

PART

The Laws of Gravitational Marketing

1

The Power of Gravity

*The Force That Allows Some People to Get Rich
while Others Get Left Behind . . .*

Close your eyes, think about this for a moment. Visualize what your life would be like if your business was ESP. Now open your eyes. How did it look?

When we do this same exercise in seminars, people often look confused. So we ask them if they know what ESP is. We get answers like being able to see the future, to predict something is going to happen, sixth sense, and the obvious extrasensory perception. All of these answers are normally correct, but not in our definition of the term.

To us the acronym ESP stands for something completely different, something we have a passion for, something that can change your life. ESP in our minds stands for Enjoyable, Simple, and Prosperous.

Now visualize your life again, this time with the new definition of ESP. What would your life be like if your business was ESP?

What a huge difference changing your perception just a tiny bit makes. Now, when you visualize that, you can really see it can't you? Can you see what a business that is Enjoyable, Simple, and Prosperous could mean for you?

This is a life-changing thought. You work so hard, every day. Wouldn't it be great if what you did all day was Enjoyable, Simple, and Prosperous? It can be and it should be!

That is our goal. To help you create a business that is Enjoyable, Simple, and Prosperous.

Now listen closely because what we are going to say next is the single most important thing you need to know to create a business that is ESP.

We are often asked if there is a magic marketing pill or a beanstalk bean of the marketing world that can produce giant results with just a few resources. Sadly, there is no such thing, but there is one thing that is vitally important that every business owner, entrepreneur, sales and marketing professional must know if they are planning on reaching their goals and creating a business that is Enjoyable, Simple, and Prosperous.

This single concept has meant success for so many people and is something we urge you to learn, embrace, and follow for the rest of your days. We've put this point on paper next and even made it stand off the page so you would be sure to see it even if you aren't paying close attention.

The single most important thing you need to know if you want a business that is ESP:

You must be the master of your own marketing.

Read that statement again and really think about it. Now, let us tell you why this is such an enormous point for you to store in the forefront of your already crowded mind. If growth is your goal; if making a profit is your goal; if getting customers is your goal; if having a business that is ESP is your goal; then marketing is your only option. You must market or you will get nothing:

- No business.
- No growth.
- No customers.
- No profit.
- No joy.
- No simplicity.
- No prosperity.

All you'll be left with is hard work, frustration, and lackluster performance.

In today's world of commoditization and information overload, it's getting harder and harder for businesses to stand out from the crowd.

It doesn't matter if you own a massage parlor, hardware store, IT consulting firm, entertainment center, or any other business. The fact is we're willing to bet that nearly everything you've learned about marketing and advertising is wrong. Dead wrong.

Nonetheless, businesses and individuals continue to desperately throw their hard-earned funds at advertising and marketing

6

THE LAWS OF GRAVITATIONAL MARKETING

opportunities, or waste time on inefficient sales bull-work, like cold calling, only to wish they had not.

For all intents and purposes, you have little hope to ever properly market your business through traditional means. You can only cross your fingers and hope for the best.

This is exactly why we created Gravitational Marketing.

The advertising galaxy is big—really big. And the big guys think they know how to navigate it. Plus they’ve got the cash to burn and the human resources to use.

But you, you’re different. You’re the local hero—the bootstrap-ping entrepreneur, business owner, marketing director, or sales professional who’s worked for every single penny you’ve earned.

And us? We’re the marketing experts on your side. We’re the guys who only care about what gets you results, not what wins awards.

Quite frankly, we don’t care about the big guys or the advertising gurus. Let them spend their award-winning, unaccountable advertising dollars where they will. We care about you—the business owner, entrepreneur, marketing director, or sales professional.

During our careers, we’ve had a unique opportunity to witness the advertising challenges these professionals face daily. Specifically, the fact that the marketing process is confusing, often misleading, and to most business professionals unbearably expensive.

Never the ones to back down from a challenge, we set out on a search for the Holy Grail of accountable advertising and marketing. Unfortunately, there wasn’t one. So we created it ourselves—a step-by-step system that, amazingly, got results. And with that, Gravitational Marketing was born.

The Big Problem for Most People

The big problem for most business owners, entrepreneurs, salespeople, marketing managers—really anybody who’s responsible for bringing business in the door—is how to attract the business. If you’ve ever been in the business of sales (and let’s face it, if you own a business, you’re in the business of sales and you better be thinking sales because sales

is the lifeblood of the company), you've probably sat there at the desk and thought the same thing, "How do I attract customers?"

