

{Digital *Dining Room*}



[B&L] Who's the Villain?

Or, What Stands in the Way of Your Client
Getting Exactly What She Wants?

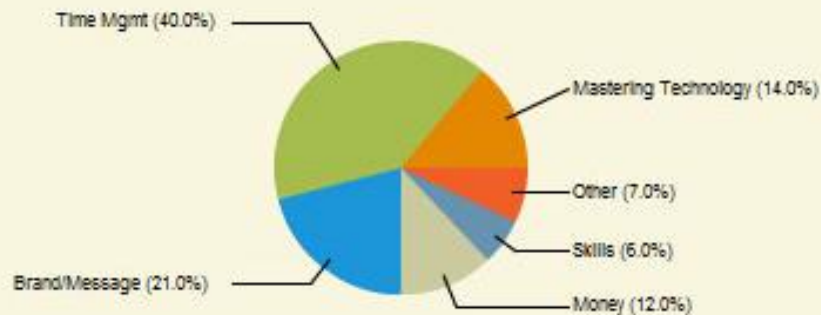
Story  Bistro

Question!

- ▶ Who (or what) keeps you from getting your marketing done?

What People Tell Me

#1 Marketing Challenge



We asked: What's the #1 Marketing Challenge you're dealing with today?

Note: Skills applies to other than technology

21%

I'm stuck on how to market myself without feeling like a sleazy used-car salesman.

1,164 responses



32% aged 41 to 50

"My plate is FULL. I have to do everything myself."

40%

3 out of 4 respondents



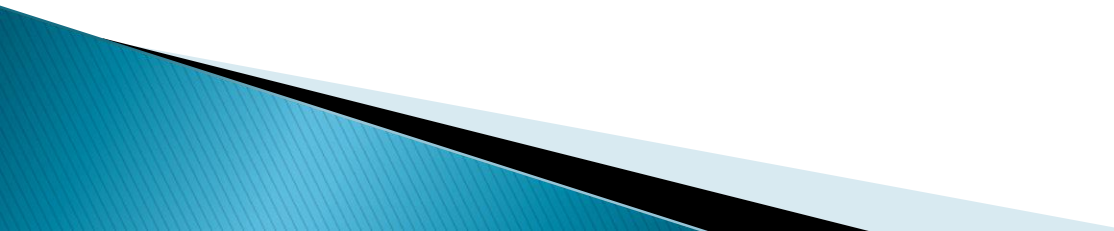
are women

Question!

- ▶ Who remembers what the 5 Starter Recipe Ingredients are?



Starter Recipe Ingredients

- ▶ Biggest Desire or Problem
 - ▶ **What stands in the way of solving/getting it?**
 - ▶ What's possible when you do?
 - ▶ Why are YOU best suited to solve/get it?
 - ▶ Call to action
- 

Sometimes They Know...
and Sometimes You Know...



*“If I could just _____
Things would be Perfect!”*

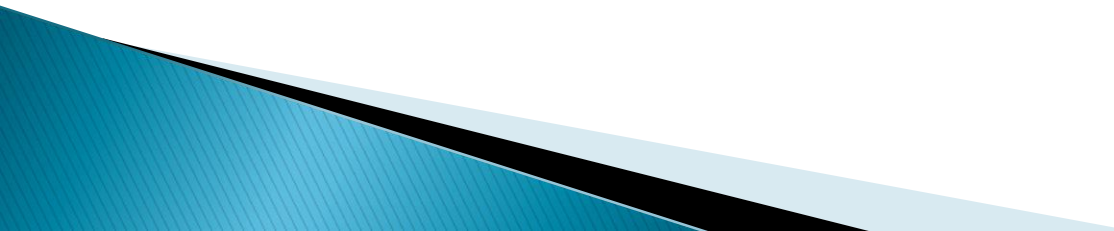
Every Villain Wears a Mask



Time Thief

Is She YOUR Nemesis, too?

You've Got To Dig Deeper

- ▶ What causes X to happen?
 - ▶ Is this something your client even knows or understands?
 - ▶ Why or why not?
- 


Your Client Has Reasons

Internal


External

Unconscious

Conscious



God
GRANT ME THE *Serenity*
TO ACCEPT THE THINGS I CANNOT CHANGE;
THE *Courage* TO CHANGE THE THINGS I CAN;
AND THE *Wisdom*
TO KNOW THE DIFFERENCE.



