



How To Ignite Word Of Mouth

...to get More and Better Clients!



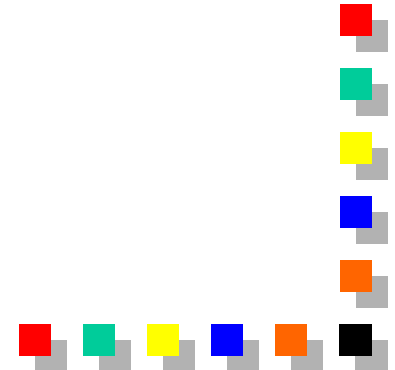
A SoloSuccess Webinar
with Coach Davender Gupta

April 15, 2010



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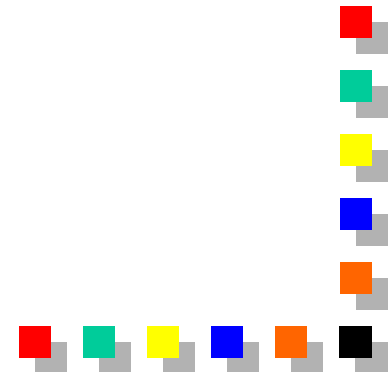
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Outline

- **Word-Of-Mouth and your Positioning**
- **Needs vs Wants**
- **The Long Tail**
- **The Principles of Positioning**
- **Your Word-Of-Mouth**
- **Generating Word-Of-Mouth**

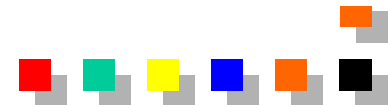
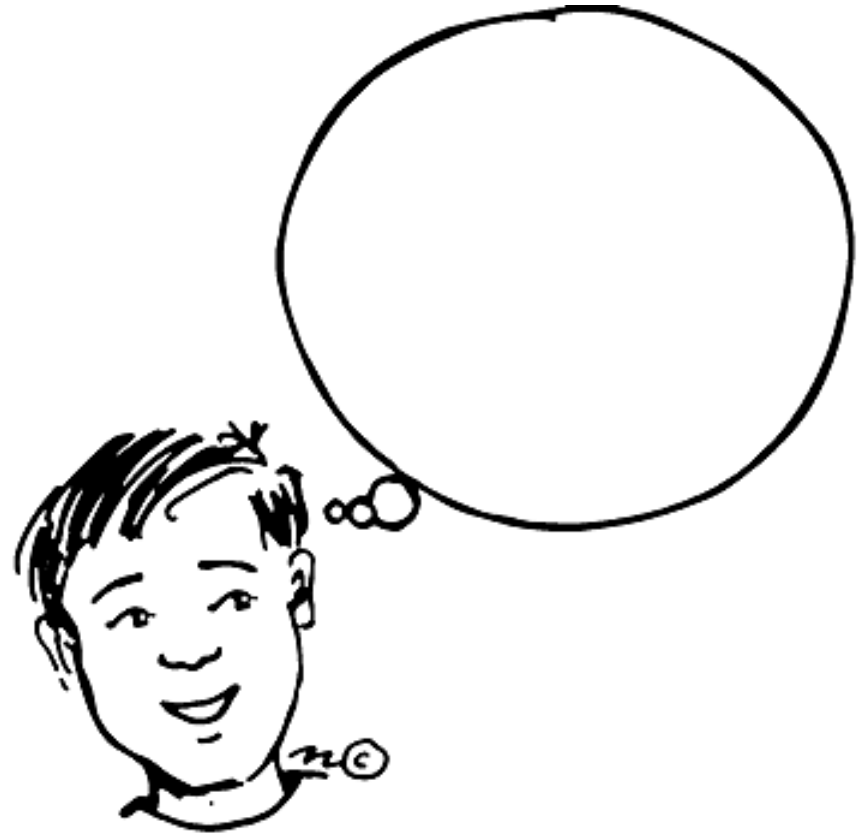




WOM and Your Positioning

POSITIONING

- What people think about when they think of you
- The words they use when they talk about you





Success is...

