

*Why Every Bit Of
Marketing Comes
Back To Your Ideal
Client And Why*

*4 Indicators You Are In
Flow In Your Business*

Momentum IN BUSINESS



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From The Desk Of *Nick Psaila*



At Upcoach we are super excited to share with you our first edition, built and designed for our Upcoach tribe of business owners.

We wanted to have something different to the normal blog posts or articles you can find online by going back to basic with something that we could on regular basis use to share the latest learnings in business and personal life by bringing you a unique approach to content ranging from online and offline marketing strategies, sales and communication techniques, systems and operational efficiency, scalability and upskilling methodologies.

Plus a blend of life hacks, spiritual awakening ideologies including how to unlock your human potential from the team here at Upcoach Business Growth Programs.

This month's first edition is MOMENTUM, chosen specifically to align with our most recent Upperlimits Mastermind held in the Gold Coast on the 15th & 16th November 2018.

MOMENTUM - "Linear momentum, translational momentum, or simply momentum is the product of the mass and velocity of an object. It is a vector quantity, possessing a magnitude and a direction in three-dimensional space"

We believe that in order to achieve success one must create momentum and or forward movement. Be it personally or in business, your ability to create a compounding effect bought on through the application of momentum is critical for steady, measurable growth. This philosophy is seen in life itself by the continual movement, change and cycles of nature. In business momentum is based on growth in all facets of business. Whether it's striving to better marketing results, increasing sales conversion, scaling efficiency or build culture, momentum brings with it new life and possibility of constant incremental evolution.

Look forward to seeing you at the event and enjoy edition number one.

Onwards and upwards!

Upcoach Founder

Why Every Bit Of Marketing Comes Back To Your Ideal Client Every Time



Aaron Crossin | Marketing Guru

Marketing big boss Seth Godin once said don't find customers for your products, find products for your customers. This is a really interesting and thought provoking statement and super relevant to this topic.



Check out more of Seth's stuff at sethgodin.com

Marketing is often so simple it can be over complicated. A lot of marketing that businesses do (and even some agencies on their behalf) doesn't work, isn't effective or doesn't provide a positive ROI experience.

A lot of businesses are in most cases doing very little or the bare minimum when it comes to their marketing efforts and quite often it is because of a lack of planning and execution.

Everything you do when it comes to your marketing should come back to your "ideal client" every time. The whole purpose of your marketing is to deploy marketing that attracts and converts prospects into paying clients. Marketing for the sake of marketing is a waste of money. Putting marketing in front of the people that you need to see it is critical and something a lot of clients often make the mistake of not doing.

One simple strategy that we talk a lot about in the coaching and our master classes is the concept of the Triple M of marketing, which has been such a simplistic but effective concept when it comes to connecting with prospects.

Here's the triple M unpacked..

Why Every Bit Of Marketing Comes Back To Your Ideal Client Every Time



Message

What are you trying to tell them, you only have a quick opportunity to get your message so be succinct, to the point and hook them in.



Market

You can't market to everyone or you'll run out of money, so narrow down your market to the people who you actually want to be in front of.



Method

Where you market is critical, if your using the wrong method to the wrong market then your marketing efforts are sure to fail.


For Example

When I was running my own business we were often challenged with marketing ourselves and like most small businesses we did not have a large budget or have any idea what we should be doing to market our business! We ran a multi faceted business that offered multiple services - catering for individuals, corporates, kids parties, cooking classes, cafe and cookware retail store.

What became a challenge was how do we put all of this on one flyer (before Facebook Advertising of course!)

Back then when all you really had was printed materials, we would try and put all the things we did on one flyer and as you can imagine, we had very little success because we we're doing the exact opposite to the Triple M concept, we were trying to tell all the different markets we had about all the things we did. Recipe for disaster until we did a cool little exercise where we discovered exactly who our ideal customer was and once we discovered this it made it a lot easier to be able to market our business. Here's what we did and what I recommend you do for your business.

