

2500-Year-Old, 7 Step Marketing Strategy

Step One: “And watch to see what He will say to me,”

Seek God first. Wait on Him. Open the Word. Enter into worship. Then ask Him to give you some direction, some ideas. Those ideas will often come in the form of pictures.

The way God speaks to you is a good way to speak to others. Habakkuk was expecting to “see” what God would say. When you communicate with others, use powerful imagery. Paint word pictures

Step Two: “Write the vision”

This is your message. In marketing terms, you want to see what your prospects see. See the world and their situation from their perspective. Speak in their terms, not your jargon. Learn how to communicate their pain, their challenge, their problems better than they can. Get well versed in speaking their language, so they know you understand. That might take some research.

Then you want to help them see what’s possible. What do you see for them? How will your product or service help them get out of pain or experience a gain?

Get all the variations written down because you don’t know which point is going to resonate with someone. You will know which ones will resonate within a niche, but which one resonates with a specific person will vary. Which is why you should test. One ad will attract one segment of your niche. Another ad will attract another segment of your niche.