

When I developed the Marketing With Ease™ program, I did so based on five core values – or truths that have proved, time and time again, to be the only way to experience a deeper level of meaningful marketing.

During a one-on-one coaching session, I told a client that in order to move past her challenges in marketing; she must embrace a completely different mindset about what marketing represented. I told her *“You market to give, not to get.”* Well, her immediate reaction . . . complete silence. No kidding. In fact it felt like thirty of the longest seconds of my life. What emerged at her next coaching session was a keen insight into the changes she wanted to make to ensure that her marketing efforts were meaningful - to herself personally and to her customers.

Below are the core values – or undeniable truths that are essential to understanding both the Marketing With Ease™ coaching program and the method of actually Marketing With Ease™.

### ***Undeniable Truth #1:*** **Marketing With Ease™ Is Based On The Rule of Know, Like & Trust**

In sales, there’s this ole adage that says “People only do business with people that they know, like and trust.” While that is might still be true for sales, here’s how this phrase is essential to the Marketing With Ease™ method.

- ✓ **KNOW** - *how to identify your ideal clients and understand how your service helps them.*
- ✓ **LIKE** - *what you do so much that you freely share your time and help people without regard to compensation.*
- ✓ **TRUST** - *that you will continue to attract like-minded professionals who will want to work with you regardless of your fees.*

### ***Undeniable Truth #2:*** **Marketing With Ease™ Is Based On Being Absolutely Genuine**

Push marketing does not work because customers do not like to be told what to do. Choose marketing techniques based on what is natural to you and what makes sense for your type of business. With this approach, you will feel confident and confidence is very attractive.

***Undeniable Truth #3:***

**Marketing With Ease™ Is Based On Attracting And Serving Only Ideal Clients**

Design your marketing efforts around attracting the type of people who excite you, ignite you and energize you. Create a clear picture in your mind of your model customer - ideal customers will refer ideal prospects..

***Undeniable Truth #4:***

**Marketing With Ease™ Is Based On Measuring The Impact Of Your Marketing**

Only pursue marketing strategies that yield desired results. Seems simple enough, but you'd be surprised how many professionals keep doing the same marketing tactics over and over even when the results are dismal at best. Set goals for each marketing strategy you choose, monitor the strategy and record the results. Stop any marketing activities that have consistently not satisfied your goals. Also, suspend any marketing strategies that cause you frustration and overwhelm – because that's simply not Marketing With Ease™.

***Undeniable Truth #5:***

**Marketing With Ease™ Is Based On Marketing Never Feeling Like Work**

If you are using a marketing strategy that feels like work and you do not love it, but it is bringing you ideal customers and the results are wonderful, you only have 2 options.

- Option #1, stop doing it and find another way.*
- Option #2, outsource it to someone else.*