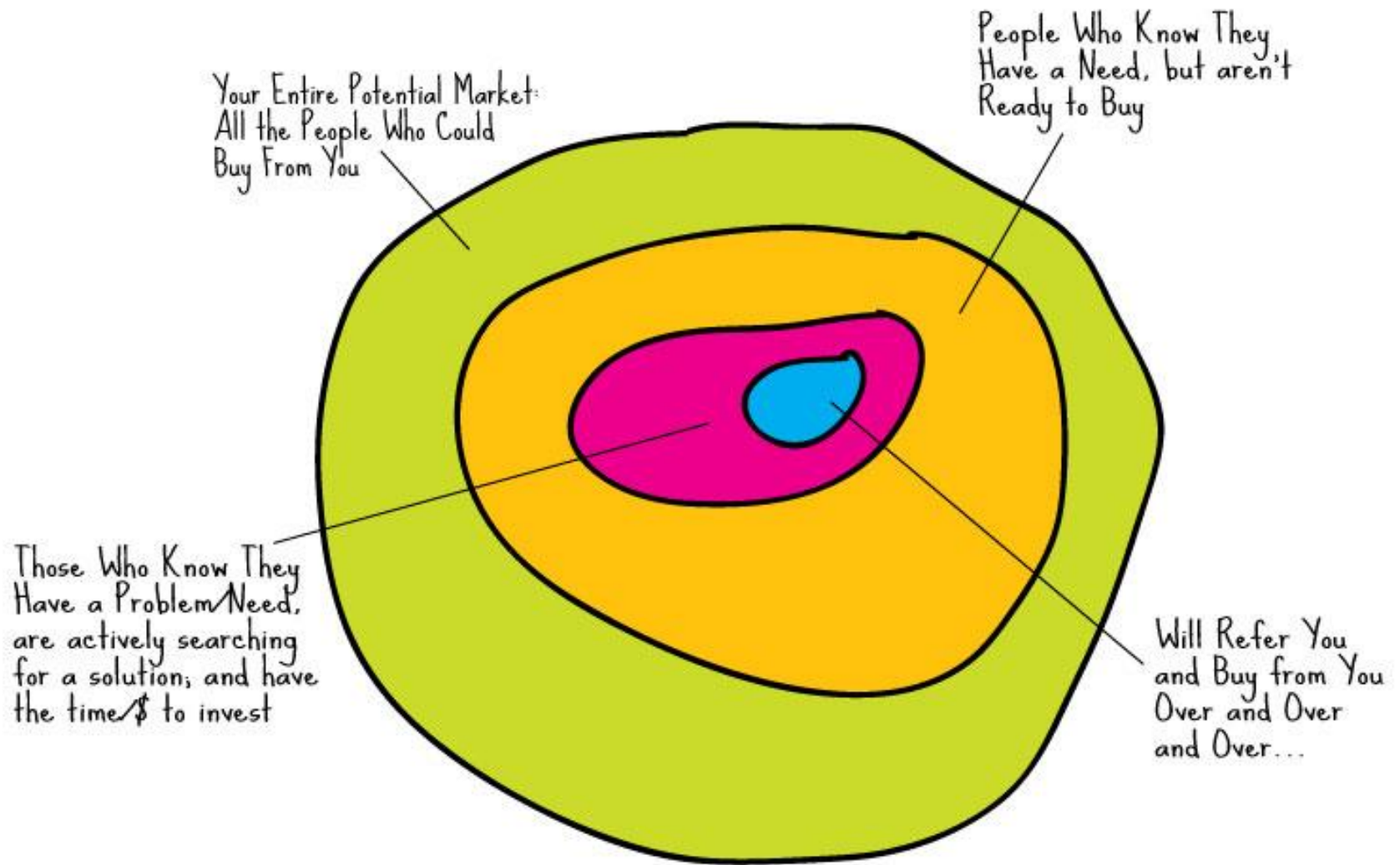
The Problem with Too Many Villains



Tune In with the Villain



Where's Your Power?

