

What You Don't Know About  
Scaling Your Business

# 7 Principles of Owning Your Market

Unlock the Keys to Capturing Your Market of High ROI Clients

**THE MARKET OWNERSHIP METHOD** available at 

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MS, CBC, CTC, CTSC-E

*Charisma*

**The Market Ownership Manual**  
SEVEN PROVEN PRINCIPLES TO WIN HIGH ROI CLIENTS  
**1**  
**PROFITABLE PLAN**  
GAYNOR MEILKE | MS, CBC, CTC, CTSC-E  
AND SONIA DUMAS | CDRC



# WHAT'S AHEAD...

Discover the insider secrets of the Market Ownership Method (MOM) Principles!

In this guide, we're excited to introduce you to 7 key principles that will help you become a marketing powerhouse. This guide is designed to give you actionable insights that you can use to dominate your industry, regardless of the size or nature of your business.

We'll start by taking a fresh look at the way you talk about your business in "MOM Principle 1: **No More We-ezing**." We'll teach you how to shift your messaging from "we" to "you" so that your customers feel a closer personal connection to your business.

Then, we'll dive into the concept of "Money Magnets" in "MOM Principle 2: **Identify Money Magnets**." Whether it's a flagship product, influential people, or creative promotions, we'll share our most proven strategies for attracting and engaging customers while also increasing your revenue streams.

"**Strategy First**" is the focus of MOM Principle 3. By taking the time to plan and execute strategies that align with your overall business goals, you can create a long-term competitive advantage and gain more market share.

We'll help you sharpen your business strategies with "MOM Principle 4: **Business Case Planning**" where we teach you how to develop and evaluate business plans that encourage growth while mitigating risks.

MOM Principle 5: "**Make Lead Generation a Long-term Proposition**" is where we dive deep into the importance of nurturing leads through effective communication, campaigns, and product positioning - which ultimately leads to more loyal, long-term happy customers.

Next is MOM Principle 6: "**Execute and Evaluate**." In this section, we guide you through the process of developing an effective execution plan to ensure you meet your objectives.

Finally, we wrap up with MOM Principle 7: "**Work Your Feedback Loop**." Listening to feedback from customers is a powerful tool for strengthening your relationship with them, improving your customer satisfaction, and ultimately enhancing your product/service experience.

After reading this guide, you'll be well-equipped with the knowledge and strategies to make your business the market leader and own your unique market. So get ready to dive in and explore the exciting world of Market Ownership Methods - your business success is just a few pages away!

# MOM PRINCIPLE 1: NO MORE WE-EZING

## FROM WE TO YOU.

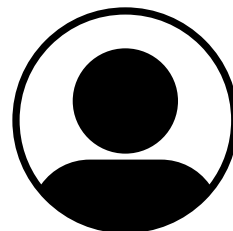
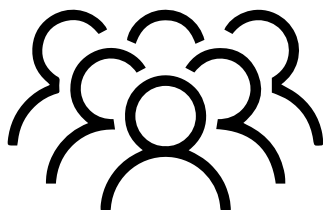
This is the first and most important principle you need to master to truly optimize your marketing and business. Say goodbye to mediocrity and hello to excellence with the game-changing concept: "WE-izing" versus "YOU-sing".

Today's consumers are more demanding than ever, and if you want to stand out, you need to cater to their self-focused nature. Gone are the days of "We, we, we" — it's time to put the focus back where it belongs: on your customers! Imagine speaking to them in a language they understand and care about – with "YOU-sing".

It's time for a mindset shift and a new approach to your marketing approach. Ask yourself, are you WE-izing or YOU-sing? If you're WE-izing, don't worry – we'll help you break the habit and engage with your audience like never before.

So, let's make a commitment to elevate your marketing, increase your customer engagement, and drive your business forward.

Adopt the YOU-sing approach and watch as you effortlessly endear yourself to your target audience, driving long-term relationships and sales. The sky's the limit, and you've got all the tools you need to succeed.



Take your marketing communication to the next level with these five action tips to adopt the "No More We-Ezing" principle.


**NO 1.** Put yourself in the customer's shoes by being intentional with every phrase and thought. Think about what your customers want and need from you, and use this to craft messaging that really resonates with them.

**NO 2.** Next, shift your focus from "we" to "you". Avoid "we-ezing" and adopt "you-sing" to make your customer the star of your messaging. Show that you care about their needs and are invested in helping them reach their goals.

**NO 3.** Assess your current messaging and identify areas for improvement. Don't be afraid to push the limits and change the tone of your language to be customer-centric. This is where AI tools like ChatGPT can help infuse fresh and new tonality into your sales content.

