

## THE BUZZ NEWSLETTER

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*Liz & KEN*

The Marketing Masters

### How to get everything you want from the very first meeting

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You've worked hard to get an Ideal Prospect to understand and value what you do for a living, and now you finally have a face-to-face meeting. Maybe you are on a committee to solve an issue close to your heart and you

### What our clients say...

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The creative solutions that Ken and Elizabeth provide are based upon solid analysis of the issues with results that are effective and practical. They have consistently delivered strategically sound marketing communication programs on time and on budget. The breadth and depth of talent and expertise that Marketing Masters bring to our issues is impressive.

*George Burton  
Vice-President Enrolment  
Management & Student Services,  
Loyalist College*

We believe that Marketing Masters knows how help us to serve our clients better and improve the relationship we have with our public. In return, we have come to value, very highly, the relationship we now have with Marketing Masters.

*Judy Smith Torrie,  
Executive Director,  
Go Green Together*

"Working with Ken and Liz has helped our whole team to look at what we do in a new light. With all the doom and gloom out there, an inspiring vision and upbeat happening are nice to have on our side."

*Tom Hanmer  
President,  
Kitchen Classics*

"Wow! Wonderful Job! Looks Fantastic! It is an absolutely marvelous piece of work - I knew it

have your first meeting with local authorities. Your child is starting a new school and you are having your first meeting with her teachers. You are starting a not-for-profit group and its the first get-together with potential members.

***There's a lot riding on this first meeting. Where do you start? What do you do?***

Well, here's where most of us start: we share what we think is the most important information with the other people in the meeting. You might tell your audience about the features and benefits of your product or service, or what will happen if they support your issue, or what you want your child to get from her classes.

And at least half the time, you won't get what you want!

There are three simple reasons why you'll fail to get an outcome you are happy with 50 percent of the time, and there are also simple fixes you can put into practice right away.

*First*, it's almost impossible for us to see that the other person doesn't see what we see, doesn't share the same background as us, doesn't have the same facts, or experience, or point of view. Once you've become an expert in a particular subject, whether it's your product, your cause or your child, it's hard to imagine not knowing what you know. This phenomenon, called "*The Curse of Knowledge*" guarantees that your conversations are peppered with facts, observations, assumptions, catch phrases and jargon that are foreign to the uninitiated.

*Second*, it's rare for us to know what our desired outcome for a meeting is in the first place. We hold an unexamined assumption that the conversation will simply flow... somewhere. We end up wherever we end up.

*Third*, we have very little idea about the other person in the conversation. What is her chief concern? What does he already know? What conclusions has she already reached? What does he think about us? What is her "*Curse of Knowledge*"?

***Here's a planning approach that will double your chances of success.***

**1. KNOW who you are talking to.**

At the very least, you should be able to rate their knowledge of your subject, and the level of knowledge and trust of you. Try assigning a number on a scale of one to ten (avoid the 4-5-6 in the middle and force yourself to give either a high or low rating.) You can see that designing how you handle a meeting with someone who has a "ten" in subject knowledge, and a "two" in terms of liking and trusting you will be very different from one in which the scores are reversed.

**2. Design an OUTCOME.**

Ask "What is the most I can ask for from this specific audience?". Is it reasonable that this prospect will buy your product or service right away, or is the most you can ask for an introduction to other decision makers? Maybe the most you can ask for is that people take home some educational literature about your cause, and give you

marvelous piece of work. I know it would be special, but this is a knockout."

*Patrica Commins,  
Chair, 150th Anniversary of  
Victoria Hall Grand Ball*

"Really useful stuff - in particular with regards to focusing efforts solely on those with returns. It's something very close to the heart of any small or start up company - balancing the day to day tasks with the need to be focused around activities that truly drive the business forward."

*Nikkole Couture  
Marketing Manager,  
Streamlogics Inc.*

"When Elizabeth talks I always sit up and listen. She has a wealth of marketing and business development knowledge that she delivers with an edge. More importantly she is a wonderfully warm human being and a privilege to know."

*Rob Sloane,  
Author & Professional Speaker,  
Rob Sloane Marketing*

"After spending three months with the Duct Tape Marketing® System we really improved the way we market and sell to our customers. The seven step approach gave us the focus we needed and it helped develop some great systems to increase sales and focus our marketing efforts."

*Peter Lorenz,  
President,  
Lorenz Manufacturing*

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

*John D'Amico,  
Manager Marketing,  
Network & Computer Services,  
Plexis Inc*

"In the first four hours, I learned more about marketing than I had over the entire previous year of scouring the internet, reading books, and through trial and error. Before I met her I had a bag full of tactics, now I have a system."

permission to stay in touch via email. Or that your child be given more books to read.

### 3. Make an OFFER so you get what you want.

This is called putting “*skin in the game*” — what you are willing to put on the table to get the other person to agree. Could you let your prospect know that you’ll provide a password-protected site if they will agree to share their specs? Perhaps your potential committee members need to know someone will do much of the tedious admin work on the project. You could commit to volunteering in the library if you want your child to get more reading help.

### 4. Find the CORE of your message.

Strip your message down to the core of its essence. Weed out everything superfluous or tangential. Ask yourself if your audience really needs to know how well your child did in her last school, or how your product is made, or what will happen a year from now...will this help them make a decision that will support your outcome? Or are you putting it in because you know it – the Curse of Knowledge again!

*Follow the audience-outcome-offer-core format and you’ll double your chances of success in your first meeting.*

## Hot Off the Press

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We are speaking at the Northumberland Retail Roundtable and Zero-2-Three entrepreneur group in September.

Marketing Masters is partnering with Classical 103.1 and Loyalist College on a series of marketing workshops in Northumberland, Quinte and Peterborough this fall.

We launched our new video program for emails, blogging and podcasting.

Liz is leading seminars for Bell Canada in Toronto, Ottawa and Montreal.

We’ve launched our first [eBook](#), *This Man Wants to Wreck Your Kitchen* and other business building tips from the Marketing Masters. [Check it out here!](#)

## Special Offer

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Get our new ebook "**This Man Wants to Wreck Your Kitchen**" and other [business building tips](#) from the Marketing Masters.

Get easy-to-apply, simple, step-by-step marketing tips you can use every day to build your business! Now, you can get a wealth of straight forward advertising savvy

How I have a system.

Andrew Witchell  
ProServe IT

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in an easy-to-understand [eBook](#) that's chock full of information that any business owner—no matter what kind of business—can put into practice immediately to build their business into a powerhouse.

There's tons of priceless, common sense marketing information in this [book](#). You'll wonder how you ever got along without the ideas you'll be reading here! Find out how to write an effective sales letter; how to create your businesses image; how to get the most out of your web site; what to do about "cold" sales leads and much, much more!

Liz and Ken write a successful newspaper marketing column, blogs and online articles. This is the first time that all of their marketing strategy tips have been compounded into one volume—[over fifty pages of marketing savvy](#). Now you can know what the big guys already know, what they've been doing for years—hone your marketing strategy into a plan and consistently follow it. Don't be distracted by advertising mediums a sales rep wants you to buy, find out who's buying from you now, build a profile and put out an all-points bulletin to find more customers that fit that profile. Liz and Ken will show you how. [Order your copy today!](#)

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