that it's crystal clear?

Am I the financial advisor specializing in high-net-worth divorced women?

Am I the real estate broker for first-time home buyers?

Am I the advertising agency specializing in auto dealers?

Am I the accountant specializing in tech startups?

Am I the mental toughness coach for professional golfers?

Am I the leadership guru for the forestry industry?

Am I the PR firm for dentists?

Am I the travel agent for families with special needs kids?



What's your flag? What's your banner? THAT is clarity.

What label is on your bottle? My label is I'm the marketing strategist for small and solo service business owners. That's my label because remember, buyers buy labels. Buyers buy boxes. If we're saying, "Oh no, I've got 17 boxes." The confused mind says, "No." I don't know what this guy or gal does. I've had clients whom I've worked with 1-on-1 that literally had six different categories (not six different services- six different **categories** of services with two or three things in each.) And I said, "Okay, I'm the buyer. I'm that VP at IBM you're trying to reach. And I'm don't get it. I would never hire you."

You have to be really harsh with yourself. I'm the VP at IBM. You told me that's who your ideal buyer is. I come to this page on your website that has the six categories and 18 different choices. **It is ANYTHING but clear.**

As the buyer, I'm lost... and if I'm lost, I'm gone. If your offerings are wild and wacky tootie fruity. It's a grocery bag. I don't know what you do that can help me in my world.

Just making this one set of decisions when it comes to CLARITY will put you miles ahead of your competition. There should be no question. There should be no doubt to that buyer once you've made your expertise CLEAR.

Coming up... **we'll talk about how to create genuine momentum for yourself** with powerful tools like "The Brand Sandwich," "Marketing Alchemy" and "Prospect Journalism" so you can begin to find customers and clients FAST.

Let me take a commercial break because I AM that marketing strategist for small and solo service business owners. I'd like to tell you about TWO different ways we can work together during the months of October, November, and December to make your business more profitable, more enjoyable and more fun. And to help you create a real **turning point** in your business in 2014 and beyond.

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.
- Normally, 90 days of marketing mentoring is \$7,500
- **If you apply for a conversation with me by the end of today 9/20/13, 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 chat." My email is

david@doitmarketing.com The only commitment you're making is to TALK about the program and how it can help you.

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. Anything else that's important to you or that will help you get unstuck, and to help you **regain that clarity, confidence, and control** of your business so you can **get more clients and make more money.**

This program is normally \$2500. **If we talk by the end of today 9/20/13, you'll save \$1,000 and you'll get it for just \$1,500.**

Email me right now at david@doitmarketing.com and use the subject line, "3 session chat" and we'll talk to make sure we're a good fit.

OK let's continue our conversation. The BIG question most entrepreneurs ask when they consistently suffer from having too many ideas is, **"What do I want to be when I grow up?"** If you use this next strategy to answer that question, you'll be able to generate real money in the next 30-60 days.

This is simple but not easy.



Are you ready?

You have to make three decisions. That's it. In fact, my fear is that this sounds SO simple that you're going to dismiss it and not do it – and stay stuck and spinning your wheels.

I'm almost reluctant to say it because it's so darn simple. But this is the advice you've been waiting for in three painfully simple steps:

- 1. Figure out the specific audience of people, prospects, and companies** you want to serve the most because they are your peeps, your tribe, your natural followers. So this boils down to WHO are you passionate about? Write that down.
- 2. Then figure out what THEY are passionate to learn, to do, or to become.** Write that down.
- 3. Then finally, start talking about, sharing, and connecting them** with advice, insights and recommendations that solve those specific headaches, heartaches, problems, challenges, and gaps.

Do that publicly via speaking, publishing, networking – both online and offline – and the floodgates will open for you. You'll be amazed because soon after you start doing this, they'll start to ask you, "Can you help us with that? That's exactly what we're wrestling with right now. Can we bring you in to solve that for us?"

Next up – let's talk about how to create genuine momentum for yourself with powerful tools like "The Brand Sandwich," "Marketing Alchemy" and "Prospect Journalism" so you can begin to find customers and clients FAST.

The brand sandwich is my answer to the age old question, "Is it better to promote your personal brand or your company brand?"

My clients often ask, "Do I put more focus into the personal or professional?" Even on social media, you may be seeing people who have mostly professional information in their social media profiles and activities (Facebook, Twitter, Google+). Do you maintain a presence for both? Which one is primary - you or the company?



The answer lies in building your brand sandwich. It's made up of several layers and each one needs to be hot, tasty, and fresh on it's own.

Here are the layers for your brand sandwich:

Your personal name/brand (in my case, David Newman)

Your company name (for me, Do It! Marketing)

Your services or packages or programs

If you're an author, your book titles (ex: Do It! Marketing)

Your sound bites or expressions (ex: Donald Trump has "You're fired" and celebrity chef Emeril Lagasse has "BAM!")