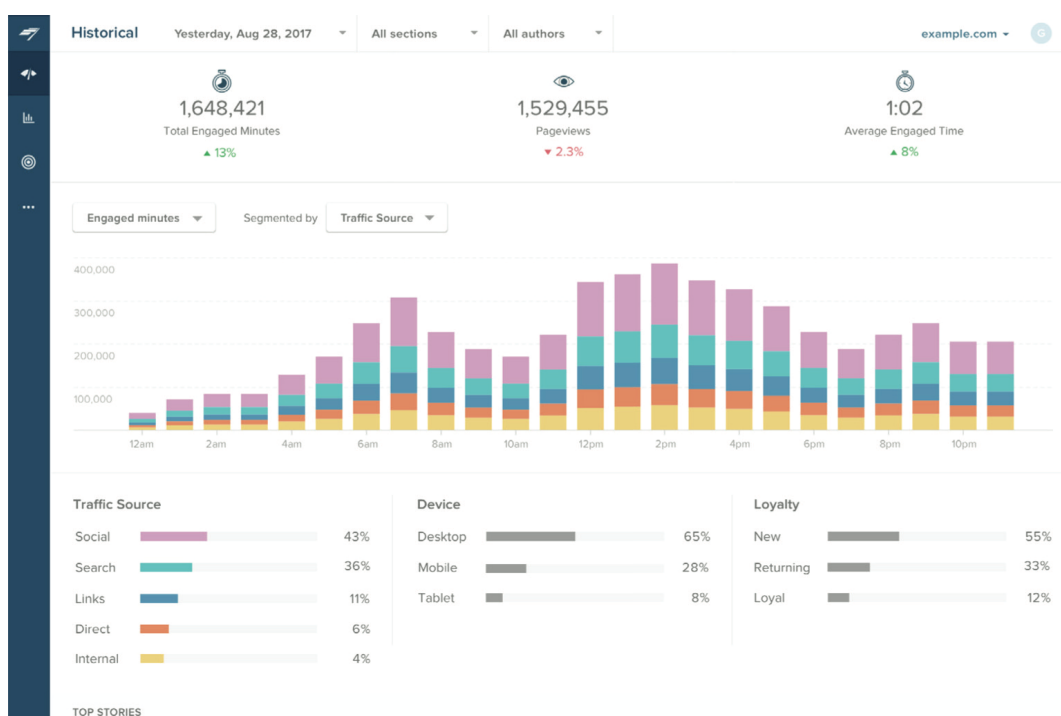
CUSTOMER AVATAR

CUSTOMER AVATAR		
AGENCY ERIC		
GOALS AND VALUES Goals: Eric wants to... <ul style="list-style-type: none">- Increase agency business- Increase the capabilities of his team- Scale his business Values: Eric is committed to... <ul style="list-style-type: none">- Professional development for he and his employees- Providing value for his clients- Using "white hat" marketing principles	Age: 40 Gender: Male Marital Status: Married #/Age of Children: 2 (Age 8 & 10) Location: Orlando, Florida	CHALLENGES & PAIN POINTS Challenges: Eric is challenged with... <ul style="list-style-type: none">- Scaling his agency business- Finding, training and retaining top marketing talent- Keep his marketing skills sharp while being CEO. Pain points: Eric's pain points are... <ul style="list-style-type: none">- Fear of losing business to competitors- Fear of his agency falling behind the digital marketing scene
SOURCES OF INFORMATION Books: Good to Great / Think & Grow Rich Magazines: Wired / Fast Company Blogs/Websites: AdAge / DigDay / Social Fresh Conferences: Content Marketing World / SXSW Gurus: Jay Baer / Joe Pulizzi / Christopher Penn Other: Spends time on LinkedIn looking for talent	 Quote: "I surround myself with people smarter than me." Occupation: Digital Marketing Job Title: CEO/Founder Annual Income: \$150,000 Level of Education: College Graduate Other: Spends time on LinkedIn looking for talent	OBJECTIONS & ROLE IN PURCHASE PROCESS Objections to the sale: <ul style="list-style-type: none">- Does the training fit an existing service or a new service he can offer to his clients.- How long he and his team member will be "out of pocket" doing the training Role in the Purchase Process: Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give he and his team an edge in the marketplace.