**NO 4.** Go the extra mile by building buyer personas to reflect your customer base. Get to know their unique challenges and motivations and create messaging that speaks directly to them.

**NO 5.** Test and measure the effectiveness of your messaging. Utilize engagement metrics, conversion rates, and ROI to evaluate your progress and iterate as you go. With each iteration, your messaging will become stronger and more impactful.

A yellow geometric graphic consisting of overlapping lines and shapes, resembling a stylized 'A' or a series of nested triangles, located in the top right corner of the page.

# MOM PRINCIPLE 2: IDENTIFY MONEY MAGNETS

## OFFER WHAT THEY WANT

Money magnets...these are the irresistible offers and products your clients want and are willing to pay for.

These are not the same as the things you might want to sell. Remember, in order to own your market you must remember that the market buys what it wants ... not necessarily what it needs.

No one is going to buy what they don't want. That is the hard reality. If your business is struggling to sell, then you need to reexamine and research what your clients might actually want.

If you don't know...ask them. Get to know them better than your competition and you will be rewarded.

**The first step** is to understand your target audience's needs, preferences, and demands. You can use ChatGPT and the [Magnetic Client Formula](#) to understand the primary pains and desires of your perfect client so you can create tailor-made products or services that truly meet their needs.

**Create detailed perfect client profile** to really get under the skin of your target audience. Understand their motivations, pain points, and preferred behaviors to unlock the real secrets of your potential money magnets.

**Keep a close eye on your competitors** and what they're offering - they may have some insight into potential gaps in the market that you haven't yet explored.

Don't forget to tap into your most valuable resource - your existing customers. Ask for feedback from them and offer product trials to identify the products or services that resonate most compellingly with your perfect client.



# MOM PRINCIPLE 3: STRATEGY FIRST

## CREATE AN ADAPTABLE PLAN

There are so many shiny objects a business can chase after, especially when it comes to marketing. The unfortunate thing is that chasing random tactics only wears you and your budget out.

It can also confuse your audience and drive them away. Stability and scalability in your messaging and market approach will pay off if you take time to think through your strategy first.

A solid strategy will stand the test of time and short-term trends and also save you time and money by making it much easier to select your tactics based on data and forward-thinking.

If you want to achieve marketing greatness and help your business thrive, there's one principle that you can't ignore - Strategy First!

**First**, define your goals and objectives, and let them drive your marketing strategy. Keep the long-term in mind and create a roadmap that truly works for your business.

**Next**, conduct a SWOT analysis to really dig deep and identify the strengths, weaknesses, opportunities and threats your business may face. This will help you become aware of the situations you need to take advantage of, as well as those that deserve caution.

Once you have a clear understanding of your SWOT analysis, it's time to develop a detailed plan - one that covers everything from your marketing tactics to the resources you'll need to execute it.

**Don't forget to measure and test everything you do.** With data and insights into what's working and what's not, you can make wise next steps that will propel your business forward ensuring your tactics are data-driven rather than intuition-driven.

Finally, stay focused on your goals and objectives. Resist the temptation to chase short-term trends and focus on creating a stable, scalable marketing strategy that works for the long-term.

# MOM PRINCIPLE 4: BUSINESS CASE PLANNING

## PLAN TO SUCCEED

Are you tired of taking shots in the dark and hoping they stick? Are you ready to blow past your competition and win big? If so, it's time to make a mindset shift and embrace Business Case Planning (BCP) to power up your business approach!

Are you making decisions based on habit or popularity alone? Let's say goodbye to that and say hello to BCP. So, what is it exactly?

It's a data-driven approach that assesses potential revenue and relationship impact, backed by a deep dive into market analytics and a relentless focus on your objectives.

This may seem like a no-brainer, but the shocking truth is that most small to midsize businesses fail to embrace BCP! Now is your time to step up and stand out.

Start with a clearheaded assessment of your goals and objectives.

Then, leverage data analytics to create a winning strategy that drives your business forward. This plan should be based on your long-term objectives, and every decision should be informed by the potential revenue and relationship impact.

With BCP, you can say goodbye to blindly throwing spaghetti at the wall, and hello to a methodical, data-driven approach that leads to real, measurable results.

Don't forget to stay accountable, track your progress, and be willing to pivot as-needed. Remain focused, use data to power up, and watch your business shine through. By embracing BCP, you'll set your business up to succeed today and well into the future!



Use these five action tips to adopt the "Business Case Planning" principle.

