

Marketing Magic!

Forget Everything You Know (About Making Money)

A short little story old as time. We've all played a starring role at one time or another. I know I've played several at various times in my life.

Boy meets girl. Boy LIKES girl. What happens? Girl runs away. Who has all the power in this little arrangement? Correct. The girl. Now, let's pretend that after a while, the girl decides that she kinda likes this boy after all. What happens? You guessed it. The boy runs. Now, where does all the power shift to? Right again. To the boy. Sound familiar?

What we have here is a very simple lesson in Human Psychology 101.

Human nature states that we always want what we can't have. If we can have it, we don't want it. Think about it.

The lesson here is simple but very important if you want to expand your business and keep your friends. But more importantly, enjoy your life and live your destiny.

So what's the biggest mistake most of us make in our business (and personal) life? I call it "leading" with your business.

We're so excited about our business and what we have to offer. It's the greatest thing since sliced bread. Nobody has ever done it JUST this way. We wanna tell the whole wide world about it so we go out and regurgitate all over the first person we see, and the next one and the next one, etc. When they react (naturally) like you've got the plague, we're mystified and bewildered. You soon notice they stop taking your calls and returning your emails.

Sound familiar?

This scenario shouldn't surprise us at all because it's only natural. What's the first thing YOU do when someone tries to sell YOU something? Yup, you put up your defense, your eyes glaze over and you run the opposite direction. Especially if it's someone you don't know. We all do it. It's our natural fight or flight mechanism taking over trying to protect us.

People LOVE to buy but they hate to be SOLD. Think about it.

People do business with people they like and trust but we're so busy with our OWN agenda that we scare everyone off before we give them a chance to get to know us and realize how great our product or service really is. We stand bewildered thinking, "If they ONLY knew."

Desperation isn't at all attractive and can be sensed a mile away. Just drop by your local singles bar and ask any pretty girl.

Ever hear of a little thing called "posture?"

I'll give you another little example that all us animal lovers are familiar with. You come home from work in the evening and as soon as you open the door, what does the dog do? He runs up and starts licking on you and jumping all over you and what do you do? Yup. Get off me! Stay down! Stay down! Now let's change this up a tad. You come home and what does the cat do? That's right. Looks at you from across the room with that look in his eyes that says, "Where in the samhill have YOU been? It's about TIME you came home! Get me something to eat! What do you do? Hurry across the room and start petting him and promising him all kinds of things.

I'll give you one guess which one of these guys have "posture" and it ain't the dog.

Isn't this amazing.

Well, what if there was a way to have people come to YOU instead of you spending all your time, money and energy chasing them? If someone comes to you and asks YOU about your business, who has all the power? I'll give you a hint. It's NOT the one asking the questions.

Try this.

Imagine you have several million dollars in the bank and you're living very comfortably on interest income. Nice thought, eh? Now, instead of trying to "sell" something to everyone you meet, you go about your day with the simple goal of making as many new friends as possible.

You're living your life just having fun being you because your genuine desire is to help other people and everyone you meet can sense that. When you become someone's friend, what's the natural course of conversation? You guessed it. The subject of what you do for a living always come up. But by now the barrier is down because they feel like they know you and can trust you and they are much more likely to listen to what you have to say.

Are you following me here?

I finally realized several years ago that I was put on this earth for one simple reason and that is to help other people. An epoch moment for sure but that was not the end. Actually it was the beginning of something wonderful because I then realized that the more people I help the more fun I have. Really. Can it get any better? Well, then I noticed that the more fun I have, the more money I make. Amazing.

THEN I noticed that the more money I make the more people I can help. The more people I help, the more fun I have. The more fun I have the more... Are you beginning to see a pattern here? It certainly isn't a vicious cycle. More like a perpetual love machine.

Wow.

If you'll implement this one simple strategy into your business, you will have just separated yourself from 99% of your competition. Marketing 101 tells me that's a good thing!

This is one of the best suggestions I can give you on how to explode your business and have tons of fun in the process. It takes all the pressure off and will take you to places you never dreamed possible. It may sound simplistic but it works.

I turned my yearly income into my monthly income by following this one simple principle and I believe it can do the same for you.

I'll be going into more detail in future articles concerning the concept of Me, Inc. and how you can become "the" expert in your field. Once this happens, people seek YOU out and you then have the luxury of deciding who you do business with.

After all, confidence IS very attractive.

Until next time, dance like nobody's watching and love like you'll never get hurt. It's gotta come from the heart if you want it to work!



Ronald Earl Wilsher is the author of the upcoming book: *Make Millions ~ By Being You!*

To become one of my "WayKewlFriends", visit: www.WayKewlFriends.com

Contact me directly at: Ronald@RonaldWilsher.com or 281.395.1000 (c)

Copyright © 2008 Wilsher Media, LLC ~ All Rights Reserved