CUSTOMER AVATAR (cont.)

- Understand what's important to them (Goals & Values)
- What are their challenges and points
- What are their buying objections
- Where are they looking before they find you
- What information do we know about them (Age, location, sex, job, relationship status)

CLIENT HISTORICAL DATA



- Guesstimating is great but data doesn't lie
- Track as much information as you can about each client, prospect, enquiry - this can be a powerful tool for your marketing
- Look for trends, common threads
- See drop offs, where we're losing people in the process, look at why people aren't buying (reasons for not going ahead)

CLIENT “CELEBRITY” AVATAR

- Using your avatar information to relate it to a single person makes it a lot easier for you, your team and marketers to help you identify your ideal prospects.
- You may also have more than one, which is fine but you’ll always know which one you need to talk to.



Example:

Our hospitality business once we went through this process, we discovered that our celebrity avatar was Claire Dunphy (Julie Bowen is the actress) from Modern Family and here’s why...

With the work that we did we realised the following;

Females in 95% of the cases we’re the ones who made all of our enquiries, they booked their kids birthday parties, they organised the office catering, they booked their husband’s birthday parties and in most cases they even booked their own (hubby just wasn’t capable!)

Our avatar in most cases worked, we saw that she was the PA, EA or Event Manager in most workplaces who organised events and catering.

Claire Dunphy was also what we consider in a medium to high socio-economic class, which worked well with our business and our offering as we weren’t the fried food, all you can eat buffet, spit roast caterers. Our service offering was middle to end of the market.

Claire (our avatar) was also the one who we realised (through identifying pain points) who wanted a premium service, without the price tag. What we were able to offer was in-home, chef in your kitchen service that made her be able to enjoy the party with family and friends, without having to slave away in the kitchen all night cooking and cleaning.

This was a major selling point for us, allowing them to relax and enjoy the night. This concept was fundamental in how we created our marketing from that point on.



Claire Dunphy from Modern Family was our ideal avatar.

With the work that we did we realised the following;

- Why would we waste our money marketing to males if 95% of the enquiries and sales came from females?
- Females in most cases were prepared to spend money on nicer food and made better selections because they cared more and wanted it to be “special”
- We customised the marketing message to them each time we wanted to run a campaign/promotion. If it was a kids party, catering or cooking class offer they got a different message to target that pain point.



Children's Parties

“Celebrate your next kids party with us, kids cooking classes 2 hours of fun, cooking and games, just drop them off and pick them up - no mess, no fuss and completely done for you”



Cooking Classes

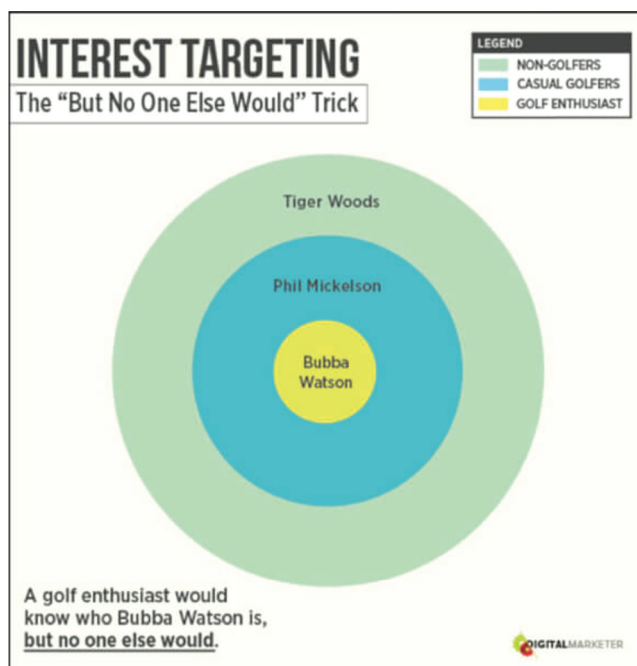
“Get your girlfriends together and join us for a night of cooking classes learning about French Vietnamese cuisine. Kick back have a wine and enjoy beautiful food with our chefs in this small group”

These 2 examples are how we had the same market but changed the message for each offering rather than just having a blanket approach.