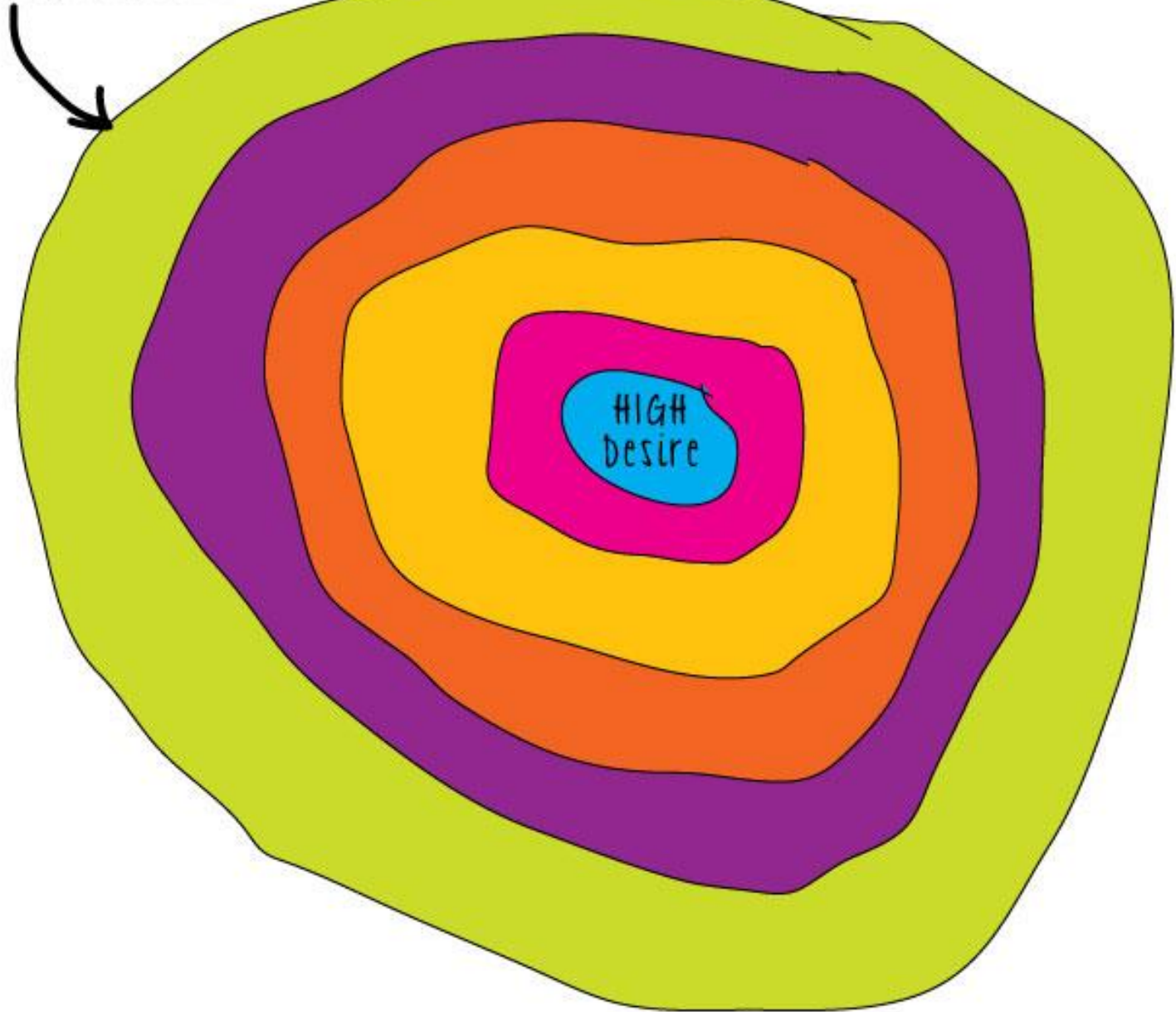


Your Positioning Matters

- ▶ What's broken in your industry? Where are the holes? This is your rant/soapbox!



Low Desire/Readiness



What's Your Artichoke?



Fructus Artiochi.

