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Marketing and Patience

By Darrin F. Coe, MA

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Marketing is a Patience Game
Darrin F. Coe, MA
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"Get your positioning and your programs implemented properly, and the numbers will come. But you've got to have some patience."

- Jack Trout with Steve Rivkin

"The New Positioning. The Latest on the World's #1 Business Strategy"

One of the biggest derailers of successful marketing is the process of continually changing your marketing strategy. According to Jay Levinson, author of the Guerilla Marketing series of books, says in the book "Guerilla Advertising", that many great advertising campaigns are abandoned much too early before they have a chance to produce great results.

Understand that because consumers are bombarded by advertising images and messages constantly, they will perceive those messages and images that are consistent. You need to slowly work your way into the brain of the consumer. Bullying your way in may produce some short term results but given the way consumers think, a bullying approach will soon be dismissed and filtered out.

The key to great marketing is simplicity, focus, and patience. Continually being in the consumer's awareness with a simple message and a strong focus will yield better long term results than a complicated, bullying message that slaps the consumer alongside their frontal cortex.

Again, referencing Jay Levinson, you should consider your marketing and advertising as a conservative investment that you expect to yield big payoff over time. Marketing and advertising is not a speculative investment, in which you win or lose big.

As you develop your marketing plan, build in patience and consistency. Consumers like stability in a business and one way to build stability is a consistent marketing message that they are able to get

used to seeing and processing. This type of campaign is comforting to the consumer who is used to in your face advertising being blasted at them over multiple media channels. You may not see the numbers change immediately but they will come with patience.

Darrin F. Coe, MA holds a master's degree in psychology and is the operator of "The Center For Understanding Consumer Thinking" at www.consumer-thinking.com. His most recent special report, "The Internet Consumer Exposed" is available at www.consumer-thinking.com/exposed1. Contact him for consulting at coe@ris.net or 1-719-275-5907 after 5:00 PM mountain standard time.

Patience

By Mary Wilkey

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PATIENCE

How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success? ~ Elbert Hubbard

Were there some way to accurately tabulate the statistics on the answer to this question, I think it would be a mind boggling figure.

The reason I have come to that conclusion is plain and simple. Human beings in general have very little patience.

The Bible says, "In your patience possess ye your souls." To me, that reads and means that if I don't develop and cultivate patience, it could cost me my soul. That being the case, it would behoove every one of us to try to improve our patience barometer.

When things don't happen immediately, people are too willing to give up. They fail to persevere and develop stick-ability.

Most people when they have problems do not look at them as being trials, but insurmountable obstacles, instead of the stepping stones they are. Problems are given to us to get below the surface of our being into the creative Mind of God, because that's where all the answers lie.

Obstacles are to get us where we want to be, instead of where we are. The Bible says we are to endure afflictions, but why? Because when we endure affliction "for a season," it is to teach us gratitude for all the blessings we have when we are without affliction. And the more we practice gratitude, the less we are afflicted.

Problems are for promotions to work perfection in us. That's why Paul wrote, "We are more than conquerors through Christ Jesus our Lord." Instead of succumbing to defeat, we are to be victorious.

Jesus said he gave us power over all the power of the enemy, and

that's what the tares of this world are all about. That is the enemy at work. In other words, don't focus on the problem, but on the solution.

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