Let's talk about some of the commonly used methods that most business owners resort to and dislike with a passion:

- You could open the Yellow Pages and start cold-calling.
- You could go out and knock on doors.
- You could ask your friends and family if they know anyone who would be a prospect.
- You could call a customer list from your old job. But it seems like when you need customers the most, they're the hardest to find and everybody turns their back on you.

When we first started our business, we left our jobs with a client list of people we had spent a long time working with. We weren't going to compete with our old company (we had a pretty serious noncompete agreement), but we were going to sell a product that some of our past clients would be interested in. So we decided to call those people we had relationships with first because we figured that would be the easiest customer to sell.

What we found was that when we called them, even though we had relationships with them from the past, because we had left the old company and now we were working on this new endeavor, we were instantly recategorized as salespeople and product pushers. We quickly realized that we had nothing—not a single decent lead.

That's the category that most business owners, sales and marketing professionals, and entrepreneurs fall in when they're first trying to attract customers. They fall into the category of product pusher, hustler, or salesperson. And let's face it . . .

People don't like to be sold.

Have you ever walked into a business to try and sell what it is you sell and gotten the feeling that they didn't want you to be there? Have you ever made a phone call to a company just to find out if they might be able to use what it is that you have to offer and gotten the feeling on the other end of the line that they really didn't want to talk to you?

Have you ever been at a networking meeting and met someone and had a conversation with them, then when you suggested that you should meet professionally to discuss how your product or service might help them, they suddenly clammed up and did not really want to talk to you? Next thing you know, they're not even returning your calls. This is what the sales prospecting process is like for a lot of people.

It's banging on doors, it's burning up shoe leather, it's making cold calls and being hung up on. And the traditional mindset is if you'd just keep making the calls, you'll eventually hit gold. That is the truth. But it's a hard road to travel.

There Must Be an Easier Way

The good news is this book is going to talk about an easier way.

Have you ever walked through a mall and been approached by a guy with a fantastic lens cleaner for your glasses or a helicopter that zooms out of your hands and flies or a boomerang? Of course. Jim used to do that when he sold puppets in the mall from a kiosk during college. He used to approach people with the puppets and try to get them to come over.

When you walk through a mall and that guy comes over with the puppet or the boomerang or the lens cleaner, you literally steer away. You make a wide berth around him, trying to avoid him at all costs. People would try to avoid us like the plague.

Travis used to work at an electronics store in the mall when he was in college and he would offer free cell phones to people. He would stand out in the mall and would basically call out or bark to people as they would walk by and offer them a free cell phone. They would literally walk to the other side of the aisle.

Barker is an interesting word we chose to use. We believe that most people, because of the traditional way they are taught to sell, are barkers. A snake oil salesperson is synonymous with barker. People are adverse to barkers. They know their tricks. They have a negative connotation with the barker and the snake oil salesperson. They try to avoid those people at all costs. But when you try and sell your product or service, you are basically that person. It's sad.

The legitimate business owner and the legitimate marketing director or salesperson who's offering a legitimate service to people, a service people could really use or a legitimate product that could really help them, do not get a fair shake because people avoid anyone who's trying to sell something at all costs. This creates a problem. This singular problem is what causes most small businesses to fail or big businesses to fall stagnant. It's what causes many businesses to have to spend an enormous sum of money on advertising or put an enormous number of salespeople on the ground to attract a small number of interested potential clients.

The Best Marketing Wins

The difference between a company that is successful and a company that is struggling is usually defined by one thing: The company that is successful has lots of customers and the company that is struggling doesn't. If we need lots of customers to make it, wouldn't it be better to have the customers come to you instead of you having to go out and chase them down?

If the person with the most customers wins, then by the same definition, it's the company that understands how to attract the most customers that's ultimately the most powerful.

Here's the solution. Here's what you need to learn how to do. You need to learn how to transition from having to go out and chase down customers to understanding how to attract or gravitate customers to your business. That's exactly why we created Gravitational Marketing.

When we had jobs, we devised a method to cause people to flock to our clients' businesses. It was very effective. But the problem was it was very expensive.

