
MINDROID ACADEMY
Unleash Your Real Potential
P. K. PRASANNA VENKATESAN
5 THINGS
TO GET RIGHT BEFORE YOU
START MARKETING
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STOP LOOKING AT MARKETING STRATEGIES NOW!

No matter how many blogs or experts or YouTube videos tell you this, you should never Market your products and services until you get this right.

Every single business is looking for ways to generate more leads, more revenue, more profits but if you don't get these 5 things right before you start Marketing then you will end up losing a lot. Your Cost Per Lead will be very high, you will eventually lose faith in Marketing and start thinking, "Marketing won't work in my business", you will just wait for customers to come to you. You will start believing that only word of mouth works for your business. You will not have any control over your business, you will not be able to predict inflows or revenue, without knowing how to generate leads.

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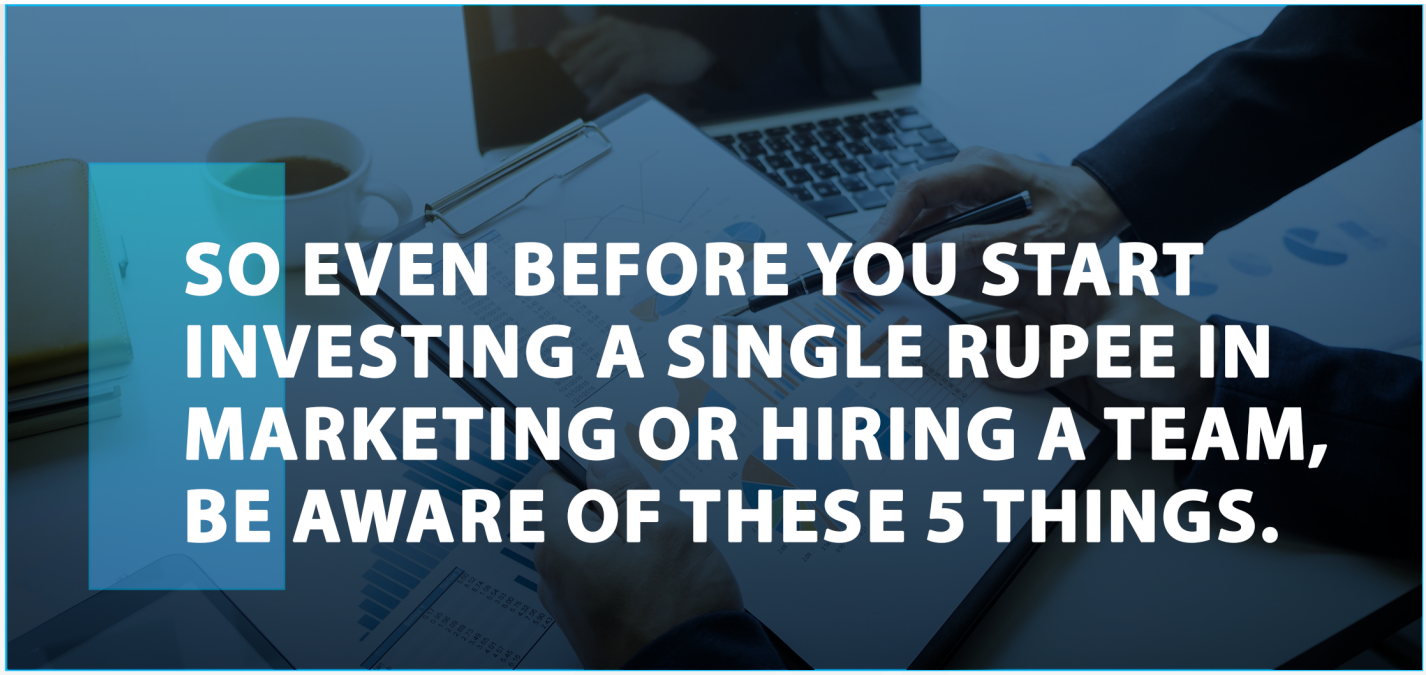

SO EVEN BEFORE YOU START INVESTING A SINGLE RUPEE IN MARKETING OR HIRING A TEAM, BE AWARE OF THESE 5 THINGS.

1. Business Model
2. Right products and services
3. Right Channel
4. Having a goal
5. Right Resources



1. BUSINESS MODEL

There are just three things you need to create a profitable business model-Customer, products & services, channel.

Firstly, you need to have proper clarity on who your customer is, where they are living, what their age is, what they love to buy. Instead of saying 'anybody can be my customer', you need to have clarity on the specific segment and the industry where your right customer is. Get to know the specific psychography and demography of your ideal customer.



2. RIGHT PRODUCTS AND SERVICES

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3. RIGHT CHANNEL

You have your customers, you have the perfect products and services. Next you need to list out how you are going to distribute your products and services to your customers. Will you be directly selling to your customers, will you be selling through deals and distributorship model or will you be selling through a franchisee model? Focus on the right channel for your business and only then you must focus on Marketing.



4. HAVING A GOAL

If you don't have a revenue goal, you won't know how many customers you need to achieve your business goal. If you don't know how many customers you need to achieve that you won't know how many leads you need to achieve that. If you don't know how many leads you need to achieve you won't know how much e□ort you need to put into Marketing. Your Marketing will be all over the place, your strategies won't be clear. The goal is not just for motivation. It needs to be simple and practical. You need not just a Business goal but also Leads and Marketing goals.



5. RIGHT RESOURCES

You need to develop the right strategies, systems and skills in Marketing. You need to be clear which strategy is generating maximum leads by putting the least amount of effort. You need to know what your organization needs in terms of the resources which will help you achieve the goals you have set.