

Cracking the Millionaire Code

The Heart-Sell System™

Before you can fully understand or appreciate the revolutionary Heart-Sell System that we discuss in our new book *Cracking the Millionaire Code* in Chapter 9 entitled “The Star Code,” you need to understand the laws of marketing and sales in the standard Hard-Sell System. We all have grown up under these laws. They direct all our daily business transactions, be it buying popcorn at the theater or buying a car, a home or your child’s education or buying a huge Fortune 500 Trump-style business. It does not matter for the laws of Hard-Sell are what we hear, what we do, and what we get.

So . . . Let’s look at these Hard-Sell Principles and then lets contrast them with the Heart-Sell System and which works better and why? If you are ready for Heart-Sell, it will transform the way you do business, and it will uplift your life—forever. The stress and press of your daily business activity will disappear. You’ll still have challenges, but you will meet them differently. As you will see . . .

Let’s explore how the Heart-Sell System molds, modifies, and amplifies hard-sell tactics to manifest better, more, and quicker results for the true benefit of all. Sound altruistic? Not at all, it is very practical and real.

Founding Principle: Marketing Drives Business. This means nothing happens without marketing, no sales, no profits, and thus no business.

Marketing is everything that is done to let the potential customers know they should become YOUR customer by buying YOUR product or services.

Marketing is advertising, is PR, Is promotions, is visibility in any and all of its forms, and is getting out the word about your product or service.

Marketing is hard work, is a scientific process, is well written about. (There are hundreds of books on the subject. See our 101 best marketing books List.), and is well talked about (There are thousands of seminars yearly on marketing.) In college, marketing 101 to 1001 is a major chunk of all business degrees.

Marketing is taught, is pondered, is deliberated, is discussed, is tested, and tested, and tested in any successful and many unsuccessful businesses.

Some marketing is highly successful—look at the Pet Rock. Some marketing is disastrous--look at the Edsel.

Your USP (Unique Selling Proposition) will make or break your business.

The Sales process starts with a good USP marketed effectively to bring customers into your door.

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Instead of just closing that sell, you up- sell to get customers to buy more while they are in the store.

And then get the customer to come back more often and bring new customers to you again and again.

A pretty great system! All based on what you get out of it and not necessarily what the customer wants or needs, but the two can go hand in hand.

Hard-Sell: Considers a customer as a source of your lifetime income and as the root of your marketing success. Heart-Sell: Considers your business as the source of a customer's lifetime fulfillment and is the root of your successful business.

The key words that are intimately integrated into marketing hard-sell philosophy are not strangers to Heart-Sell if you interpret them with heart as the following list shows.

Hard-Sell

Commitment to bottom line profits
Investment in self
Consistency in presentation
Confidence in winning against competitors
Patience in reeling 'em in and getting the big fish
Variety in technique to attract
Order - profits come subsequent to the sale
Convenience to you
Amazement to you (They bought?)
Measurement – It's a number's game
Involvement to get the sale
Dependency -you and other businesses
Armament - technology places you ahead
Commitment to life-long customers
Investment in the customer

Hard-Sell

Consistency in product/service delivered
Confidence in giving customers what they want
Patience in pleasing even the toughest customers
Variety in services to please
Order - customers come first
Convenience to the customer
Amazement - amaze the customer with thoughtfulness
Measurement - people count most
Involvement to understand the needs of the customer
Dependency - you and your customers/community
Armament - technology helps your customer

First Law of Marketing Physics: Overt Benefit

Keep it clear and simple – direct and to the point.

Second Law of Marketing Physics: Real Reason to Believe

Let the customer try it, use it, then buy it.

Third Law of Marketing Physics: Dramatic Difference

Give the customer something new, different, and revolutionary!

Get customers returning and returning and returning—rather than concentration on getting new customers. That's what should happen and can happen.

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You don't need to discard marketing 101 you just need to overlay it with the Enlightened Marketing 101. Note: This type of marketing begins with a capital letter. Yes, when Higher Power joins your marketing team, marketing is different, is revolutionary, is new, is pleasing, is dedicated, is patient, is confident, is remarkable, is rewarding, and is rejuvenating.

It does not take much perception to understand the difference a split second makes in winning a close race. But what is the difference between the first and second place? You've heard it said, "A winning attitude makes a winner." "The team with the most spirit wins." "Think and Grow Rich!" "Prayer saves lives."

So what does thought, attitude, spirit, prayer . . . God have to do with the science, the law, and the principles of marketing? How can Enlightened Marketing make the customers spit-second decision to buy from the heart be in your favor? Why does prayer have a place in business and does it really work? What are the minute adjustments that could propel your business from last place to first place? What word in an ad can compel the customer to buy? What little tweak can change failure into success? Where does that perfect tweak come from?