It delivered an excellent return on investment but what we realized was that many businesses just could not, under any circumstance, play that game because they didn't have the necessary cash to do it. And the necessary cash usually meant a minimum of \$30,000 per month in advertising and as much as \$100,000 or \$200,000 per month in advertising.

So we asked, “How can we duplicate or replicate those results causing people to come to us—to come to our clients—but without spending all of that money?”

We locked ourselves in our office, which happened to be a small room in one of our houses. Every day for months and months we would hole away in that office and try and solve this problem.

We tried different ideas and we tested different techniques and we presented different theories. And then one day it all came to us at once.

The Eureka Moment

This simple, little idea would truly make people quickly, easily, and naturally come to you and identify themselves, almost waving their hands saying, “I want what you have to sell.” Then you could put all of your focus, energy, budget, and time marketing directly to those people who have already told you that they want what you have to offer, that they want the benefit that you offer, and they’ve given you permission to tell them about it.

That sale has almost no friction, a higher closing ratio, and typically is more enjoyable to make. It also provides you with a customer who has a longer relationship span, a higher degree of respect for you and your company (which is very important), and a greater level of profitability to your company (which is even more important).

This process, which we called Gravitational Marketing, causes people, potential customers, to raise their hands and say, “Market to me because this is something I’m interested in.” That is a powerful thing.



From the Trenches

A great friend of ours recently forwarded several ad-related articles from a few big-name business magazines including a list of the best ad-related blogs. As I skimmed the articles and the blog postings, a dark feeling crept into my heart: This information is not for those of us down here on Earth.

There was no discussion about the most important aspect of marketing: getting new customers. Instead, the space was filled with discussions of image and art and how to create and maintain a brand for your company.

It seems that these glitzy ad folks have created this world, high above the rest of us, in the clouds, where getting new customers doesn't matter. Looks are more important than leads.

This may be fine for Coke, McDonald's, Nike, Sony, Tommy, and the like, but it doesn't do a bit of good for those of us down here on the ranch.

My big problem with all of these major ad blogs and the major ad and business magazines is that they reside in the land of the brand. That's not where we are. That's not where our clients are.

None of these blogs discuss real concepts for getting prospects to call you or bang on your door. I read the business magazines every month and have decided they are deadly to an entrepreneur starting a small business. I'm not saying their ideas aren't good, or the concepts aren't sound, or the information is bad, or the writers are dumb. But I am saying it's the wrong information for the small guy. And most of us are the small guys.

The big companies are controlled by a small number of executives and Madison Avenue firms. It's the rest of us, the majority of us, who represent the sea of small businesses trying to pull it off in the Now Economy.

The more I learn and the more I see, the greater the divide seems to become between what's real and what's scented, glossy magazine fantasy. It's like a woman reading a fashion or beauty magazine and believing her life and looks should be like those discussed in the articles or shown in the pictures. It's really no different.

Big business magazines paint pictures and tell stories of eclectic companies with execs who wear sneakers and Mohawks and drive electric cars—and oh, by the way, that's the extent of their marketing. It may be true. About as true as Brittany Spears'

(continued)

first wedding was—but that doesn't mean it exists down here at ground level where the rest of us are working to pull a buck or a million.

So why don't these scented, glossy magazines portray the bootstrapper who started with a 1,000 piece direct-mail campaign and a small ad in a trade publication and turned it into a million dollar business?

Because it's not glamorous, it's not sexy, and that girl doesn't have a Mohawk.

Well, neither do you or I.

The take away here is to understand that these magazines' jobs are to sell magazines. Sensational stories sell magazines. Great.

But small business owners and entrepreneurs everywhere must be very careful and aware of this truth and be cautious not to let their brains be filled with self-doubt, envy, or disappointment that their businesses and their marketing aren't like those in the magazines and blogs. They're not supposed to be.



Expert Resource

Millionaire Blueprints is a magazine we recommend that all business owners read because it gives real-life examples of how everyday entrepreneurs have gone from broke and struggling to millionaire status. The magazine interviews these bootstrapping entrepreneurs and gets them to reveal their secrets so you can use them to grow your business and achieve similar results.

We personally read this magazine and love it. It's the only magazine we race to the mailbox for. You can learn more about *Millionaire Blueprints* magazine by going to the Gravitational Marketing resource site at www.GravityBook.com/blueprints.