

The Super Six Strategy

“The only marketing strategy you’ll ever need”

This document contains an overview of this powerful referral strategy and an “action sheet” to help you plan and implement this strategy. Remember – proceed with care as this is a powerful weapon – don’t let it get into the wrong hands.

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If I was marketing for my life and only allowed ONE marketing weapon, I would reach for the SUPER SIX strategy.

The SUPER SIX is simple, cheap to run, makes immediate sense when explained - and it works.

Let me explain.

Imagine there are six people in the world that could make you rich in business. Your job is to identify these six and build a relationship with them.

Where do we find our six?

Marketing can be tough when you do not know how to find your prospects or if reaching them is incredibly expensive.

Fear not. Life becomes a lot easier when you remember that there are many people out there who are ***already*** talking, selling and consulting (everyday) with the exact people you are seeking and would be happy to set you up with these people.

These influencers we will call our SUPER SIX.

You don't need to find a way to market to the ultimate client when you can market to their influencers. Your SUPER SIX are in a position to effortlessly send you highly qualified leads ***if they want to.***

Rod Drury used to sell Xero direct to business owners when they realized that all they needed to do was get accountants to act as their sales force.

Who are these SUPER SIX?

That's a good question. You may already know some, others you will need to get to know. You may need six months to identify them all.

The SUPER SIX are your POWER REFERRERS.

For architects, referrals are the strongest and best quality lead source. Referred clients usually close faster, do not haggle on price and refer again and again.

Ironically if I were to ask an architect what they are doing to nurture, expand and grow their referrals (***in a systematic way***) we find out they are doing next to nothing.

Think about it. The #1 lead source gets no water, no sunshine and lives in cold room in bad light.

Shame on you.

But if only architects were to become master gardeners of the SUPER SIX. They could easily double triple or quadruple leads from this untapped goldmine.

Here is the ‘traditional’ referral problem

Most of our new clients come from word of mouth or referrals already. But I would bet that for every referral you or I do get there are nine people who could have been referred to you but were not.

WHY?

Three things have to happen for a referral to occur.

- 1) Your referrer has to notice they are in a conversation about building and design.
- 2) Your referrer has to want to bring your name into the discussion in a favorable way
- 3) A connection has to be made by the referrer in such a way that you end up talking with the prospect.

There is a lot that could go wrong!

So if my life were on the line here’s what I’d do.

THE 80-20 PRINCIPLE TELLS THAT TO FIND THE SUPER SIX YOU FIRST NEED TO FIND A DIRTY THIRTY

The 80-20 principle will apply. So it will take 30 potential referrers to find the SUPER 6.

Start by asking yourself who are 30 people who **COULD** or **SHOULD** be referring clients to me. Let’s call these the ‘DIRTY 30’. (By all means come up with a better rhyme for this lot – until you do then ‘dirty 30’ it is).

Thirty people who are ALREADY talking or influencing the type of clients I wanted to reach. They could be past clients, town planners, builders or other architects with an overflow.

If I **communicate consistently** to 30 potential Power referrers then we know only 20% will bear serious fruit. We need to wash this list of thirty down to find our SUPER SIX.

20% is SIX, and SIX is good. Very good.

Here's how your stats may look after the first year.

Let's say in 2013 you got six jobs from referrals.

Then I would start a communication plan to these 30 people not just once but for the next twelve months and possibly for the rest of my career. I would cut people from the 30 who were not performing and I would introduce new people with potential.

But I would limit my list to only 30. That way I am never overwhelmed and communication is always cheap and easy.

I would use two approaches.

- 1) Personal contact
- 2) Leveraged communication

Personal Contact

Here is the hierarchy of power in communication

- 1) Face to face meeting
- 2) Phone conversation
- 3) Email or letter

Bonus Report: How To Get A Meeting With Celebrities or Power Players

Everyone hates cold calling and it can be pretty hard sometimes so what if there is someone you do NOT know personally but you suspect they should be on your list of POWER REFERRERS - how can you make contact?

Listen carefully...

You can get access to anyone if you interview them for an article you are writing.

Because you have a newsletter then you immediately have a publication. Or option B you call the local paper or a magazine and pitch a story idea.

'Hey I am thinking of writing an article about how Town Planners have changed the rules about new residential homes would you be interested in running the story Mr Editor?'

They will answer – ***'maybe, send it through and we will consider it.'***

Now you can approach anyone and say ***'I am writing an article for XYZ and would like to interview you about ...'*** Now the article may never get published but that is ok - you are telling the truth.

I used this strategy to interview John Key the current Prime Minister of New Zealand. You can watch it here.

<http://www.speedmarketing.co.nz/2011/12/04/john-key-interview/>

Our database was about 30 people but we did not mention that to the Prime Minister's press secretary. We turned up ten minutes late and had no questions prepared – but we got our man (and he loved it).

If I can interview a Prime Minister of a country then you can reach a town planner or builder or anyone else and they will love to see themselves in your newsletter.

People are flattered to be asked for an interview – even for small publications.

Face to face contact engages more of the senses, is more personal and respectful, and is more emotional. People feel more obliged to help when you have met face to face. Meet for coffee, lunch or a business meeting. Not leveraged but the most powerful tactic if you want to build a relationship.

