Marketing Stamina – The Secret to Success in a Competitive Market

By GKIC

If you want to grow, flourish and expand your practice quickly then you simply need to develop your “Marketing Stamina.”

After all, you are in a really competitive market. Isn’t everyone these days? It’s cut throat. It’s competitive.

But you have an advantage when you discover how effective Direct Response Marketing can really be. That’s because when you “get” marketing, you have the tools you need to put yourself right into the “competition-free” zone. And once you discover the effectiveness of Direct Response Marketing then the real secret lies in developing your marketing stamina, so you can get in (and stay in) that zone where the competition is moot.

When Your Marketing Stamina Gets Pushed to The Limit

Your marketing stamina gets tested in many ways. First of all, you might have a promotion which, despite all of your best efforts to use proven direct response methodologies, falls flat.

Ouch. That hurts. But it happens. It’s usually because one of these four factors isn’t in alignment: The Right Message + The Right Market + The Right Media + The Right Timing.

And so your marketing stamina can be tried when you have a perceived flop. Don’t let it discourage you. Remember, marketing is a process, not an event.

But that’s not the only way your marketing stamina can be put to the test. Have you ever gotten negative comments from friends, family, ad reps, even competitors about this “really different approach,” about your use of direct response marketing? (Don’t worry, you will.) It’s a test of your marketing stamina to hold up under the pressure.

I strongly believe selling and marketing is the oxygen of your business. It’s so important that, with a few exceptions, most businesses suffocate and fade away
without it. If something is that important to the very “life” of your business, isn’t it worth the stamina to continue?

When you get negative responses from well meaning friends or competitors about your direct response marketing, ask yourself, “Do I want an ad that loses me money, or do I want an ad that makes me a lot of money?”

How many businesses can survive – or better yet, thrive – if they don’t practice effective marketing?

An all too common thought is that “If you are just good at what you do and if you just do a great job cleaning you don’t need all this marketing stuff.”

To be blunt, that kind of reasoning is not only idiotic, but it can also undermine your marketing stamina. Should you do an awesome job and be a fantastic at what you do? Yes, but that’s a given. There are plenty of people who are great at what they do who don’t make any money or achieve success, because they simply don’t know how to continually generate business.

Even if you meet, talk to, or hear from people who seem to think that somehow selling is “bad,” that marketing is “evil,” and that putting out direct response, education-based ads is “beneath them,” you just need to find your marketing stamina and keep up your marketing processes.

**Who Always Wins in Business?**

To really develop and keep up your marketing stamina requires you to constantly discover and implement the proven strategies and methodologies of direct response. You need to tune out the naysayers, even if the biggest “naysayer” is between your ears. Find your marketing stamina and don’t let fear of what people think, ignorance or procrastination ever hold you back.

Because in business and your practice is a business, the best marketer always wins.

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