

Veronika Noize

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How to Create a Can't-Fail Marketing System

By Veronika Noize, the Marketing Coach

Ever since the dawn of time, many businesses have started up, and some businesses have succeeded. Far more businesses have failed than have succeeded, of course, and it's really no mystery why. Surprised? I was, too, when I first heard all this. Here's the deal: Businesses that succeed (at least in industrialized nations such as ours) developed marketing systems using the five elements listed below; businesses that fail usually have *not* had these elements in place. If you're interested in joining that select group of businesses that thrive, consider creating your own can't-fail marketing system using these five core elements:

1. Documentation: And by "documentation" what we're really talking about is a written plan. Did you know that a written plan that outlines your goals, timelines and activities is the number one factor in determining success in achieving any major goal? That's right. Not luck, not a great idea, not even the greatest web site in the world will have the effect on your success that a written plan will have. The good news is that your plan doesn't have to be fancy (actually, it helps if it's not!). All it really needs to include is what you're trying to achieve in measurable terms (that's your goal or goals), plus your plan for achieving that goal (a strategy statement of some sort), and a list of actions with a schedule or timeline that you plan to do them (that's your tactical calendar). Sound hard? It's not. Try it. If you're thinking you can't create a "real" marketing plan, try my [Top 10 Marketing Questions](#); that will get you what you want, and it will cover all the bases you need.

2. Support: Having a group of people PLUS one partner or buddy who are familiar with and supportive of your goals, and who offer regular support, ideas, and feedback helps keep your energy and momentum up, as well as provides you with the strength you might need when the going gets tough. That group of people can be as formal as a board of directors, or as casual as support group. That one person who is willing to talk to you about your interests, your business, your plans and your challenges will probably either be a business partner or a business coach. Please note that your spouse or life partner and best friends might get very tired of you talking about yourself and your business all the time, so make sure you have someone to talk to who is just as interested in your success as you are.

3. A firm belief in and vision of your own success: The most effective way to do this is by programming a message of success in your subconscious mind. Sound too "woo-woo" or "new age" for you? Get over it. We're talking about a simple process that has been used by high achievers for thousands of years. Sometimes it's called creative visualization, sometimes other things. But know this: People who have achieved great things, including famous sports stars, world leaders and even presidents of huge corporations, have used this technique with amazing results. All you have to do is create a vision of what your success looks like once you have achieved it. Then write it down, and read your vision or goal achievement statement aloud twice a day. For best results, your vision statement needs be framed AS IF it has already happened. The key elements of your vision statement are the date, the

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setting, specific outcomes or goals, and your feelings, both emotional and physical. If you're a bowler for example, and you wanted to bowl a perfect game, you would image how it felt to hold the ball, what the lane looked like, and then how your wind up and approach felt, along with the elation of bowling a strike. Get the picture? In order to form a clear vision, use these questions as a guide: What day is it? What time is it? Where are you? What are you doing? What specific goals did you reach? What happened as a result of reaching those goals? How do you feel?

4. Focused, consistent action: What this means is that you apply regular, focused attention on your goals by completing tasks that are designed to move you toward your goal. Remember, the greatest threat to progress is inertia. Constant attention to your goals helps keep your eyes on the prize and the finish line in view. Tip: Keep your goals visible (in a notebook on your desk, posted by your computer, etc.). And for goodness sake don't stop doing stuff just because you don't get immediate results. If after three months of diligent work on your tactics you find that you've made no progress, then reevaluate your tactics, and get back to work. Remember, quitters never win, and winners never quit.

5. Clarity of purpose: This means having a crystal clear and concise statement that distills the essence of your value to a particular and specific customer base in seven to nine words. (No kidding!) Most people call this an elevator speech. Bottom line, if you can't articulate your business's value in fewer than ten words, you're going to have a hard time making your case. Sound impossible? It's not, but keep in mind that a killer elevator speech is just the beginning, but what a beginning! Do you know the old adage "Well begun is half done"? That's how your elevator speech can help you. Need help creating your own killer elevator speech? Download my handy [How to Create A Killer Elevator Speech](#) tool and get to work.

So there you have it, all wrapped up in a nice little package: Everything you need to do to create a can't-fail marketing system of your own. The details are up to you, but the elements are everything you need to make it happen just the way you want it. If you need a little help getting started, call me (or someone else, it doesn't matter) and we can figure out where you can start on your way to guaranteed success.

Veronika (Ronnie) Noize, the Marketing Coach, is a successful Vancouver, WA-based entrepreneur, author, speaker, and Certified Professional Coach. Through coaching, classes and workshops, Ronnie helps small service businesses attract more clients. For free marketing resources including articles and valuable marketing tools, visit her web site at www.VeronikaNoize.com, or email her at Ronnie@VeronikaNoize.com.