

## Did You Know That Successful Marketing Is An Inside Job?

Do these questions go through your mind?:

- Where are the best places to advertise?
- How do you identify the right prospects for your business?
- How do you 'get' them interested in what you have to offer?
- How do you convert that interest into paying business?
- What should you put on your website? How much should you charge?

Now these are all good questions, but they focus on EXTERNAL issues. Bernadette Doyle, of [www.clientmagnets.com](http://www.clientmagnets.com), says 'if I were only to focus on the externals, then I would be doing you a disservice. You see, being a Client Magnet is as much an 'inside job' as it is an 'outside job'. What does she mean?

'What I mean is that there are certain things, certain activities that I've done over the past 5 years that have made it possible for me to build a list of subscribers, develop an 'auto-pilot' marketing system, and make more money whilst working less. Usually in my newsletters, I write about what those external, practical activities are. But I think that what's **really** made the difference are some of the shifts that I've made on the inside. When I really started to recognize the value that I have to offer in the marketplace is when things really took off for me.'

I agree with Bernadette. When you **truly** believe, 'I know that there's something unique that I have to offer that's really valuable to the people I'm meant to be working with' then that's the moment when all your marketing efforts really start to pay off.

Bernadette insists, '**One of the first important distinctions is when you realise that you're not supposed to be selling to 'everyone'**. You're not. But there's a certain group of people in the world, and the skills and the experience that you have RIGHT NOW, makes you the perfect match for them, because the fact is, when you match up to the people in the world that you're meant to be working with, there's not a lot of selling or convincing to be done.'

'So if I were to sit down with one of your clients or customers, and ask them why they like working with you, what they get from being with you, what would they say to me? What would they say that you've done for them? I'm willing to bet that it's not your qualifications. It's not the results that you've produced for them. But that there are qualities about you, there are certain things that you bring through your presence that is compelling for them. **It's not what you KNOW, or what you DO, but WHO you are.** And that's why they work with you.' Absolutely true. Think about who you buy from.....

Bernadette has proved her methods work, so I think it makes sense to use what she says. NLP is all about modeling successful behaviours, after all! So spend half a day assessing yourself... what are your true qualities? Why not ask some people around you, whom you can trust to be honest with you?

There is no one else just like you. You are unique. But you need to know that on the inside first. Until YOU'RE convinced, it will be practically impossible to convince anyone else. So instead of trying to figure out a great marketing technique this week, spend some time going inward and exploring your **true** value.

And if you want some help with this..... Call me! I specialise on the inside job!