

The Intuitive Marketer

Timeless Marketing Principles to Create and Build Successful Businesses

By Pat Grosse

Being a business owner can feel like jumping off a 10-metre diving platform; exhilarating when times are good, very scary when they're not.

You may get a perfect ten for technical ability, but how do you navigate through the competition to get your products or services noticed, whilst avoiding the sharks promising you the world but failing to deliver? Your intuition is telling you something, but you don't know enough about marketing to filter through the advice to do what's best for your business. This book is for business start-ups, and owners struggling to figure out how to grow the business. There's so much choice available to businesses that don't understand even the basic marketing principles.

The book reveals how marketing techniques we take for granted today evolved as information technology became embedded in our psyche. The clock doesn't stand still, but marketing principles stand the test of time. Understanding where we've come from, not only helps us understand where we are today, it also helps us prepare for the innovations of tomorrow.

The Intuitive Marketer builds on the author's experiences from the highs of working with a market leader to the lows of being three years into a business, realising the urgency to get back on top of marketing, fast. Insights include:

- When to start and manage marketing in your business
- How to grow marketing expertise without studying for an MBA
- Where creativity gives your business the competitive edge
- Why it is easier than ever before to add great value
- Shifting the money mindset to attract better quality customers
- Harnessing technology to work for your business
- Transforming a customer base into a community
- Why you should provide an outstanding customer experience
- Why offline marketing is definitely NOT dead and how to use it to give your business the competitive edge.

About the Author



Pat has had an interesting and unique journey, where technology has played a significant part in most of her working life. From making friends with a dusty early fax machine that nobody wanted, to organising ground-breaking IT conferences in the 1990's, Pat left all that behind to find herself immersed in webinars, e-learning platforms and government-funded trials, before stepping into her own business in 2010. Three years later, she found her business in trouble and spent the next three years updating her marketing knowledge, before realising that she already knew the principles and that technology, was, is and will continue to be, simply a marketing tool. Through working with businesses on the ground, Pat has identified the need for a publication that helps to put technology and marketing into context, allowing people to move from fear of bright shiny objects to trust in the value and ability of technology to complement and enhance existing marketing strategies.

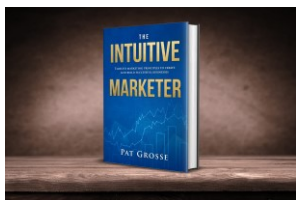
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The following is an excerpt from *The Intuitive Marketer*, written by Pat Grosse, published by Ingram Sparks, available online at <http://bit.ly/theintuitivemarketer>

Introduction

The story of the Intuitive Marketer started in 2013 when, like more than 60% of business start-ups, my business showed signs of decline by the three-year mark. It certainly wasn't growing. At the same time, it was the at the very nexus when social media was beginning to make a dramatic impact on the marketing environment. Marketing models I had previously used, were no longer as successful as they were. Over the next couple of years, websites would be required to become responsive to stay relevant for the growth of mobile phone technology. The online environment has become crowded, quickly reaching saturation point. It was a point of change.

For the next three years, I set about upgrading my marketing skills and knowledge. I joined networks, read books, attended countless webinars and workshops, even joined a couple of Mastermind groups. Each step in this process intuitively flowed from the previous experience. Along the way, I could see why other businesses were also failing. In many cases, they either didn't expand or focus their marketing channels, or they were hastily adopting online platforms without understanding how they work for business purposes, losing money and confidence in the process.



Today, information technology plays a significant role in marketing. Recently, I was working with a client on a proposal about the Internet of Things. It is predicted that 40% of jobs as we know them will disappear in the next 15 years because of next level technology. Technology-based hackathon events are now springing up to investigate ways to speed up efficiency, enhance productivity and make life easier.

