

Marketing and The Wave/Particle Effect[®]

By Kathy Ellis, The Business Lab Marketing Coach

At first, light was assumed to behave like a shower of particles. With further research, it was decided that light actually behaved like waves. Then, in the twentieth century with even further research, it appeared again as if light behaved in many ways like particles. Waves or particles, particles or waves? What's fascinating about this little physics phenomena is what they've finally determined about waves and particles — and how we can use it to improve our marketing plans and businesses in general.

Without going into a lengthy dissertation about the differences between relativity theory and quantum theory, what scientists have discovered about waves and particles is basically this — if you have a system capable of determining an outcome you will get a different result than if you have no way to determine the result. It is the observation that changes the wave into a particle. That is, until we “look” there is no objective reality — only potential. It does make perfect sense if you think about it, and it's easy to test. Try this, for the next 10 minutes or so, pretend that someone very important to you is watching you. Does your behavior change? Do you sit more upright? Tuck in that tummy? Clean up that desk? You can apply the same theories to your business.

Determine what to look at: With your team, determine the areas you most want to “look at,” then determine the ideal outcome you desire. For example, if you decide that you would like to increase the number of prospects you are in contact with, then you'll need to know how you define a prospect and how many new prospects you'd like to add each month/week/day. Creating a detailed description or vision of your ideal prospect is very important. Without a clear definition of who your ideal prospect is, you run the risk of attracting the wrong type of clients into your business, which can cause frustration, reduced profits, wasted time, etc.

The next step is to outline your process for obtaining new prospects and see where you can improve. With a clear definition of who your ideal prospect is, it should be relatively easy to find them, and from here all you'll need is a good system to turn prospects into satisfied clients.

When outlining your process, be very specific about each step. While this can take some time, it is important that you see the entire process so you'll know where improvements can be made.

Begin by including as many people in your company as possible in the process. By having everyone involved you'll tend to get more and different perspectives — always a good thing to have when you are trying to improve a process.

Give everyone a detailed description of your ideal prospect and let the discussion begin. It could go something like this:

1. Make a list of the top five places you'd most likely find this prospect.
2. For each of the five places, list out exactly what steps you'd take to make the prospect aware of you and your company. For example:
 - a) Join networking group A.
 - b) Review the list of all members.
 - c) Pick the top 20 members that are the best match for our company.
 - d) Attend networking event.
 - e) Try to find and meet those 20 people personally.
 - f) Write a letter to each of the 20 introducing yourself and asking for a few minutes of their time to discuss the group you've just joined — how it has benefited them, what is the best way to help the organization, what advice they have, etc.
 - g) Send letters and follow up — i.e., send three letters a day, follow up on those three letters four days after letter goes out, repeat process until all letters have gone out and all follow up is done.
 - h) Determine next step with that prospect — firm meeting, stay in touch, not qualified, etc.
 - i) Review member list again and repeat steps c) through h).
3. For those you have decided to stay in touch with, determine the best way to do so:
 - a) Telephone call every six months.
 - b) Monthly newsletter.
 - c) Monthly/Quarterly direct mail campaign.
 - d) Invitation to certain events.
 - e) In person meeting (coffee, lunch) each quarter.
 - f) Join a committee they are involved in.

Tip from The Business Lab: Set up a schedule for reviewing your progress. Notice what actions/processes/systems are bringing you closer to your goal, and which are taking you further away. Make changes/additions/deletions where necessary — and always be open to new ideas and new perspectives.

More Information? If you would like to learn more about this important topic or would like to receive our FREE Service Ideas Booklet, please send an E-mail to kathy@thebusinesslab.com, visit our website at www.thebusinesslab.com, or fax a note on your letterhead to 281-374-0569.

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