THE FOUR P’S OF REAL LIFE MARKETING STRATEGY – By John Jantsch

Passion

Purpose

Positioning

Personality

The Passion Mantra

1. What do you want in your life?
2. What don’t you want in your life?
3. What are you willing to give up in order to have what you want?

*Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.*

*. . . as we let our own light shine, we unconsciously give other people permission to do the same. As we're liberated from our own fear, our presence automatically liberates others."*

Purpose

*“Purpose builds trust because it allows people to see their own values in action in support of something they strongly believe.”*

Rules for Working on Purpose

1) Do work you’re proud to finish

2) Connect purpose as you evolve

3) Serve customers you respect

4) Give wins to everyone

5) Treat challenges as information

6) Go beyond trustworthy

7) Hire your blind spots

8) Become an elevator

9) Throw away the scorecard

10) Manage energy over time

The Alchemy of Purpose

1. What do you love most about your work?
2. Who do want to see you as a hero?

3) How can/does this business serve your passion?

*“If we were having this discussion three years from today, and you were looking back over those three years, what has to happen in your life, personally and professionally, for you to feel happy with your progress?”*

Authentic Positioning

Lead with why and let those attracted to that why create their own definition of what.”

*How could we serve our higher purpose . . .*

* doing something that nobody in our industry is doing?
* solving the greatest frustration of our ideal customers?
* by creating an obvious innovation in our industry?
* by exploring unique ways to package, price or deliver our products and services?
* by creating a totally unique customer experience?

Personality

*“*Live by a tangible set of daily habits and processes that offer proof of purpose.”

Personality Traits of Purpose

*How could we serve our higher purpose . . .*

* Inspiration
* Innovation
* Play
* Community
* Convenience
* Simplicity
* Surprise