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## MARKETING'S MAGIC BULLET

Hundreds of "consultants" make millions of dollars each year teaching seminars and boot camps, and selling newsletters about marketing's magic bullet - that one simple thing you can do to fill up your register with virtually no effort on your part.

People buy this tripe because they want "simple" and "no effort" ways to move their business forward.

All those magic bullet consultants are wrong. I have the secret and I am going to share it, but you won't be happy about it. My marketing magic bullet: focus, discipline and consistency. Yes, my magic bullet involves some work on your part. Focus requires you to define your audiences, learn about their behavior, and then provide relevant and believable information, communicated in an original, impactful fashion.

Discipline necessitates developing a marketing plan and implementing it aggressively. Your plan must also include a sales element. I know businesses that market and then just expect clients to flock to them with wallets in hand. Unfortunately for these businesses, it requires some effort on their part. Sorry, no passive income.

Finally, we come to consistency. This means implementing your program even after you are tired of it. And don't change your message and marketing tactics on a whim. The race goes to the marathon man, not the sprinter.

Some other smart people agree with me. Business Coach Brent Dees says, "You can do anything, but you can't do everything. If you focus, you can accomplish your goals." Friend Bill Loeffler used to tell clients, "We can't do everything. Let's pick three marketing tactics and do them right."

Remember: focus, discipline and consistency. Unlike those other consultants, I won't bill you for that magic bullet. Lock and load.

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