

# The One Critical Question You Must Answer

By Travis Lee – Direct Mail Expert

Any business owner can tell you there are plenty of unknowns when it comes to being an entrepreneur.

- “Should I have employees?”
- “Who’s my target customer?”
- “What kind of website do we need?”
- “How much should I charge?”

But before you go too far down any of those paths, ask yourself this critical question: What Business Am I Really In? It isn’t the stuff you brew, bottle, and sell. The business you are **REALLY** in is **“MARKETING”!**

Most business owners view themselves as “doers” of what they do and getting people to pay them to do it a necessary evil (those pesky customers). The “doers” do their “things” and get around to marketing if and when they get around to it. This clear goal has enormous impact on how you allocate your time and energy.

The marketer sees the acquisition, retention, and value maximization of the customers as his primary role, with the actual doing of the service the “necessary evil.” Often “doers” will say they’re no good at marketing or selling. Or that they don’t like it or don’t want to do it. In this way, they box themselves in to forever being a “worker bee” rather than a “Queen Bee,” and to forever working harder rather than smarter. Technical skills related to the delivery of a quality product or service are important—but those are not nearly as important as the ability to market those same products or services.

**How Are You Spending Your Time?** I encourage you to complete the list below. Allocate your time by each activity, either by number of hours or percentages, and see where you are ACTUALLY spending your time. Be honest with yourself!

- \_\_\_\_\_ - Business Services (the “doing” of your thing)
- \_\_\_\_\_ - Marketing/Sales
- \_\_\_\_\_ - Employee/Team Management
- \_\_\_\_\_ - Invoicing/Accounting/Admin tasks/Logistics
- \_\_\_\_\_ - Customer Service/Communication
- \_\_\_\_\_ - Budgeting/Planning/managing non-employees
- \_\_\_\_\_ - Learning/Reading/Studying

\_\_\_\_\_ - Other (example: driving to sales calls)

Then answer these two questions. First, what tasks can I delegate or remove from my plate to spend more time on marketing/sales? Two, what specific activities and duties do I want to spend more time doing?

When you go to any trade convention at least 80% of conversations are about the doing, not the marketing. In the cocktail lounge, people tell each other what they do. In the meetings, they endlessly rehash techniques. If you go to a chiropractic or carpet cleaning or IT convention, the focus will be on chiropractic technique, new chemicals/equipment, and new software.

In just about every business, it is considerably easier to delegate the work than the marketing because there are plenty of good workers who are terrible marketers, thus hired much more inexpensively. By focusing MORE on becoming an adept marketer, you vastly increase your ability for success. Marketers are much more valuable and highly paid than “workers.” This is very difficult for “worker-turned-businessowner” to accept.

The “professional marketer” masters the skills of direct marketing without being limited to any one product category or media and can be transferred to ANY business. There is no higher valued and rewarded skill on earth than the ability to get something sold.

When the perfume maker becomes a marketer of fragrance; The jewelry store owner becomes a marketer of fine jewelry; The carpet cleaner becomes a marketer of carpet cleaning services; The chiropractor becomes a marketer of chiropractic care... You take a quantum leap up in income potential.



#### **About the Author**

Travis Lee is internationally known as the expert in getting direct mail delivered, opened, and read. As co-founder and president of 3D Mail, he generates huge returns for thousands of businesses each year who use his innovative and effective marketing strategies.

His unique, yet tested, marketing methods have helped add millions of dollars in sales to a wide variety of businesses, from “kitchen-table-run” sole-proprietors to National and Multi-National businesses mailing millions of pieces of mail a year.

Get a Free copy of his book. ***The Simple 3-Step Process That Ensure Direct Mail Success: How Any Small Business Can Make Huge Profits Using Direct Mail*** by visiting [book.3dmailresults.com](http://book.3dmailresults.com)