

10 Ways To Make Marketing Fun!

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Avoidance

Dread

Confusion

Reluctance

Difficult

Unrewarding

Ambivalence

Struggle

Time-consuming

Any of these mindsets will make marketing difficult

1

**Have a compelling
vision of your
marketing**

Interview from the future:

- ➔ How did you do it?
- ➔ What is the secret of your great success?
- ➔ Any tips for those starting out?

2

**Be clear on your
company values**

➔ What is really important to you about your business?

➔ Example: *Creativity*

➔ Create a sentence:

*I use my **creativity** to express myself and improve the way people view my work*

3

Set Specific Goals

4

**You will get what
you focus on**

➔ Good and Bad

Examples:

If you focus on not having enough clients you wont!

If you think “I wont win this contract” chances are you wont.

If you think “All my clients have no money” then they probably wont and you will attract more of the same.

5

Learn the rules

and

Play the game

- ➔ Engage
- ➔ Get Attention
- ➔ Get Interest
- ➔ Give Information
- ➔ Follow up
- ➔ Develop a Relationship
- ➔ Turn into Client

6

Do what you enjoy
- Consistently

7

Get the Marketing Mindset

- ➔ Is it true?
- ➔ Can you absolutely know it's true?
- ➔ How do you react when you think this thought?
- ➔ Who would you be without the thought?

Now, turn it around!

Taken from "The Work" by Byron Katie

8

**Have a bias for
action**

9

**Follow your own
excitement**

10

**Failure is only
Feedback**

- 1. Create compelling vision**
- 2. Clear business values**
- 3. Set specific goals**
- 4. Focus on what you want**
- 5. Learn the rules**

6. Do what you enjoy

7. Marketing mindset

8. Do something

9. Follow your excitement

10. Failure is only feedback

Any Questions?

Thank you!

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