**Passivity vs. Proactivity – Session # 9**

Please study the chart below and notice where you tend to be passive in your marketing vs. proactive.

<table>
<thead>
<tr>
<th>Passive Marketing</th>
<th>Proactive Marketing</th>
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</thead>
<tbody>
<tr>
<td>1. You don’t plan your marketing, but wait for things to happen in your business and marketing.</td>
<td>You make intentional marketing plans, keep planning worksheets and work these plans into your ongoing business activities.</td>
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<tr>
<td>2. You don’t know the rules of marketing. You see it as a series of random activities that sometimes work, sometimes not.</td>
<td>You know the rules of marketing and work to both understand them and apply them in an organized way in your business.</td>
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<tr>
<td>3. You have a marketing messages (Audio Logo) based on your label, your process or your concept.</td>
<td>You have an Audio Logo based on results-oriented stories that demonstrates clear results that will get your prospects’ attention and interest.</td>
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<td>4. You have a message that works but you rarely find opportunities to use that message.</td>
<td>You actively seek out opportunities to communicate your message to as many qualified prospects and lead sources as possible.</td>
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<tr>
<td>5. You have a web site that just “sits there” with very static information about your business.</td>
<td>You have a web site designed to get visitors to opt-in and get free information from you such as an article/report and eZine subscription.</td>
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<tr>
<td>6. You have an article, but it’s very standard stuff that wouldn’t excite anyone or wake them up to the mistakes they are making and the problems they have.</td>
<td>You have an article/report that contains leading-edge information that is hard-hitting and provocative. Readers will want to know more and will more likely contact you to find out how you can help them.</td>
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<tr>
<td></td>
<td>You have an eZine, but it’s much like the article. It contains a lot of useful concepts but it is hard to relate the ideas to someone’s life/business situation right now.</td>
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<tr>
<td>8.</td>
<td>You have a good eZine that people like and read but you fail to promote anything in your eZine.</td>
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<tr>
<td>9.</td>
<td>You promote things in your eZine but you never send out any stand-alone promotions for services or programs.</td>
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<tr>
<td>10.</td>
<td>You do promotions but you don’t have a good follow-up system. You have no plan for what to do when a qualified lead responds.</td>
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<tr>
<td>11.</td>
<td>You wait for organizations and conferences to contact you for speaking engagements.</td>
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<tr>
<td>11.</td>
<td>You do speaking engagements, but at the end you fail to offer a report, ask for cards or mention any other services.</td>
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<tr>
<td>12.</td>
<td>You collect cards after speaking engagements, but they sit on your desk for several weeks without you doing anything with them.</td>
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<tr>
<td><strong>13.</strong></td>
<td>You have a lot of past and current clients who could give you referrals but you never ask for a referral.</td>
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<td></td>
<td>You design a marketing action plan to ask for referrals from current and past clients.</td>
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<tr>
<td><strong>14.</strong></td>
<td>You get referrals from current and past clients but you sit on them avoiding follow-up.</td>
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<tr>
<td></td>
<td>You get referrals from current and past clients and implement a follow up system of email and/or calls and you contact all of them with the intention of getting some Strategy Sessions set up.</td>
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<tr>
<td><strong>15.</strong></td>
<td>You do various marketing activities and you wait for prospects to call you, wanting to work with you or at least to meet with you.</td>
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<tr>
<td></td>
<td>You do various marketing activities and build in follow-up actions that lead to conversations and Strategy Sessions.</td>
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<td><strong>16.</strong></td>
<td>You set up a meeting or Strategy Session but you don’t prepare much in advance.</td>
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<td></td>
<td>You set up a meeting or Strategy Session and you do some research on the prospect, by looking at their web site and other important background info.</td>
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<tr>
<td><strong>17.</strong></td>
<td>Before your Strategy Session you do some research on your prospect but you don’t require anything of the prospect.</td>
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<tr>
<td></td>
<td>Before your Strategy Session you not only do some research on your prospect, but you send information such as your article/report and direct them to certain pages on your web site and request that they read this material before the meeting.</td>
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<tr>
<td><strong>18.</strong></td>
<td>Before your Strategy Session you do research and send material.</td>
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<tr>
<td></td>
<td>Before your Strategy Session you do research, send materials and also send a questionnaire that you require that they fill out and send back to you before they meet with you.</td>
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<tr>
<td></td>
<td>During your Strategy Session you ask several questions of the prospect.</td>
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<tr>
<td>19.</td>
<td>You follow your Strategy Session outline very closely.</td>
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<td>20.</td>
<td>When it comes to presenting your services, you go through the benefits and features one at a time.</td>
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<tr>
<td>21.</td>
<td>At the end, if a proposal is not required, you finish the presentation and then leave things open-ended.</td>
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<tr>
<td>22.</td>
<td>At the end, if a proposal is required, you spend hours on hours on the proposal, send it off and wait for them to respond.</td>
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<tr>
<td>23.</td>
<td>In your proposal you only offer one final solution with one fixed price.</td>
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<tr>
<td>24.</td>
<td>When you send the proposal, you wait for them to call.</td>
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</tbody>
</table>
Passive Marketing vs. Proactive Marketing