Specificity in your marketing is critical.

In a world where you can advertise to anyone in the world using Facebook, you can also burn through a lot of cash very fast with little results by trying to be too broad. Don't fall into the trap of saying your market is “everyone” or “anyone who is a mum”. The more specific you can get the more effective your marketing will be and your results will also reflect this.

In this example: if you were wanting to target golfers, golf enthusiasts or golfing die hards on Facebook then using someone like “Tiger Woods” would be way too general as non-golfers would know who he is...



Specificity in your marketing is critical.

... as you look at Phil Mickelson you start to lose a lot more people as a fair few people in the general population wouldn't know who he is, perhaps only casual golfers would know who he is so you're getting more refined with your targeting but then taking it one more level deeper and targeting only people who like Bubba Watson then your really targeting gold enthusiasts as only they would really know who Bubba Watson is (I don't know who he is, I guess I'm not a golf enthusiast!) - so I guess that works.

So have a think about the "But No One Else Would" concept next time you are looking to do some marketing, it's definitely a cool way to approach it.

Why is this important?

So to wrap up, we've covered a lot of ground in this article. Hopefully I have given you a few ideas or takeaways that you can apply to your marketing. At the end of the day the reason we market is to attract new customers into our business. Marketing acts as an attraction and filtration system for your business. You can't do business with everyone, you only want to do business with your ideal customer so it makes sense to only try to market to these people that need to see your marketing right?

Heres a couple of key takeaways

- Use the Triple M Marketing Concept - I message, I market, I method.
- Know your ideal client, who they are, where they are and what they need.
- Identify their problems and pain points and offer a solution to help them (it makes marketing and sales so much easier)
- Use language they understand, don't overcomplicate it or make it too technical.
- Find out exactly where they are and market their - if your market isn't on Snapchat or social media, don't advertise their!
- Always keep testing and refining the process, remember you can have more than one market and avatar!

Aaron Crossin | Marketing Guru



4 INDICATORS YOU ARE IN FLOW IN YOUR BUSINESS

Nick Psaila | UpCoach Founder

At times I've woken up and asked myself...

- *Is it meant to be this hard?*
- *Does it always happen to me?*
- *Does everyone also have to do it hard?*

These thoughts can occupy my mind, before I then get back into the right gear and power-on for the day. One thing I've come to realise is that everything comes with a particular energy signature.



This means that you can either have energy resisting you or energy working with you.

In many forms of martial arts the opponent is defeated by understanding their energy flow and rather than resisting (fighting against it), the skilled artist uses the inertia of force to continue the course it's heading on and redirects the counter attack.

Understanding when you are in a state of resistance vs a state of flow can make all the difference in your business. It can be broken down into a million segments but for the sake of this article let's talk about the 4 that I feel can change the way you move

4 INDICATORS YOU ARE IN FLOW IN YOUR BUSINESS

MORNING ROUTINE

This starts from the get go. If you're waking up in the morning using your bedside alarm that sounds like an air raid siren and you're hitting the snooze 10 times you may want to take a look at your energy state right there. Second if you're needing 3 coffee's by the time you get to the office I can pretty much assure you your hormonal energetic balance is also in a state of resistance.

