

The Essence Of Marketing

The essence of marketing is an **insight**. It's an insight about a **solution** to your customer's **situation**, that, once they get it, changes how they **think** and **feel** about it, your solution, and why they need it - with this change in their thinking being **immediate** and **forever**. First they get the insight. Then they get the feeling. Then they take the action. Think, feel, act - in that order. Once you really nail this insight, once you get it right, it becomes what I call your **NEXUS**. It becomes the **center** of all of your thinking, marketing, planning and communication strategies.

What does your customer believe to be true, but isn't?

What are they doing right now to get the outcome they want, but is actually counter-productive for them?

What do they not realize, that if they did realize it, would cause them to take a new path and invest in what you're offering immediately?

What is the insight that they need to have, that will cascade through their beliefs and feelings, and ultimately lead them to realize that you have the answer, that compels them to take action, and that they need to buy your product or service to solve their problem?