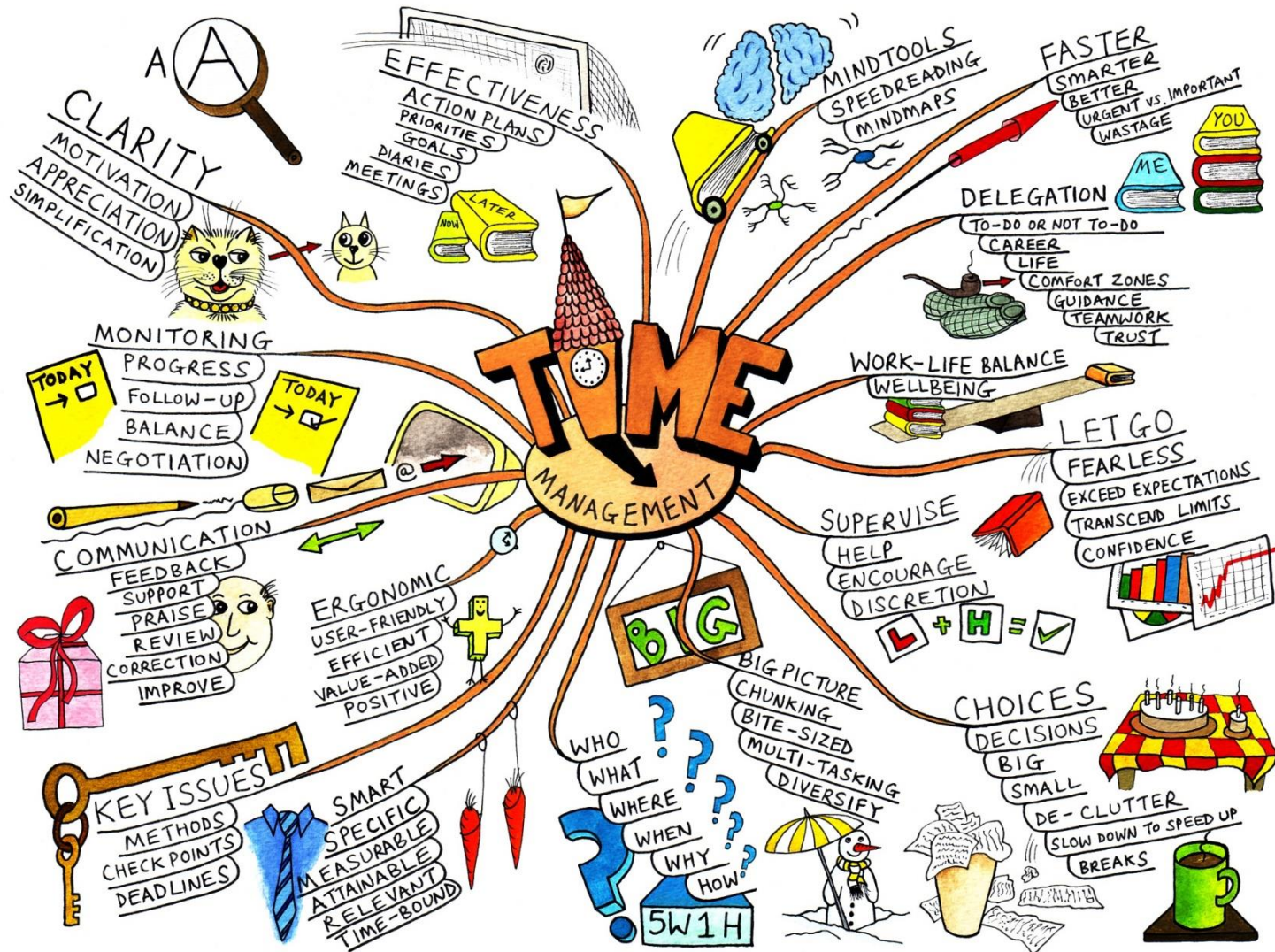
Heart
America

WHERE do you LOVE your biz?

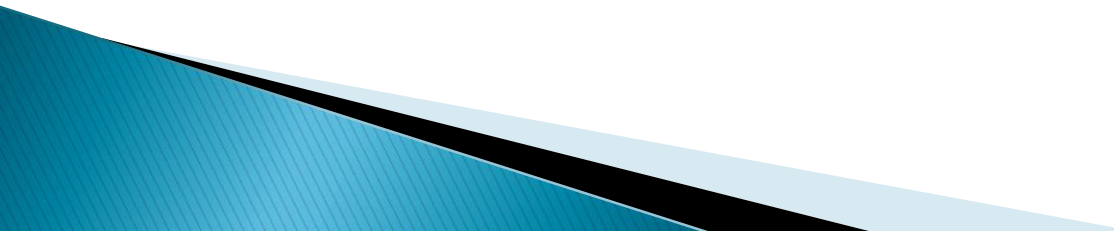
- ▶ What makes you as EXCITED about doing your work as you are about your “Artichoke”?



Let's Brainstorm!



Your Assignment

1. Brainstorm **at least** two villains for each quadrant (Internal/External and Conscious/Unconscious).
 2. Pick ONE that would be the best **for you** to tackle right now.
 3. Create an Avatar for this Villain (with a visual) and describe it fully. Don't forget the emotions! Explain why you chose this one as your focus.
- 

For More...

▶ **DigitalDiningRoom.com**

{Digital *Dining Room*}

