



Jaco Gobbleaar, owner of BroadVision Marketing in Petaluma, California relocated to the United States from South Africa 10 years ago. With a background in Human Resources Management, his career made a shift when he began working in strategic planning and eventually Marketing Planning. He was pursuing a Masters Degree in Industrial Psychology at that time, but discovering strategic planning was his passion made the decision to go private and began to help companies with their strategic and marketing planning. While moving to America he found there were a lot of small companies that had a more immediate need for marketing planning and since that time his focus is on helping professional service providers to attract more clients and take their business to the next level.

When did you first come in contact with Action Plan Marketing? What was going on in your business at that time? What marketing challenges were you facing?

Approximately two years ago someone suggested I look at Action Plan Marketing's materials. I signed up for Robert Middleton's e-zine and used some of the principles in my business. Then my business had a bit of a turning point. I got involved with a software company (startup company), and was becoming so involved I considered working for them full time. However, earlier this year, I realized the reason I went private was because I wanted to work for myself. Because I had been so focused in this other direction I had lost most of my clients. I knew I had to start recruiting clients again and that is when Robert's Action Plan Marketing material came into play.

These materials came from a direction that was just so simple and easy to grasp and use. I would reach the same end result as Robert, but the way he reached it with his material was just so much easier. I had a large cumbersome process with SWAT analysis and positioning strategies – I was overcomplicating everything. As a marketer I knew these materials worked and I would have a great time explaining and implementing them with my clients. That's when I decided to sign up and become an Action Plan Marketing coach. The timing was perfect. Even though it's Robert's material, I have taken ownership of it and given my own flavor to the material.

I would agree with you Jaco. You can take these materials which are so practical, yet not obvious, and not only use them to help grow your own business but easily incorporate them into the materials you can use to teach your own clients.

I use the Marketing Ball model extensively with clients. One of their first AHA moments is – "I'm on first base! I'm already there! I don't have to try and do it again!" It's amazing. I have never had so many hugs as I have had over the past few months. My South African culture is a bit conservative. You don't just hug women. I've had a few occasions where ladies would say, "Can I just hug you?" Those are the moments when you realize that you have contributed to their lives and to them as a person, not just to their knowledge. Not just to their marketing. That is the big satisfaction I get out the material. I know I really contribute on a different level to people's lives.

I am a member of BNI (Business Networking International) and have one-to-one meetings with other members. Now I have a model that is so easy to explain and I have so much information to share. You see the thankfulness in their eyes and can literally see their body posture changing. We are going through some very difficult economic times at the moment. There are a lot of people struggling out there. It gives me a bundle of easily digestible knowledge I can share with people.

It's a total shift in thinking, isn't it? Suddenly it's not a service but it becomes a contribution. If people take even one thing you suggest to them, their business can look different.

It's amazing what you accomplish when you start talking to people about this. I've worked with a few people that couldn't afford to work with me, just to help them get through this. But I know one day there will be a different type of repayment. It might be a referral, kindness to another person, or sharing their knowledge with other people. It's not always about the money you earn, but sometimes it's just about the contribution you make to other people.

I could not agree with you more. We can get so wrapped up in growing our businesses and paying our bills. When we stop, step back and ask how we can be of service to people, it just changes everything.

It's absolutely true. At the end of the day when you go to bed at night it helps you sleep peacefully. While working on putting together my Executive Summary one of the sentences I added was, it gives me a life worth living, a service worth marketing.

It makes it a lot easier to get up every day doesn't it? Obviously this material has had a great impact on you emotionally, but how has it impacted you as far as the growth of your business?

It has been very interesting. I had some financial success immediately. I have a few great clients and a lot of people in my pipeline. Since the end of April (4 months), I've had relatively good growth in my business. I think the next two to three months are going to be crucial. If all of my marketing activities come together I will have to work on my mindset about being too busy. But that wouldn't be a bad problem to have.

Example, I had a conversation with a financial planner. She later told me that she applied some of my suggestions and had immediate results. She said she had a group of new financial planners – The Financial Planning Association of San Francisco – who could really use my help. So, I am presenting to them later this month. I also recently presented at the Gymnastics Regional One Conference. I was the second to last session of the day. I was optimistic and decided to make 40 copies of my handout. I ran out before I even started. About 60-80 people attended. Now I am busy following up with those people.

One of my clients is an extremely successful dentist who has bought nine dental practices. I asked him to buy the Infoguru Manual. During our next Marketing Mentoring session he said, "Jaco, this guy is brilliant." Coming from me that may not mean much, but coming from someone who I regard as brilliant was amazing.

What I find so interesting and important is these principles go across any industry. One minute you are talking to gymnastic association and the next you are talking to financial planners.

It's generic. It is principle based, not industry based. It is marketing principles, and as long as you have the principles and you fully understand them you can apply it anywhere.

If someone were contemplating signing up for one of these programs, what would you want them to know?

How practical it is. You can take a total novice, someone with little to zero marketing experience and you can understand the model. And, when you understand the model you can use it for a lot of things. You can apply it over such a wide area. It could be a relationship model or as one of my clients says, it is a communication model. It's both. Marketing is about communication and relationship. It is just so applicable.

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Our first recommended program is the "Action Plan Marketing Club" and then the "InfoGuru Marketing Manual," followed by the "Web Site ToolKit."