When it comes to social media, the best plan is to market your PERSONAL brand first and foremost. After all, remember it's called SOCIAL media -- not BUSINESS media!

My three rules for social media (and these apply equally well to Twitter, Facebook, LinkedIn, YouTube, and your blog):

- 1. It's SOCIAL** (be a PERSON first) – Be 3-dimensional, quirky, approachable, authentic, fun
- 2. It's OUTWARD-focused** - Just like making friends, you'll make a lot more of them if you make your social interactions about THEM and not about YOU
- 3. It's a RELATIONSHIP and not a transaction** - treat your followers, fans, and friends like real people. They have egos, they have feelings, they like being thanked, recognized, promoted, and praised. So DO THOSE things and you'll do great.

Next tool is called **Marketing Alchemy** and it's about how you spend your marketing time, effort, and energy.

Here's the secret, folks: DECIDING (truly and deeply) what you want is about 100 times HARDER than actually GETTING what you want once you've made the decision.



Once you've nailed down the BIG decisions about your business model, revenue model and delivery model that we talked about earlier, you'll want to decide what marketing activities you want to add to your mix. That's the alchemy part.

Now here's the concept that **80% of business owners miss that causes marketing overwhelm and sales burnout...**

None of your marketing strategies will be effective **unless this one criteria is met.**

Are you ready? Here it is: **The marketing strategies that you choose MUST be the ones that YOU find easy, effortless and enjoyable.**

Let me repeat that because it's so vitally important to your success: The marketing strategies that you choose MUST be the ones that YOU find easy, effortless and enjoyable.

The mistake I see a lot of my clients make – and this is true of so many small business owners, entrepreneurs and professional service providers – is that you try and do them ALL. The thinking is that you'll hedge your bets if "you try a little bit of everything."

I've got news for you – today is the day you DECIDE.

Today is the day you commit to doing LESS marketing – and do that smaller number of marketing tasks with more focus, more momentum, more intention, and more consistency.

OK, we're in the home stretch here. The final tool I want to share with you is called **"Prospect Journalism."**

Listen up for this one because it can put you in front of high-end buyers and influencers in the next 7-10 days if you use it the right way. Here's how it works...

You're a writer, researcher, journalist. Find the top trade association magazines or highly targeted industry publications that your target market reads, recognizes and respects. And plan to write an article for them.

Why? Because thought leaders do original research



For prospecting purposes, this is priceless.

- You access high-level Buyers it would take you months to reach (if ever!)
- You establish yourself as an expert and a peer
- You have a good reason for a series of follow-up relationship building opportunities

Here's how:

Title of your article must contain an embedded compliment

If you're an innovation consultant: *How Smart Leaders at Top Companies Profit from Breakthrough Ideas*

If you're a sales consultant focused on financial services firms Ex: *How Top Producers at Leading Firms Create Referrals for Life*

Ask 5 questions like:

- What's been the biggest factor in your success?
- What obstacles and challenges are you still working on?
- What's the best advice you've ever heard on this topic?
- In your opinion, what's the secret sauce that many miss?
- What's the key practice or tactic you keep coming back to?
- Crystal ball: What does YOUR next level of success look like in this arena?

Do these by phone or email *whichever they prefer* (phone is better for rapport)

Map out approach and all follow up touches over the next 90 days:

Interview – thank you email - thank you card - send finished piece - send link to blog - offer to stop by and drop off signed copy of your book - send different article - invite them to seminar - send note "another idea for you" – Call and say,



"I was thinking about your situation" and ask if they would value a conversation about how you might help.

Do 3 of these per week = you'll get 12 per month. In 90 days, you'd have 36 top prospects who know your name, will take your call and who might even look forward to hearing from you!!

Now for the gift – whether you decide this is the right time for us to work together or not, I want you to have this gift to help you make 2014 your best year yet – regardless of the economy, no matter what your industry is doing, and no matter what your competitors are dishing out.

You're getting a FREE copy of the **Do It! Marketing Manifesto**. It includes:

- The Four Levels of Marketing and How to Use Each
- 11 Questions to Spark Your Success
- 7 Things Every Entrepreneur Must Do Daily
- How to Unleash the Power of Deciding
- 21 Things to Quit Doing Immediately
- Why Each Day Needs a Marketing Mission
- How to Close More Sales
- and 17 Great Answers to "How Much Do You Charge?"

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 growing your business. The special pricing on that is \$5500. If you email me at



david@doitmarketing.com and put **90-day chat** in the subject line, I'll know you're serious about that one.

And then there's the 3-session Strategy and Roadmap process customized for you and your particular business. The special pricing on that is \$1500. If you send me an email with **3-session chat** in the subject line, I'll know you're serious about that one.

THANK YOU EVERYONE.