Study this chart and be ready to discuss those areas where you tend to be more passive than proactive. Be ready to discuss at least one on the next Marketing Mastery session.

The biggest reason we don’t get the marketing results we wish for are that we tend to be passive versus proactive in our marketing activities.

At every single step of the marketing process we can identify when we opted for passivity instead of proactivity.

We are passive instead of proactive because we may not understand the need for a next step or know what it might be. But we are also passive simply because of habits of laziness, fear, indecision, uncertainly, and know-it-allness.

There is a state of beingness called passivity and a state of beingness called proactivity.

You need to distinguish between those states of being. They are somewhat different for everyone. You need to see how you are identified with the beingness of passivity. Take some time to study it. What does it think, what does it believe, what does it feel, what does it avoid, what is it trying to control, dominate, justify and be right about?

Once we know more intimately our beingness of passivity, we can more successfully develop a bias for proactivity.

It’s based on the concept that the ball is in your court. We need to make it happen and go the extra mile to connect with prospects. If we don’t get the project (eliminating circumstances you have no control over), the main reason is that the connection between you and the prospect was incomplete. You were passive instead of proactive.

As you’ll see from the chart, there are innumerable opportunities to choose passivity over proactivity. There are also innumerable opportunities to choose proactivity over passivity.

It’s your choice. Will you be passive or proactive in your marketing? You need to cultivate this as a skill, as a habit as an activity that is
second nature to you. Only by practicing proactivity will you get better at it. It’s 100% up to you.

**Proactivity and Strategies**

Certain strategies are necessary for successful marketing. The problem is, without the beingness of proactivity we will not recognize the need for strategies. We won’t hear the strategies that are given. We will avoid or forget about the strategies we learn.

When you have the beingness of proactivity you will first of all notice what strategies are missing, what you don’t know and what you need to learn. You will be open to learning new strategies because you will realize that you will only be able to fulfill your beingness of proactivity by taking action with certain strategies.

Then learning strategies, skills, techniques are fun and relatively easy because they are in alignment with your purpose, with your being.

**Transforming Passivity into Proactivity**

Here is an exercise.

1. **What is your beingness of passivity?** What does it think, what does it believe, what does it feel, what does it avoid, what is it trying to control, dominate, justify, and be right about?

   Write these down.

2. **Is the being of passivity who you are?**

   Yes or No?

3. **What is it costing you to maintain that being of passivity?**

   Write down the answer.

4. **Who would you be if you could no longer be passive in your marketing, in your business, in your life?**

   Write down the answer
5. **What is the beingness of proactivity?** What does it think, what does it believe, what does it feel, what is it trying to accomplish, what is the contribution it wants to make?

Write these down.

6. **What is the payoff of being proactive instead of passive?**

Write down the answer.

7. **What insights do you have from this exercise?**

Write them down.

8. **Take Action**

Look at the chart and check the items where you tend to be passive rather than proactive. Then make a list of those areas you need to work on in the next several months.

Send that list to me and we’ll revisit it when we do our individual sessions.