

The Seven Keys To Marketing (and life) Success

Overview

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The Seven Keys Overview:

Key No. 1 Embrace change.

A lot of us hate it. We have to learn to love it. Tension in life is like tension on a guitar. It's the only way to make music and it's the only way to reach our goals. Here we look smart risks, smart changes and the change everyone must make at least once in their life.

"When you're through changing ... you're through." Bruce Barton

Key No. 2 Set goals

As the Cheshire cat says to Alice, "if you don't know where you're going, any road will get you there." In this key we explore goal setting: how to do it realistically, effectively, and fast.

"Luck is simply the residue of desire & design" Leo Rubstello

Key No. 3 You don't know it all.

No matter how long you've been doing this thing called life, you have more to learn. We'll look at the three best ways to accelerate your growth in your personal and professional life.

"Our greatest danger in life is in permitting the urgent things ... to crowd out the important." Charles E. Hummel

Key No. 4 Don't pursue happiness

Am I crazy? Isn't that the American creed? "Life, liberty and the pursuit of happiness." It's our right! Sorry, it won't bring you what you want. Here we look at what will.

"What lies behind us and what lies before us are small matters ... compared to what lies within us." Emerson

Key No. 5 Get good, really good, at some part of your life

Aren't you curious what would happen if you made an all out effort? What would happen if you gave it your best shot? We'll talk about why this will set you apart in every area of your life.

"Men are often capable of greater things than they perform. They are sent into the world with bills of credit ... but seldom drawn them to their full extent." Walpole

Key No. 6 The Law of Leadership

Why are the Beatles, Schwarzenegger, Houdini, Sinatra, and Kennedy still household names years after their heyday? They understood the law of leadership. You must be different. You must stand out. It's the only way to make a significant impact. How? In this key I'll give you the formula.

"All glory comes from daring to begin." Eugene F. Ware

Key No. 7 Invest in relationships.

Not for profit, not for what you can get, but for what you can give. If you invest in relationships this way, the return will be tenfold. Here we explore how to give what people want.

"Without friends, life can never be truly tasted." Anonymous

Key No. 8. The Bonus Key!

Why having integrity in everything is the most important key of them all.

"When you always do what you say you're going to do, you'll satisfy some people and astonish the rest."

"The smallest action is far greater than the grandest of intentions."