

The Mindset of Marketing

Before starting any new marketing program, the step most CEO's miss is investing time into understanding the mindset of marketing. What do we mean by *mindset*?

Your mindset is *how* you think about marketing, the construct of which fits within these four main areas:

Assumptions | Expectations | Risk | Aspirations + Creativity

Here's how they each show up on the marketing side of things...

Assumptions:

- Thinking that all is needed for success is a specific program/software
- Assuming that it's unnecessary to take time to define ideal clients and values
- Thinking that marketing messages are all about their company
- Believing that taking the time to analyze competitors and clients to attract is a waste of time
- Lack of ability to be comfortable with ambiguity
- Understanding that the foundation must be built before the additions

Expectations:

- Expect success in too short a time frame
- Don't understand the importance of collaborating by giving consultants what they need to succeed
- Don't have a sense of urgency
- Think in their old patterns which got them to hire someone else
- Don't realize there is an order to marketing as well as the importance of the foundation
- Are not acquainted with marketing terms like "brand"
- Will not share a budget bc they think the consultant will spend it all

Risk:

- They are dogged by the desire to be part of the group and wanting to stand out
- They are afraid to stand out
- They let their fear of failure take over
- They make the mistake of thinking if they spend enough money they are guaranteed success
- They may be afraid of humor

Aspirations and Creativity

- They aspire to stand out in a way that feels safe thereby eliminating creativity
- They may be afraid of being judged
- They want to be different but are afraid of being different
- They cannot visualize themselves succeeding by doing things their competitors are not doing
- They ask their competitors what they are doing

