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Netflix Teaches Hollywood The 'Everyone' Myth

By Kim Klaver

We all know what happens when companies try to position their latest greatest new product as that something for everyone:

Despite all the hoopla, everyone just won't cooperate. I.e. they don't buy. Happens in the movie business, too.

The New York Times reports:

"While the studios spend their energy promoting...blockbusters aimed at everyone, Netflix has been catering to what people really want -- and helping to keep Hollywood profitable in the process."

Americans have VERY different tastes. There's nothing for everyone. Or even, most everyone. To prove it, the owner of Netflix posed this question:

Of the 60,000 titles Netflix has on DVD, how many do you think are rented at least once on a typical day?

Those who think that everyone likes the same movies guess low – 1,000, say.

But this is not even close to the real story. Americans are broken up into many little market slivers...Netflix owner Reed Hastings reports:

"35,000 – 40,000 [different] titles are rented out at least once on a typical day."

Talk about the non-existence of 'everyone' from the movies perspective.

So, yes, find people like you. The community of like-minded people that you're already part of. E.g. you might be someone who knows you need nutritional supplements because there's not enough nutrition in the food we eat anymore, even if it is organic. So you ask for those people, with that worldview. Huge market. Includes me.

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Kind of like finding people to play tennis with – don't you look for the ones who already play? Or inviting friends over for a night of movies. For that special Netflix movie you just rented, don't you pick just the ones who you know will enjoy watching it?

We are not all the same. Sounds obvious, doesn't it?

Companies: Get over it. Everyone will not go nuts about your latest new products or that new division. Only SOME will. Let reps focus on the products that turn THEM on. Stop acting like they should market your entire product line. They're not a department store. Let them market the products THEY love to others.

Reps: If you have babies, encourage them to lead with the products THEY are excited about. Skip the rest for now. And for yourself, market the one or two that matter most to you – where you have an

authentic story to tell others. Why else would anyone else give you ear?

Remember – after someone else likes your favorite product too, you can count on them to ask you the orgasmic question: "What else do you have?"

So let's get over everyone, think?

After all, even Ford Motor finally did.

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

which features hundreds of stories, tips, books and

CD programs for those who want to learn the art of network marketing.

The 10 Myths of Successful Selling

By John Mitchell

The 10 Myths of Successful Selling by John Mitchell

Myth #1 You should close early and often

Myth #2 Sell features to get a higher price

Myth #3 There's no methodology to selling – it's pure art

Myth #4 Objections are a sign of customer interest

Myth #5 Open questions are better than closed questions

Myth #6 You can't teach a person to sell

Myth #7 You have to understand the difference between wants and needs

Myth #8 Great products sell themselves

Myth #9 Making a benefit statement is the best way to open a sales call

Myth #10 All customers make up their minds in the first 4 minutes

Want to know more? Read the full Myths each month at our website www.inclusic.com – just go to articles & news!

John Mitchell is President and CEO of Inclusive, a company providing sales and marketing outsourcing in the UK and USA. He was a top performer in IBM sales for 5 consecutive years; Chief Marketing Officer of a Fortune 500 company; and CEO of a NASDAQ listed consulting company. John has written for the London Economist and has been guest lecturer at NYU, London Business School and Swiss Banking School.



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