I am old enough to remember the evolution of information technology and software that helped revolutionise marketing. We take Microsoft Office for granted, but its introduction meant that we could desktop publish in-house and the days of badly-written overhead slides were numbered. Because of my role with a market leader that embraced and promoted information technology, at the time of the creation of the self-fulfilling vision of the Information Super Highway by such men as Al Gore and Jacques Delors, my journey as an intuitive marketer ran alongside its growing impact. I appreciate the value of technology on marketing, but haven't lost sight of its role as a tool that brings about efficiency in the marketing process. There are online marketing gurus who claim that offline marketing is dead. If they were to spend some time in the offline marketing environment, they would be amazed.

In this book, I will reveal how some of the marketing features we take for granted today evolved as information technology became embedded in our psyche. Much of the earlier technology has since given way to even more enhancements, a timely reminder that what we consider cutting-edge today will quickly become out-dated. Time doesn't stand still, but marketing principles stand the test of time; even more reason to remember that the online programs we use are simply tools that will become obsolete. Marketing is more than using online programs to generate customers and profits.

It's important for business start-ups to understand how software and equipment can be applied to help them achieve their marketing goals and to choose the marketing channels that best suit them. It's equally important to learn and apply marketing principles irrespective of technology.

This book is based on real-life experience. It aims to introduce some wisdom in a climate of information overload. Each Principle includes a checklist of actions to guide the reader, and for the start-up business, I have included a ten-point marketing plan to get you started. Here's to your success.

Pat Grosse - Speaking Topics and Talking Points

1 **Entrepreneurial Thinking for Business Success**

A key component of business success is to have the right mindset. Being ahead of the competition involves confidence in your own creative abilities, the ability to take risks and the tenacity to keep going through tough times.

Business owners that come to me to put together their marketing game plans usually have a limiting viewpoint which when addressed, opens up a new world of possibilities. This can involve attitudes to charging for services, creating a public persona, choosing the right networks and thinking outside the norm.

In the book “The Intuitive Marketer” I identify instances where taking risks and entrepreneurial thinking led to some wonderful experiences. In this presentation, I provide insights into entrepreneurial thinking and align them to a five-point plan to take away and transform the business.

2 **The Good, the Bad and the Ugly Guide to Technology in Marketing**

Less than 40% of businesses in Australia have a social media presence and only 50% have a web presence. Yet 57% of businesses place orders via the internet. You can't ignore it. Information Technology is everywhere and it's not going to go away. It's no longer about cherry picking what you want to use. Automation of information technology systems, programs and apps is an efficient, cost effective way to reach out to new prospects, nurture new clients, contribute to superb customer experience and to focus on new products and services that people want at affordable prices.

So why are so many businesses still not engaging with technology?

History shows us that it takes time for technology to become embedded in the human psyche. Today we take email, the World Wide Web and Microsoft Office programs for granted. Once upon a time, these were all released to a reticent public, suspicious about the value of these innovations.

In this presentation, I put information technology into context. With examples from the book “The Intuitive Marketer, I take the audience along a journey to show the compounded benefits of information technology on how we live today. I demonstrate why they shouldn't throw iPads into cupboards (as a client once did) or persevere with outmoded systems because of fear of the unknown. I present the good, the bad and the ugly guide to using technology as an effective marketing tool.

3 **So you've started a business - let's set up your first Marketing Game Plan**

Starting a business without setting up a marketing plan is a sure fire recipe for a short-lived operation. This presentation is for the first-time business owner as well as established business owners that are finding today's multitude of marketing messages too confusing to make the right informed choices.

Using the book “The Intuitive Marketer” as the background, I will present some simple steps to creating a marketing game plan and using real life examples to illustrate. This presentation is packed with knowledge that new business owners need to be aware of; knowledge that will save them a lot of time in acquiring purely by experience.

Why a game plan? For the business owner, marketing is strategy. Success is dependent on the right mindset to play the game to win. Getting it right from the start will focus you on what's important' leaving the rabbit holes and dead ends to the less informed.

Pat is available for presentations and workshop facilitation. For further information and to discuss options contact Pat on +613 9005 5889.