

Introduction to Module 2: E-Myth Marketing Fundamentals

Communicating the promise

“Marketing is an attitude, not a department.”

– Phil Wexler, marketing strategist and author

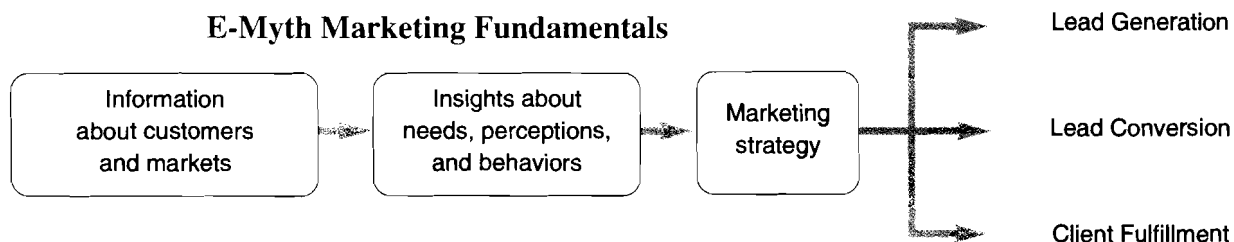
Successful businesses have one thing in common – single-minded dedication to their customers. That means knowing who their customers are, where they are, what their needs and perceptions are, how to communicate with them, and how to attract them. That, in essence, is the foundation of marketing.

Information, Insight, and Strategy

There is a logic to successful marketing. It begins with information about your markets and your customers. But information isn’t enough. What you’re really after is understanding and insight – understanding about the way your customers and prospective customers think, act, and make decisions, as well as insight into what really motivates them and how best to communicate with them. Only then are you equipped to create an effective marketing strategy, and it is marketing strategy that enables you to develop successful lead generation, lead conversion, and client fulfillment processes.

Strategy is planning and setting direction – it’s the analytical side of business development. Lead generation, lead conversion, and client fulfillment are implementation – the action side. Strategy comes first. And that’s what E-Myth Marketing Fundamentals is all about.

E-Myth Marketing Fundamentals



The First Step Is Information

It starts with the facts – information – and that is the subject of the first two business development processes in this module. You will identify your most probable customers and describe them in terms of their distinguishing characteristics, their “demographics.” You will also define and analyze your trading area by comparing your actual trading zone and your potential trading zone.

The Source of Insight – Psychographics

Psychographics is the art of determining the perceptions, attitudes, feelings, and preferences of customers. It’s understanding what they think, how their minds work, and how that affects their behavior, especially the decisions they make.

How can you know what goes on in the minds of your customers? You can’t know for certain, but you can get some reliable indications using the methods outlined in the Customer Perceptions and Behavior process of this module. By looking at your customers’ purchase decision process, you will develop the insights necessary to guide your marketing strategy.

Putting Insight to Work – Marketing Strategy

Having developed an insightful understanding of your customers and markets, you will be able to use the last three business development processes of this module to put together a marketing strategy precisely designed to appeal to your target market. You’ll be able to “position” your business in the minds of your customers in a way that differentiates you and gives you a competitive advantage. You’ll create a company image that attracts them and a “sensory package” that makes them feel at home with your company and your products. And you’ll be able to select the mix of marketing activities best suited to attracting and satisfying your customers.

A Couple of Words about Market Research

The words are...*do it!*

The best way to gain an understanding of your target customers’ needs and decision process is through market research. The business development processes in this module include guidelines for conducting your own market research. Another way to do market research is to use the services of professional research

firms. While professional researchers can be costly and take time, they are worthwhile if you can afford them. If not, you can, and should, do your own market research.

Market research has to be objective to be of any value at all. But you're not completely objective and you probably don't want to be. You are motivated by the desire to grow your business and sell your products. You are (or should be) a passionate advocate for your company and what it produces.

Probably the worst way to determine customers' needs and the way they make decisions is to assume customers behave as *you* would behave. Don't do it. Stop yourself whenever you say something like, "If I were the customer, I would want..." or "If I were the buyer, I would make my decision in the following way..." or "The logical way to make the purchase decision is..." You are *not* your customer. You are a business owner, an entrepreneur, and that alone makes you different from most of the population.

You also know more about your product than any customer could possibly know, and you probably have strong opinions about what the customer's decision process should be, regardless of what it actually is. It's important that you avoid the common mistake of basing marketing decisions on what customers *should* do rather than what they *actually* do.

Although you can't completely eliminate your biases, you can at least be aware of them and make allowances by forcing yourself to be as objective as you can.

Make a point of doing solid market research as soon as possible. It's important. You can't know too much about your customers.

Business Development Processes

Your Most Probable Customer...

...explains the idea of demographics and shows you how to describe the Central Demographic Model of your target market and your flanker markets.

Positioning and Differentiating Your Business...

...enables you to determine how your business should be perceived in your markets by your customers and how to differentiate your business favorably from your competition. It also provides guidance for writing your Positioning Statement.

Your Trading Area...

...is the geographic area within which you operate, and from which your customers are drawn. You'll determine whether or not your business is location-dependent, conduct a trading area analysis, and look at some alternative marketing strategies for your business.

Your Company's Image and Sensory Package...

...helps you determine what image your business should have in the minds of your customers and prospective customers. It also provides guidance on the use of colors and shapes for the visual part of your sensory package, and helps you understand the impact of your company name and logotype.

Customer Perceptions and Behavior...

...shows you how to use the ideas of psychographics and the Purchase Decision Chain to understand the needs and behavior of your customers and how best to communicate with them and persuade them.

Your Marketing Strategy...

...introduces the idea of the "marketing mix" and how to use it to determine which lead generation and lead conversion processes to develop and implement in your business. It also provides guidelines for outlining your marketing strategy.