The Heart-Sell System consists of six secrets:

Secret One. Replace Your Marketing Director

(Even If It's You) with Higher Power. Don't make a decision without it being grounded upon Higher Power Principles.

Secret Two. Pay it Forward

Give with the abundance of gratitude for that which is received even if it is not yet seen. Realize that Higher Power has already given abundantly to you. Edison was wrong. He said it was 99% perspiration and 1% inspiration. The truth is that our contribution to wealth is the tiniest part of the equation. Higher Power contributes almost all of it. All He wants us to do is acknowledge Him and to learn to be a giver like He is.

Secret Three. Lighten Up Your Enterprise

Be a give/give business, not a give/take or a take/take one. Make the decision that you'll be the gold-medal-winning enterprise. The white light from Higher Power beams through your prism to the world. Try to lighten up each stage of the process.

Is your soul-storming enlightened?

Are your support companies enlightened?

Are your manufacturing processes enlightened?

Are your angel employees enlightened?

Any negative, unethical, or pushy process blurs, diffuses, and distorts the message?

How would Higher Power rectify and purify the conduit?

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Traditional Business

CEO Chief Executive Officer

P&L Profit and Loss statement

USP Unique Selling Proposition

LTV Lifetime Value

ROI Return on Investment

ROE Return on Equity

CPM Cost per Thousand

Enlightened Enterprise

CEO Chief Enlightenment Officer

P&L Purpose and Love statement

USP Universal Soul-ing Proposition

LTV Light Time Value

ROI Return on Inspiration/Intuition

ROE Return on Enlightenment

CPM Compassion per Thousand

Secret Four. Feed Them Exactly What They Want

The world of Enlightened Entrepreneurship, at the highest levels, is a world where each member introduces new members to the banquet of prosperity where you feed as many as you can. It's not just trying to sell them a bunch of stuff. You are destined to share —resources, connections, ideas, experience, wisdom, and energy to help them “make it happen” in their own lives. Higher Power planted in your mind and heart the idea for an enlightened product. It's your job to take care of your customers—to feed them. But what should you feed them? Ask them exactly what they want, and feed them exactly that.

Do for others what you would like them to do for you.

— Matthew 7:12, NLT

At the deepest level, the Golden Rule is saying, “Love people just as you love to be loved.” In marketing it's how you love those people that's important. We call it the Star Rule: Do for others exactly what they want you to do for them. Call your customers stars and treat them as such.

Create your own acronym. What does the word mean to you?

S _____

T _____

A _____

R _____

S _____

Secret Five. Activate the Seven Circles of Empowerment

Activate all Seven Circles of Empowerment from Inner Circles, Virtual Circles, Winner's Circles, and the Circle of Life to the Eternal Circle. Turn 101 billion eyes on the opportunity of taking care of your STARS in such a way that they can't stop talking about you. Put the STARS through the Millionairium and explore ways to sparkle your understanding of how to serve them.

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Secret Six. Treat Them Like STARS!

As an Enlightened entrepreneur who wants to operate the most Enlightened Enterprise on the planet needs to see each customer through Higher Power eyes. Love every person that you meet for they are my children and each is priceless to me. The difference between a business that struggles and an enterprise that thrives may be one extra referral per customer every month. What if each of your STARS were to personally bring you one new member of his or her Winner's Circle every single month? That would double your business every month.

Could you handle that?

When we view these customers with traditional eyes we see only what they can buy. When we see them through enlightened eyes, we see what they can contribute other than direct revenue. There is hidden revenue, secret revenue, and invisible revenue. Perhaps just one phone call from this customer could connect you to a large corporation that could hundredfold your business.

Yes, you'll continue your normal marketing activities, casting your nets to find that tiny percentage.

But when you find them, you'll see them through

Higher Power eyes because . . .

- You replaced your marketing director with Higher Power,
- You lightened up your enterprise,
- You started paying it forward,
- You fed the fish exactly what they wanted,
- You activated the Seven Circles of Empowerment, and
- You began to treat them like STARS!

Then, what begins to transpire is hard to describe. It's irrational, unbelievable, unscientific, foolish, crazy, ridiculous, and absurd. At the same time, it's amazing, miraculous, marvelous, indescribable, wonderful, graceful, and incredible.

Enlightened customers intuitively know where to give their business.

They intuitively know that once they give you their business, some of that profit will flow through you to bless the lives of others. Higher Power broadcasts a silent signal to exactly those you're destined to reach. And they come.



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