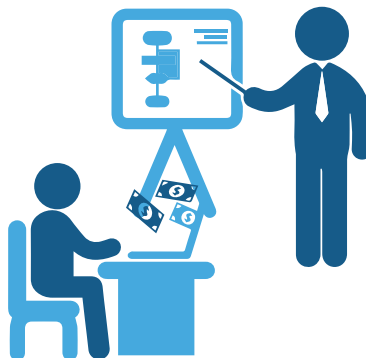


SALES & MARKETING

You maybe thinking how does sales and marketing have a state of flow or resistance, well yup they actually very much do. Think of it like this: Have you ever noticed when you do some marketing for your business and it is a success vs. a failure, have you noticed the type of clients both bring as well? How about when you are presenting at a sales appointment and everything just feels right, prospect is super responsive, love what you have to offer and simply make life easy for you to do what you do best. So understanding that there is a flow to both of these processes is critical.

Something to think about here is there are usually 3 reasons why marketing and sales don't work:

1. Your offer isn't strong enough
2. Not enough people need what you are selling
3. You're attracting the wrong person.



COMMUNICATION

Be it staff members and or clients more than likely you have experienced first hand what it feels like to be in flow or resistance. Some people just feel abrasive, doesn't matter how hard you try it's too hard with them...right?

Then with others they almost know what you're about to say even before you need to. They simply get you.



4 INDICATORS YOU ARE IN FLOW IN YOUR BUSINESS

COMMUNICATION

Many dismiss this energy as having a strong opinion or a strong personality, often saying “that’s just how they are” truthfully it’s not that at all it’s that they bring a state of resistant energy to the communication itself. These are the same people that always are wanting to prove you wrong or just need to have the last say.

MONEY

This is always a topic of discussion. Have you ever noticed that some people fall into money, it flows to them like a river without resistance, while others can barely rub two cents together? Well you may say that it’s hard work that made them successful and that’s why money flows easily and to some degree I can agree however it’s not as simple as that.



Money is energy in the form of currency and even if people come into it but don’t know how to manage that well you know the ending. For many that struggle here they’re not even aware that they subconsciously have inbuilt resistance barriers many of the time stemming from their early childhood. If you have experienced this resistance you may consider searching your thoughts for the answer within. The “why” you maybe causing the state of resistance.

First step to understanding this inbuilt guidance mechanism that is perfectly designed to guide you in a state of flow is to actually recognise when you are in resistance and out of flow and vice versa.

See most of us “know” this but chose to ignore it and/or push on through the resistance only to encounter more of it. If only we used it to be our shining light to be in the path of least resistance and to ultimately be in a state of flow.

Remember the only way is UP!

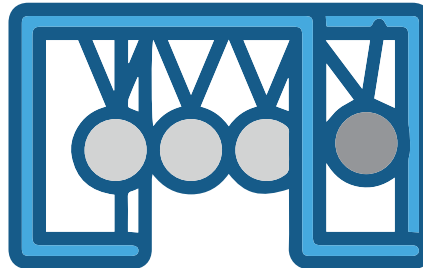
Nick Psaila | UpCoach Founder

MOMENTUM IN BUSINESS



Tony Crossin | Business Growth Expert

Let's take a look at momentum and understand what it is in business and how we can relate to it to assist us to help grow our businesses. It's a fact that business isn't static, In fact business is always in motion. As a business owner your business either moves forward or it moves backward it never stands still.



Business success doesn't just happen because of a good or a bad economy it happens because of YOU, the business leader. Often all you need for business success is something called momentum. In fact in many cases momentum is the key to business success.

As an example visualize a big oil tanker out on the ocean so when the captain wants to stop the vessel from moving forward the engines are put in reverse. It takes at least two kilometres to stop the tanker, why because it had momentum moving forward.

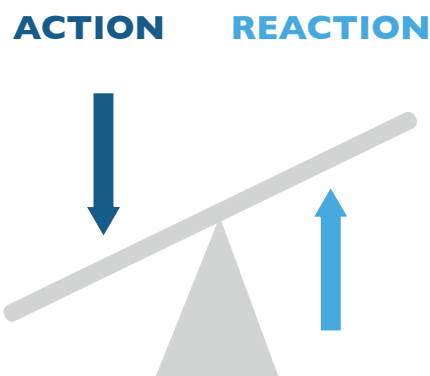
In sports, at any given time during a game such as footy, soccer or even basketball the sports commentator will often talk about how the momentum of the game has shifted. In other words one team had the winning advantage but then something happens, at particular moment the other team fires up and the team that didn't have the advantage are now on the move. The momentum of the game has suddenly changed and the competition has an opportunity to win. It can happen right up to the very last second of the game.