SUCCESS

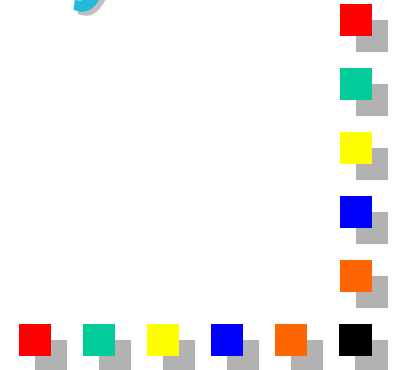


*Creating an experience
of life that expresses
Who I Really Am*



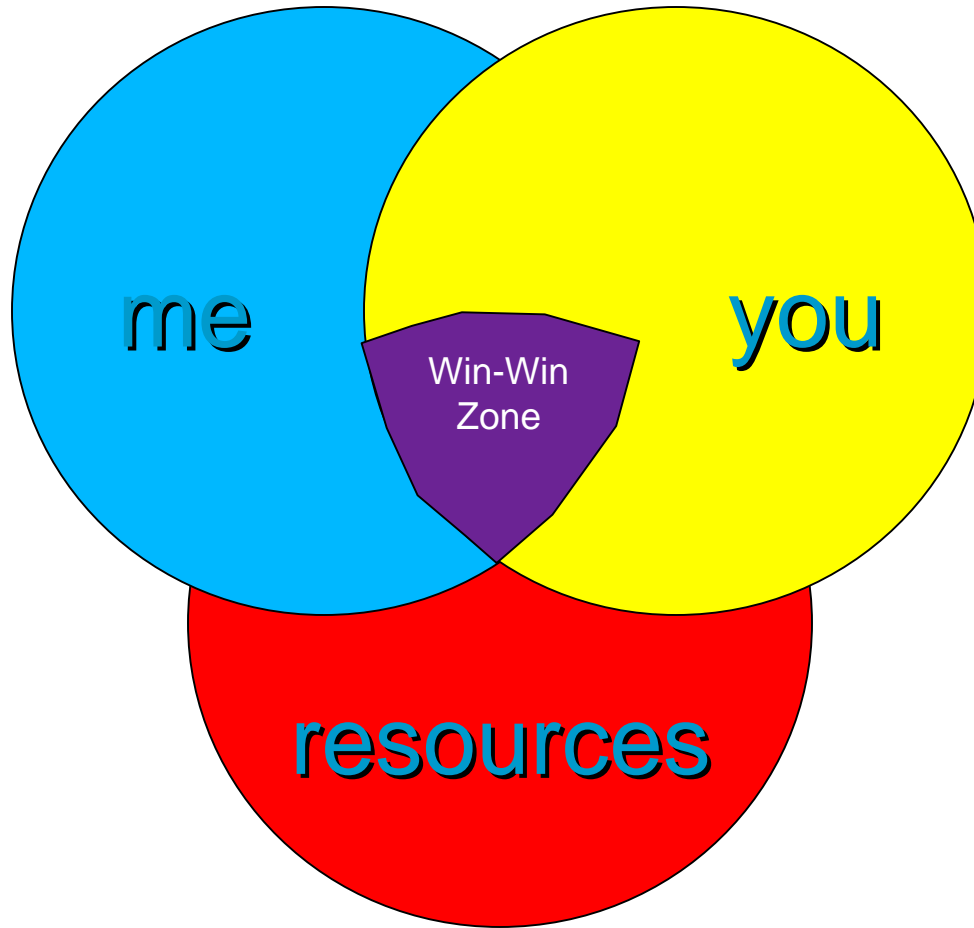
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What « Being In Business » means...



Exchange of resources to create a win-win result



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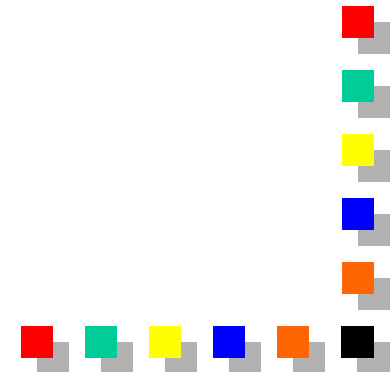
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Needs vs Wants

