

# THE PRODUCT IS YOU

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1. Stellar performers' common denominators:
  - Specific goals
  - Develop a plan
  - Stick to their plan
  - Open mind
  - Are adaptable
  - Don't take rejection personally
  - Push themselves
  - Understand their strengths and their weaknesses
  - Understand the power of working as a team
  - Are coachable
2. I finally realized that The Product was "me" when a client of mine told me the "real" reason he worked with me. It was because he trusted me.
3. This book is designed to insure that you have developed the right belief system and made the investment in yourself before you launch into specific tactics for growing your business.

## Takeaway Lessons

- Are you willing to be coached and reset your mental thermostat?
  - There is a reason why the best performers in all areas of achievement have a coach.
4. The most important reason to brand in the first place is to differentiate yourself from the competition.
  5. Do you have customers or clients?
  6. The distinction centers on whether you have a transactional relationship or an advisory relationship.

## Takeaway Lessons

- **You are indeed the message.** More than any product you put before your clients, you are selling yourself.
  - Do your clients understand what you are offering?
7. The most successful communicators in our culture have mastered the art of using stories and metaphors to make their point.

### **Fishing Where the Fish Are**

**8. No hook, no fish**

**9. Fertile “fields”**

10. What are the common denominators among your best customers?

**11. Using the “Net” to find your best fish**

**12. Understanding the emotions and values that drive the people in your target market is critical in creating your marketing plan and go-to-market strategy.**

13. The survey results broke the consumer population down into eight segments based on responses to the VALS questionnaire. Each category of people had different values that motivated their buying decisions. (The full research is available from the Stanford Research Institute at [www.sric-bi.com](http://www.sric-bi.com).)

**14. Find groups and associations whose members share demographic and psychographic profiles with your best customers.**

**15. “It’s not enough to have intelligence, it’s the application of intelligence that counts.” – Rene Descarte**

### **Knowledge Application**

1. List your top five client relationships.
2. What was the original source of these relationships?
3. What are some of the common denominators of these relationships?
4. Why do they do business with you?

### **Your Personal IPO (Initial Prospect Offering)**

16. Remember that your biography is a “work in progress” and that you should update it at least once a year to reflect any notable changes in your life.

### **Letters of recommendation**

17. The beauty of using letters of recommendation as part of your IPO Kit is that your clients can say things in the letter that are meaningful to your prospects and that wouldn’t necessarily be appropriate for you to say.

18. One of the biggest questions people ask about letters of recommendation is how you get them. The answer is simple: You ask.

### **Social proof**

**19. When human beings are uncertain about what to do, they tend to look around and do what everyone else is doing.**

### **The referability test**

20. One of the best ways you can determine whether somebody is going to give you a referral is by asking them the following question (which I call the referability test):

*“Mr. Client, what is most important to you before you decide to make a referral to your friends or family about a product or service you are very satisfied with?”*

21. Creating an Ideal Client Profile Form is extremely useful, because it helps remind people of connections they have that may be helpful to you.
22. Make no mistake: People want to know whether the referral was successful or not.

#### **Take Away Lessons**

- **The most profitable way to grow your business is to get referrals.**

**“A good name, like good will, is made by many actions and may be lost by one.” – Lord Jeffrey**

**“It’s what you learn after you know it all that counts.” – John Wooden**