



## HOW TO STAND OUT IN A WORLD OF BLIND AND DEAF PROSPECTS

*Eleven axioms that will improve your ability to convert prospects into paying customers.*

1. Influential marketing begins in the mind of your prospect, not with your offering.
2. A basic understanding of behavioral psychology is central to any successful marketing endeavor.
3. Despite the full functionality of your prospect's sensory receptors, the default status of your prospect's *cognitive receptors* is set to *REJECT!*
4. Influential marketing's objective is *behavioral change*. To be successful in modifying behavior so that behavioral change accrues to your benefit, your marketing thrust must be targeted toward *beliefs* already held by your prospect.
5. Influential marketing pivots on your prospects' faith in the credibility of your message.
6. Perceptions of your credibility will influence behavior in proportion to the empathy you express for your prospects' concerns, their past experiences and for their unmet aspirations.
7. Influential marketing nearly always speaks with the *second person* voice.
8. Influential marketing builds on the cognitive experiences unique to your prospects.
9. Prospects are not so much interested in what you have to offer as much as they are interested in the *perceived significance* of what you deliver.
10. Prospects behave more skeptically to your marketing efforts than do your existing customers.
11. By definition, prospects have little or no direct experience with your company. Therefore, claims of *best pricing*, *highest quality* and *exceptional customer service* are viewed as unsubstantiated, non-distinctive hype, even if true.