Momentum is a critical factor to the success of your business. The law of physics says that for every action there is an equal and opposite reaction.

For instance, if you push a drinking glass across the table the energy that was created by you pushing the glass will move the glass.

Take any of the above examples and instead of it being an oil tanker, a sports team or a drinking glass, think about your business. If you want your business to prosper you need

to create the momentum or the positive energy in order to move your business forward.



INTERESTING FACT:
“Did you know that it takes about 20 minutes for a fully loaded large tanker to stop when heading at normal speed.”

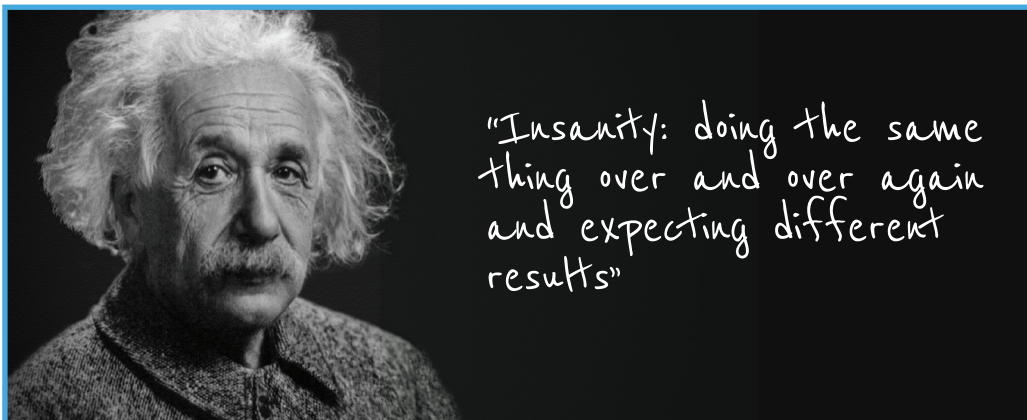
MOMENTUM IN BUSINESS

You may not see the extraordinary results the very first day, if day after day you're:

- Positive
- Determined to succeed
- Co-workers are inspired
- Business ideas are flowing
- New business strategies are taking shape
- The sales team is excited to meet and exceed sales goals the company brings consistent value to customers

You will see big changes in your business and you know you're building momentum!

On the other hand, if you come to work and just keep doing the same things over and over and over again without any new or fresh perspective, don't motivate co-workers or provide excellent product and service to customers, you will also see the negative results. Einstein put it perfectly - the definition of insanity is doing the same thing over and over again and expecting a different result.



Momentum is critical, any business that doesn't have momentum will come to a gradual and eventually, an abrupt halt. Daily, consistent positive momentum moves your business UPwards.

As the leader of your business, which way do you want your business to go – downwards or UPwards? The answer is obvious, isn't it? Gather momentum and keep it moving UP!

Tony Crossin | Business Growth Expert

THE POWER OF 5: HOW TO BE A MORE MINDFUL ENTREPRENEUR

upcoach

As entrepreneurs, we often have lofty goals, but can easily get bogged down in the daily stress and challenges associated with running a business. As a result, entrepreneurs get stuck, stressed and burned out.

As entrepreneurs & leaders we need be continually trying to become a better through these 5 key pillars: purpose, presence, gratitude, generosity and growth.

- Purpose helps me stay grounded and inspired.
- Presence keeps my mind clear and calm.
- Gratitude helps me stay blessed and positive.
- Generosity connects me to the world.
- Growth ensures I'm always reaching further, as an individual and business owner.

As we approach the end of this year, it's a good time to reflect on how the right mindset can make any of us more inspired, effective and happier entrepreneurs

Written by the
UpCoach Team!



