

A Path with Nine Landmarks

1. The prospect sees your marketing and pays absolutely no attention to it. Don't feel badly. At least s/he sees it. S/he misses it two out of three times you try.
2. Seeing your marketing for a second time is a nonevent for the prospect, who still doesn't really notice you.
3. The prospect realizes s/he has seen your marketing before somewhere, sometime, and because s/he's noticed you, s/he knows you're not another of those fly-by-night operations.
4. The prospect begins to think you're successful. Why? S/he knows only successful businesses repeat their marketing.
5. Now the prospect decides to find out what you're all about – by reading every word of your copy, perhaps sending away or phoning for more information about your company.
6. By this time you're going nuts because a parade of prospects isn't passing through your front door, but hang in there because the serious prospects are considering a purchase from you.
7. Your hottest prospect actually starts to plan details of the purchase, such as who s/he must check with first, where s/he will get the money, and how s/he will work the new product into his/her existing operations.
8. Now the prospect plans the exact date s/he will visit you, with the express purpose of buying. Maybe he/she'll call to set an appointment; maybe he/she'll just drop in someday soon.
9. The landmark you've been eyeing all along arrives when the purchase takes place – with little sales resistance because the time you have taken for the prospect to notice your marketing has earned him/her trust in you.

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