- **NEEDS**
 - *What I'm missing (past)*
- **WANTS**
 - *What I crave (future)*





Needs vs Wants

wants

Self-Realization

Self-esteem

Esteem from others

needs

Love and belonging

Safety and security

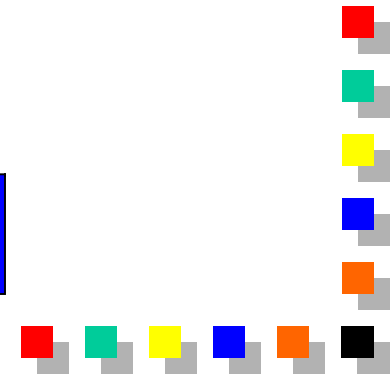
Physiological



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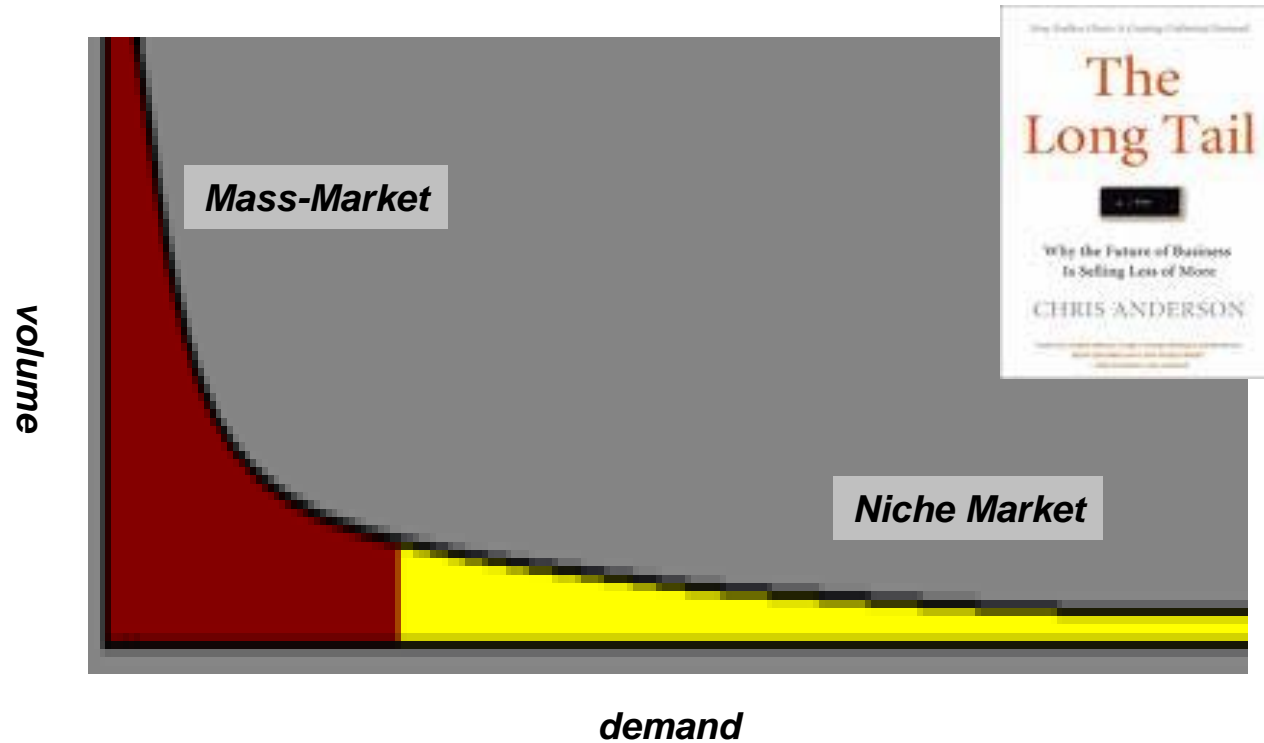
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The Long Tail



Don't try to be everything to everyone...
Because the profit's in the niche





The principles of WOM

- **Who Am I?**
 - Mission, vision, values, passions, goals
- **Who do I want to connect with?**
 - Defining your « target tribe »
 - Qualities vs circumstances
 - Something in common with you
- **What is the Compelling Impact you create for them**
 - Connect with Wants (instead of needs)





Igniting WOM

- Be Visible!
- Have a compelling and clear message
- Repeat – repeat – repeat!
- Everything you do and say connects to your message
- Always think « Personal Branding »





Coach Davender

*I guide people with Big Dreams to Power their Vision from
Passion to Profit*

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