# Customer-Focused Story

Segment Five: The Fourth Element of Marketing Syntax -What You Really Need to Do

TRANSFORMATIONAL BUSINESS LEARNING WITH MARK SILVER AND HEART OF BUSINESS, INC.



#### By Mark Silver

Fourth generation entrepreneur, and master Sufi teacher.

May the peace and love and mercy and justice of the Real be upon all of the holy prophets, guides, knowers, teachers, and each one of us and all of our hearts, so that we may become of the family of the Real.



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In the Name of the One, the Infinitely Merciful, the Most Tenderly Compassionate, this book is dedicated to the Face of the Real.

Anything of the Truth that is written here has come from the One, and any mistakes or omissions are from myself.



# The Simple Idea

Describe, in terms of principles and/ or steps, what they need to do to be successful.

When you describe what they need to do, but without introducing yourself, you create an important sense of empowerment and connection with the client. They enter your world.



# The Teaching

Finally, finally, you get to talk about what you do. But, even so, you don't talk about yourself. "What you really need to do is hire me." Nope, that's not what this element is about.

Instead you describe, what they really need to do. "To make real change in your organization, you need to first honor what's gone before, then you need to..." You describe, in the most general terms, the process of how they can get the results they want.

With all the groundwork you've laid through the previous elements of marketing syntax, your solution will shine, as the obvious solution to their problem.

There are two ways to go about describing what you do. The first is to simply list the steps that you would go through if you were working with them, as a self-help process. "First, assess where you've been. Second, ..."

You don't have to spill all of your secrets. If they can fix all their problems with a simple 4 steps that you describe here, then they probably don't really need help.

The second way is a little more profound and powerful. Instead of steps, identify the principles upon which the success of your work rests. Principles describe the rules or laws of your world, and why your work works.

When you explain the principles of your work, your clients enter into the world of your business. They can then own the principles themselves, as truths they believe in. Then they aren't needing to just believe your assertions, they can see for themselves that's how the world works.

And you become the obvious guide through that world to successfully apply those principles.

Your Customer-Focused Story

It's incredibly important at this stage not to talk about you or your services yet. First they need to realize how powerful and true your answer is. Once they accept that, then they will be ripe to make a connection with you and your company. Before then, it's just jumping in a little too early.

#### Example

I'm going to use two examples, one with steps, one with principles.

Steps: To attain true business success, you need to take the following steps.

- 1. You must take time to get clarity on where you are now, and to understand where you truly want to go, making sure you're not just copying someone else's idea of success.
- 2. After the clarity, then you learn nitty-gritty business tactics and strategies that actually work to take you were you truly want to go, and start to apply them in your business.
- 3. As you start to apply them, you take the time and effort to maintain as profound a sense of spiritual connection and nourishment as possible, so every action is infused with love, and so you don't stray from your original heart's intention."

Principles: True business success is a combination of three principles:

- 1) Know-how, because you have to know how business works, and how it doesn't.
- 2) Clarity, because you have to know which know-how to do when as well as knowing your own heart clearly.
- 3) Spiritual alignment, because you have to feel nourished in your heart, so every action is as infused with love as possible.



# Stay Awake

#### Watch out!

Avoid describing you, your company or your services, because it's too soon, and your open description of steps or principles will sound like a sales pitch instead of feeling open and educational.

Also avoid being too detailed or technical, so you don't overwhelm folks. Finally, avoid using either too many or too few steps, more than 5 or 6, or fewer than 3. Too many and you also overwhelm people, and too few and it can seem a little too simplistic to believe.



## Worksheet

### What You Really Need to Do.

1.	Muse, reflect, or discuss with a partner: what do you do to help your clients/
	patients? How does it really work? Even if you believe you have a very intuitive,
	custom-style, you'll probably be very surprised if you reflect that there are still steps
	that you go through with each client.
	Be messy, just list them out.
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E	xample: I am pretty intuitive, but when I get messy and open with this. I

example: I am pretty intuitive, but when I get messy and open with this, I realize that I always center myself first with meditation, then I make an invocation. Then I ask questions of the client, trying to get clear on what they are wanting, and also sensing intuitively what I think is possible. Then I usually try to discuss something and see either if it goes smoothly, or if it hits a bump. I do this until I find a bump they are struggling with. Then I work with the energetics of whatever they are stuck with. As the energetics clear, we talk about what new strategy makes sense with the openness they feel. Then I give them an assignment

2. Start to cull the list down, and identify what is essential, listing it a little more succinctly, or clearly.
Example: After sitting with that list, I realize there are just a few steps: 1)
Find spiritual alignment 2) Inquiry as a way of finding clarity and possibility 3)
Look for the bumps between what is now and the possibility in front 4) Do
energetic healing work s) Ground the healing in new strategies and actions

3.	You might be done, just with that list of steps. Or, you could take it a step further and see if you can identify the principles behind the steps, the explanation for why those steps work.
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si a m ar	cample: Okay, this isn't easy I think I'm seeing a few principles behind the teps I'm taking. For instance, finding spiritual alignment must be based on principle such as "Everything works better with love," otherwise, why align yself? Another principle from step 2 might be "Movement requires a path"—and that's why I'm figuring out where they are and where they want to go, to see the path between the two.
	third principle might be Problems exist where love is needed. And the fourth inciple might be "Each context has its own strategy.

4. Now take the principles you identified in step 3, or the list of actions you identified i step 2, and write them up below as your fourth element of the Customer-Focused S	

Example: So, I might list them as:

Success is based on these four principles:

- 1. Everything works better with love. Most problem-solving starts in a non-loving space, and it just isn't nearly as effective.
- 2. Movement requires a path. If you're not crystal clear about where you are, or where you're trying to get to, it's difficult to move from one to the other.
- 3. Problems exist where love is needed. Many problems seem to need to be "fixed." While they do need solutions, without bringing love to where it's needed, any attempted solution won't work.
- 4. Each context has its own strategy. Often strategies are picked up because they look good, "Hey, let's try that here!" It helps to have a real library of different strategies at hand to work with, and to use love and clarity to understand the context, so the right strategy can make itself known.

When you can integrate and live these four principles, then problem-solving becomes so much simpler and understandable.



# The Simple Idea Revisited

Sharing the truth about what they need to do to get results establishes real trust and safety.

If your steps or principles resonate strongly with your prospective client, then they've just entered a world that you and she shares. This sharing of a world-view brings with it a tremendous amount of trust and safety. They will also be poised perfectly for the next element of the Customer-Focused Story, because they won't want to be left alone in this world.

When you find the love, you find yourself.
The secret is in the love. You are the love, not another.
Everything is in the love, and everyone needs the love.

When you have the knowledge of the love, you feel peace in your heart. The jewels are inside you.

FROM MUSIC OF THE SOUL, BY SUFI SHEIKH SIDI SA'ID AL-JAMAL



Every act of business can be an act of love

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