1. *Revisit your purpose.*

When you've been running a business for a long time, it's easy to lose connection with the inner fire that drove you to entrepreneurship in the first place. For this reason, it's important to constantly revisit all the reasons you started a business. What's your business's purpose? Keep in mind that it's not just success or profits. Profit isn't a purpose, although profit can definitely be an outcome of your business' purpose. I like to think of this as focusing on the "why" and not just the "how" of running a business. Were you looking to make a change or fix something that didn't work? Did you want to make changes in your own life, call the shots, operate according to your own values or build equity? Keeping a strong sense of purpose will enable you to get going every morning, excited to move things forward.



2. *Practice mindfulness and meditation.*

Mindfulness originated as an ancient Buddhist meditation technique. It's since evolved into a range of secular practices focusing awareness on the present moment. "Mindfulness is the basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's going on around us." I'll admit that as a compulsive "doer," sitting down to meditate didn't sound all that useful. I like to get things done, and concentrating on my breathing didn't seem all that productive.

THE POWER OF 5: HOW TO BE A MORE MINDFUL ENTREPRENEUR

However, incorporating meditation into my morning routine and practicing mindfulness throughout the day have made a crucial difference in my life. I'm calmer. My thoughts are clearer. I'm less reactive to daily stressors. I'm more inspired to change things.

Meditation might work for you, too: Studies have shown that the regular practice of mindfulness can increase the thickness of the pre-frontal cortex, the area in the brain associated with functions like awareness, concentration, problem-solving, vision and decision-making. You don't need to meditate for a long time. I typically meditate about 10 to 15 minutes each morning.



3. Be grateful.

As entrepreneurs, we have a lot to be grateful for -- and being mindful of these blessings can improve our happiness and health. For example, psychology studies have shown that participants who practice gratitude (by writing about the things they are grateful for) are more optimistic and feel better about their lives. By contrast, participants who focus on the things that irritate them are more negative and have less energy and poorer health.

How can you incorporate gratitude into your daily life? According to Robert Emmons, author of *Thanks! How Practicing Gratitude Can Make You Happier*, the requisite three steps are recognizing what you're grateful for, acknowledging it and appreciating it. One approach is to keep a "gratitude journal" where you can note down the things that you are grateful for on a daily basis.



4. Never stop learning.

No matter how successful your business might be, you can't rest on your laurels. In this day and age, things are evolving at such a rapid pace; it's not enough to assume that what worked for you in the past will work in the future. You need to constantly experiment and study what others are doing. Most importantly, don't ever think that you have all the answers. Always be open to listen to others.

I believe that growth should apply to us as individuals and not just as business leaders. Author Leo Tolstoy once said, "Everyone thinks of changing the world, but no one thinks of changing himself." On a semi-regular basis, I conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis on myself as an individual, wife and mom.

THE POWER OF 5: HOW TO BE A MORE MINDFUL ENTREPRENEUR

Opening yourself up in this way isn't easy, but I think of it this way: Nothing positive ever comes from avoiding the truth.



5. Pay it forward.

As entrepreneurs, we didn't get to where we are alone. Even if you bootstrapped your company from nothing, someone or something helped you along the way . . . maybe it was a mentor, colleague, friend, your school, an organization or the local community.

Most entrepreneurs realize how fortunate we are. It's probably why surveys have shown that entrepreneurs are more likely to make a charitable donation than any other professional. How can you give back? Write a check to a local organization or cause that's important to you.

Get involved in community service, or donate some of your time to formally mentor or teach through an entrepreneurship/small business organization.

This can be a small gesture that's of little or no cost to you but can help someone else immensely. For example, you might set up an introduction between some of your contacts. Or meet with a budding entrepreneur for coffee, or answer a few questions over the phone.

With these simple actions, you'll not only be laying the foundation for the next generation of entrepreneurs, but you'll rekindle the excitement and purpose you felt during your early days as an entrepreneur.

The UpCoach Team

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BUSINESS GROWTH PROGRAMS