

# Rapid Results Marketing Formula

Finally, Start Getting the Marketing Results You're Looking For



Sai

Course Book

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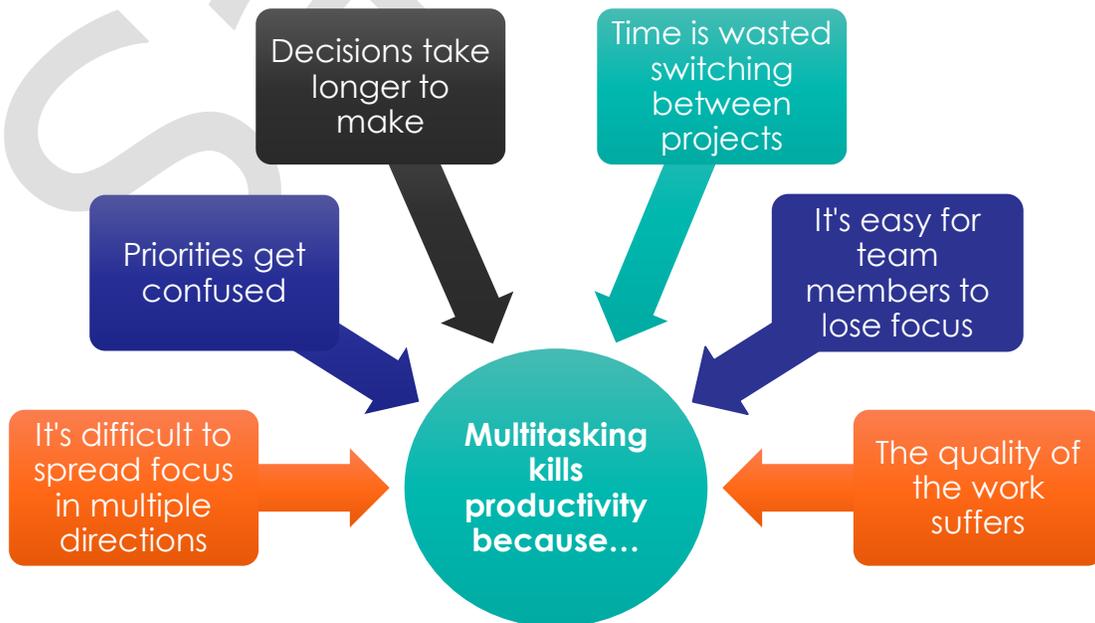
# Introduction

In today's world, there is a plethora of online and offline marketing strategies. Many of them are free or very low-priced, and the majority are easy to implement. When business owners start to learn about marketing, they're likely to download a virtual stack of information products that each teach another strategy "guaranteed to produce results."

Why does all this effort and learning so often produce zero results? The reason is that by leaping in to learn and implement every possible strategy, you get overwhelmed and can't focus on one approach long enough to see results.

Common business wisdom has told us for many years that multitasking is a virtue. The ability to handle a variety of tasks at one time is a valuable quality in an employee or business owner. However, the truth is that multitasking kills productivity, and that includes effective marketing.

## Multitasking kills productivity because:



- It's stressful and difficult to spread your focus in multiple directions
- Your priorities get confused
- Decisions take longer to make
- Time is wasted switching between concurrent projects
- It's easy for team members to lose focus
- The quality of the work suffers

If you try to implement too many projects or marketing strategies at once, you'll increase stress and burn-out, waste resources, diminish progress toward your goals, limit your results, demoralize team members, and in the worst-case scenario, cause your health to decline.

In this course, you'll learn how to use a specific formula called "DISSC" to commit to one approach at a time, and thus gain the benefits of achieving dramatically faster results.

The DISSC Model for Rapid Results is a simple 5-step process to help you focus on one strategy at a time. DISCC stands for:

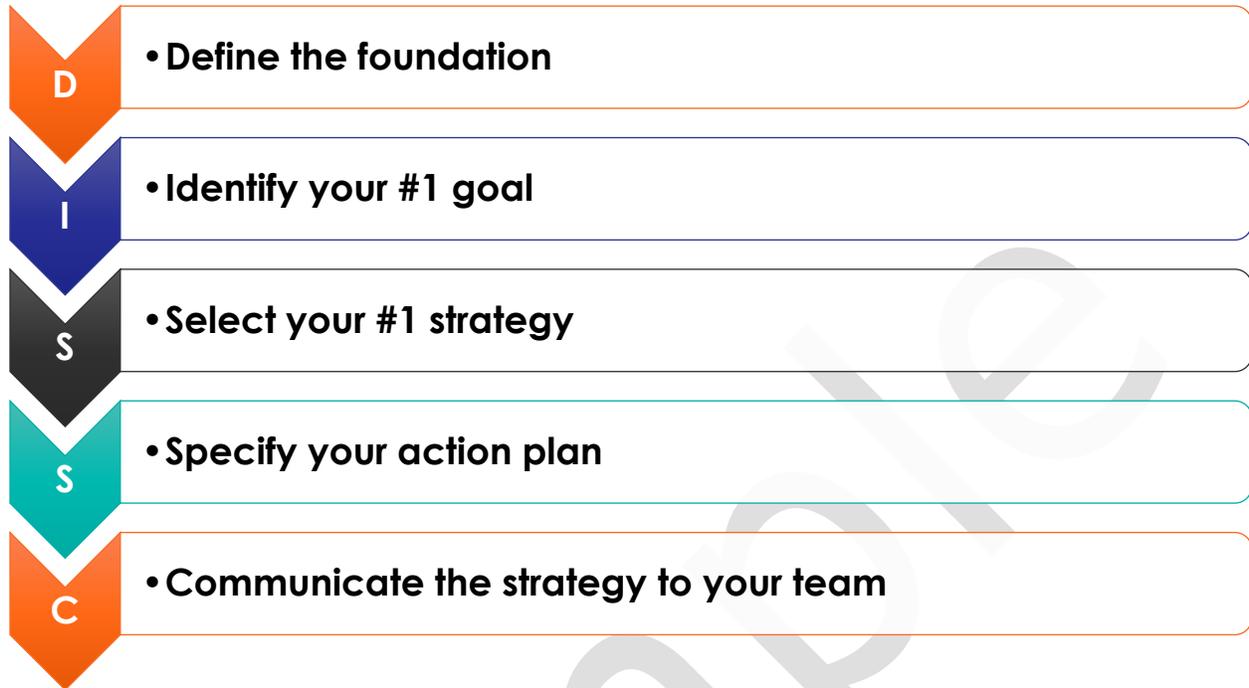
**D**efine the foundation

**I**dentify your #1 goal

**S**elect your #1 strategy

**S**pecify your action plan

**C**ommunicate the strategy to your team



This course is designed to teach you this method and to increase your marketing effectiveness, helping you to more easily reach your goals.

As you work through this course, you will:

- **Recognize** the importance of prioritization and the pitfalls associated with multitasking in your business – including overwork, lack of progress, and poor results
- **Identify** the key steps involved in creating a Rapid Results Marketing Plan that will reduce stress and achieve quick success for one goal at a time
- **Define** the essentials that form the foundation for your success, including your core values, your most profitable products and services, your best customers, and your Unique Value Proposition
- **Identify** your top-priority marketing goal for your business, based on your biggest challenges and your foundation for success – whether it's

related to sales, lead generation, or brand awareness - or some other challenge that's been holding you back

- **Select** a single marketing strategy to focus on for rapid results in the next three months, based on how much you're willing to spend, what is easiest to implement right away, what you already know works, what you've wanted to do for a while, or what is the next level to something that has already been successful
- **Specify** the critical elements necessary for successful implementation of the strategy you selected, including top measures you'll track, resources you'll need, top tasks to complete, and regular follow-up dates
- **Communicate** the top goal, priorities, and responsibilities to members of your team through a written plan and guidelines, so that everyone is informed and no one gets overwhelmed or distracted by non-essential tasks

### **Action Steps:**

1. List projects you're currently working on and note the progress you've made on each.
2. Identify where you're getting overwhelmed and why you think that's happening.
3. Identify where you think your team members are wasting time and why you think that's happening.

# Module 1 – Define Your Foundation

*"It's the job of any business owner to be clear about the company's nonnegotiable core values. They're the riverbanks that help guide us as we refine and improve on performance and excellence."*

- Danny Meyer

The first step of the DISSC process is the "D" – Define. Start by defining the essentials that will guide all your marketing decisions. This gives you a clear foundation that keeps you from getting distracted by opportunities that don't align with your true business goals. It keeps you and your organization on track; in other words, you stay true to yourself.

These essentials may change over time as your business grows or adapts to market conditions. When there are major changes calling for it, you should return to this first step of the process and re-define your goals since it's the foundation for everything else.

## What Are Your Core Values?

Your core values are principles or beliefs that are at the center of your organization and guide your decision-making. No matter what changes there are in the market - government regulations, the tastes of customers, or anything else in the ever-changing world - these core values remain the

**ATTENTION:**

This is only an excerpt from our full course Rapid Results Marketing Formula. The full, customizable course contains 12 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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