Unfortunately, thirty is too many to meet up with every month, so we need a mass communication tool.

Leveraged Communication Return of the King

Done well the leverage of the old fashioned newsletter can win the hearts and minds of the Super 6

Consider this

- No one does 'em anymore because they are too lazy. GREAT
- The stories in your newsletter are a way to build relationships and let the 'Dirty 30' know more about you and what you are doing
- Leverage: Keeps you front of mind without having to meet every week.
- Keeps you connected in a non salesy way
- Builds your brand and trust
- Informs about new services or tricks you have learned
- Allows you to educate and non-directly reveal how good you are
- Allows you to provide ideas that they will want to show others
- Set the buying criteria by educating people
- Gives people something to talk about when you do connect directly – especially when you include personal stories (which you must)
- Make them look forward to the next month's stories
- Makes them feel smart because they know more
- Makes them feel connected to you
- Builds your personality
- Chance to make offers and generate leads without being 'salesy'
- Gets referrals

A newsletter on its own won't necessarily make you a millionaire but it is the backbone of your communication strategy with the SUPER SIX and Dirty Thirty.

If these people are truly POWER referrers then combine a newsletter with a little extra 'love' (occasional calls and meeting or social events) and you are in business.

What about email newsletters?

Now I know what you are thinking. Email newsletter. STOP!

Newsletters were King, then came email and the '**efficiency**' excited marketers. Marketers got cheap and lazy.

There is a difference between '**efficiency**' and '**effectiveness**'. Just because something is easier and cheaper does not mean it works better.

Q: What happens when 'non critical' email #45 for the day arrives at 10am?

A: You 'DELETE' and churn through the rest as fast as possible

Q: What happens when personal mail arrives?

A: You open, you skim and maybe the hardcopy newsletter sits on a table for a month before you and three other people have read it.

*E-newsletter is dead.
Long live the HARDCOPY newsletter.*

Bonus Report: The ‘Secret Sauce’ That Makes Newsletters Sticky

1. BIG SECRET: If you can make the newsletter a communication tool for your community then your clients and referral partners feel they belong. Make sure they are featured and hero'ed in the newsletter.	
2. Banner/masthead: Go to fiverr.com - graphic design done for \$5 banner for your newsletter	
3. Puzzles http://puzzlemaker.discoveryeducation.com/WordSearchSetupForm.asp	
4. Add a gimmick each month that ties in with your monthly theme. Cheap Chinese novelty items can be purchased from http://www.aliexpress.com	
5. Content: 40% true industry content the rest is novelty items and personality building (use the ‘Maven matrix’ and community building	
6. Theme for the month Get yourself dressed as a doctor and include a syringe pen (from aliexpress.com for 50 cents) for impact. Month 2 dress as a cowboy and send a bullet USB stick. No one else does this. How much is a client worth each month? Are they worth a few bucks a month to entertain and build a community of 30? Yes.	
7. Client of the month: Everyone loves to see how others are using your stuff + it's a sneaky chance to brag (without bragging) about results you can get. Plus the client you feature LOVES the exposure – especially if you have developed a ‘cool’ community.	
8. Photos with famous people and clients: Do NOT underestimate the power of name-dropping; frankly the photos don't even have to be relevant just eye catching. PR consultants know that a good photo will get in the paper before a good story. Just ask Richard Branson	
9. Example of the week: Demo client stuff or cool stuff	
10. Competitions: Any competition is good, especially referral competitions. Make sure to feature the winner so that people see others winning.	
11. Q&A: e.g. ‘Ask Uncle Richard – Reinforces your position as the ‘expert’.	
12. Layout – send it to someone on fiverr.com	
13. Articles by other people: Does not get easier than this. Keep a file of interesting articles you can refer to or comment on or use. Easy.	
14. Quotes People love them and they are easy to find.	
15. Include an Offer A small consulting service that solves a problem (pre project) or your educational report are easy ways to generate leads or for the referrer to pass on	
16. Be personal: People connect with people. The cover story should always reveal what life is like living with you, a personal story.	
16. Be entertaining: There is no such thing as too long, only too boring. People already allow interruptions into their day if they get a entertained or educated from it.	

HINT: You should never start your newsletter with a blank sheet of paper and be wondering what to write.

Have a folder with newsletter ideas. As you see items you could adapt, copy or comment on put them into your folder.

SUPER 6 Action Sheet

Step 1

Who are already regularly talking with your ideal target clients?

Which non-competing businesses target the same market as you do?

Who do your ideal clients go to for advice or guidance before they typically start a project or hire an architect?

The dirty 30

Select 30 people (or categories of people) who COULD or SHOULD be referring people to you. You may not know them yet.

SUPER SIX

Who do you think might become the SUPER SIX?

You won't really know for a while but you might want to guess.

Step 2

Create a simple newsletter and send it to your DIRTY 30 selected above for the next 12 months. You can add or remove people from the list, but don't have more or less than thirty. Include the secret sauce in your newsletter.

Step 3

God did not create heaven and earth with a newsletter alone. Call or meet one of these 30 people each week. Just one call or meeting per week. The goal is to clean the dirty 30 to find the SUPER SIX.