

A Marketing Outreach Campaign

- 1. Target your Ideal Clients** – Assemble a list
- 2. Create an Outreach Strategy** – Email, LinkedIn, Talk, etc.
- 3. Implement the Strategy** – Follow-up as necessary
- 4. Get a Meeting** – An initial qualifying conversation
- 5. Send Marketing Materials** – Such as a sales letter
- 6. Conduct a Selling Conversation** – Discover pain and needs
- 7. Close the Deal** – Proposal, Agreement, Pricing

How to succeed

- 1.** Have a plan and work the plan
- 2.** When something doesn't work, try something different
- 3.** Get coaching and feedback on your methods
- 4.** Get back on track and work at improving every part of the plan

The only thing that can defeat you is...

Getting Stuck

Being stuck in taking action usually means stopping because of a thought and/or feeling that is opposing your intention.

Some of the most common of these feelings are:

Fear, Doubt, Confusion, Worry, Blame, Guilt, Impatience, Anger, and Apathy.

When we are stuck, we start believing things that limit us:

I can't do this

It's too hard

I'll be rejected

I must succeed

This just isn't working

I'm no good and not worthy

So, what do you do about all those limiting thoughts and beliefs?

It's not so much what you do, but what you **see**.

When a thought comes, it's already too late. You can't change it in the moment.

But you can recognize a limiting thought or belief for what it is:

And what it is, is not real.

More specifically, it does not represent something real.

When you wake up from a dream at night, you don't think, "That dream was real, that happened."

No, we just realize it was a dream and we get on with our day.

Limiting thoughts and beliefs are waking dreams.

They are not reporting on the truth or facts of our situation.

For instance, when we write an email to a prospect and send it out and it doesn't get a response.

The facts are that we wrote and sent the email and didn't get a response. We don't know why. It could be a number of different things, from the content of the email to the fact that the recipient was too busy to read it that day.

But limiting thoughts and beliefs such as: "I'm a bad writer, it's not worth it, this will never work, they hate me, etc." are not reality.

They are waking dreams. They have absolutely nothing to do with what is going on right now.

When we realize this, we can simply start to notice these waking dreams and then start to ignore them.

For instance, if you saw a shadow at the corner of your eye and you thought it was somebody creeping up on you, but you looked and realized it was just a curtain waving in a breeze, you wouldn't pay attention to it anymore.

You can start to do a similar thing with your limiting thoughts and beliefs – your waking dreams.

There's nothing you need to process or work through.

There's nothing you need to change. You just need to notice what is real and what is not real.

It's true that you have limiting thoughts and beliefs, but what they represent is rarely, if ever true, just like your dreams at night.

Ultimately you need to learn to simply ignore them. As Kevin wrote to me: "Letting the unproductive thoughts slip through into the ether where they belong."

The idea of being stuck is in itself an unsubstantial dream. It doesn't point to anything real.

"But I feel it's real!" you say. Yes, dreams feel real as well when you are having them.

Notice your dreams in the now. Notice they are not representing reality. Then stop paying attention to them. Get back to reality now, and what to do next will come naturally.

Here's how this might look:

You are working on something or doing something.

A limiting or fearful belief arises. You feel stuck.

You just notice that thought and feeling.

You don't resist it or try to change it.

You just see it for what it is – an insubstantial dream, something that is not true.

You just be with it for a few moments.

Don't try to do anything with it or change it. Just see it.

And at the same time notice that you are here. You are aware.

You are real. You are here and now, in the present.

And notice that everything is just as it is.

OK, so let's talk about this or ask questions about this.