**NO 1. Assess Your Goals and Objectives:** The first step to adopting BCP is to assess your business goals and objectives. Get clear on what you want to achieve in the short and long-term and make these the driving force behind your marketing actions

**NO 2. Leverage Analytics:** Stop basing your decisions on intuition alone and instead, dive deep into data analysis to inform future strategic decision making. Use data to understand your target audience, identify opportunities for growth, and fine-tune your messaging.

**NO 3. Create a Plan:** After reviewing your data-driven insights, map out a clear strategy that supports your goals and drives your business forward. Outline the key tactics, timelines, and milestones that will ensure your success.

**NO 4. Evaluate the Revenue and Relationship Potential:** When making key business decisions, always consider the revenue and relationship potential each action might have. You want to be confident that you're taking steps that will make a real impact on your business' growth and success, rather than just following the latest trend.

**NO 5. Stay Accountable:** Finally, stay accountable for your plan and track your progress against clearly defined metrics. Be willing to pivot if the data tells you a shift is needed, but don't get sidetracked by shiny objects or short-term trends.



# MOM PRINCIPLE 5: MAKE LEAD GENERATION A LONG-TERM PROPOSITION

## CREATE A NONSTOP PIPELINE OF LEADS

If you're a B2B business leader or professional service provider, it's important to recognize that the buyer's journey is complex, nuanced and requires a specialized approach.

But don't let that scare you! With a focus on mapping out your prospect's journey, a long-term view of lead generation, and a willingness to put in the effort to nurture leads, you can generate demand and close complex deals with ease.

Instead of trying to rush your prospects through the buyer's journey, recognize the reality: prospects want quality interactions that build trust and rapport, with potential clients requiring over 7 hours of video content and 12 touches across all multiple marketing channels (social, podcasts, video, email, website, events).

This may seem like a tall order, but don't fret. By creating a clear pipeline, leveraging lead generation strategies, and nurturing prospects with excellence, you can win the day, time and time again.

So, get ready to put in the work, take a long-term view, and create an optimized process that allows you to evaluate your success criteria based on quality interactions rather than strictly conversions.

With a focused approach and willingness to put in the time, your B2B business or professional service provider can stand out in a crowded market and close complex deals with confidence and ease.



Use these action tips to adopt the "Lead-Generation" principle.

**First, start by defining your ideal customer's journey.** Map out each stage in the sales funnel and develop a customized plan to nurture leads at each stage, getting them closer to the sale.

**Next, provide quality interactions at each stage of the buying process.** Share valuable content that educates, informs, and teaches your prospects how your product or service can help solve their problems. Consistently providing value and being responsive will build trust, a key component in lead nurturing.

**Then, be sure to leverage multiple marketing channels,** like social media, email marketing and video marketing to create a diversified approach that reaches a wider audience.

**Don't forget to track your progress against key metrics.** Continuously measuring the effectiveness of your lead generation efforts will help you identify gaps and areas where you need to invest more time, effort, and resources.

**Finally, and most importantly, stay patient and committed.** The key to successful long-term lead generation is the persistent focus on consistency and providing quality content and experiences, even if the results take time to show up.

With time and effort, you'll begin to see amazing results and your leads will convert more frequently into loyal customers, praising your business and purchasing again and again. So go out there with confidence, give it your all, and watch your lead-generation strategy shine over the long run!

# MOM PRINCIPLE 6: EXECUTE & EVALUATE

LAUNCH ... LEARN ... ADAPT ... WIN!

There's nothing worse than watching your business plan fail to take off. But fear not — at some point, it's important to take strategic action and watch your business thrive.

Execution is key to owning your market, and while it's important to be thoughtful and strategic, it's even more important to take action!

Don't obsess over being perfect in your approach. Instead, focus on executing a well-thought-out plan with deliberate actions that tie back to your overall goals and objectives.

Be sure to have mechanisms in place for measuring your progress against your goals, so that you can pivot when necessary but in an informed manner.

Make sure you're monitoring the value you deliver to ensure it stays in line with market preferences so your business stays ahead of the curve.

Remember, flexibility is key. Don't cling to an idea just because it's comfortable: rather be open-minded and willing to adjust the plan when needed to keep pace with what the market wants.



If you want to achieve big results, you need a clear roadmap for your action plan. Follow these five action tips to make sure that your execution is as effective and strategic as possible.

**NO 1. Start by developing a clear plan.** Before you start executing, you need to identify your goals, objectives, and tactics in detail. Write out a timeline, defining clear milestones and success criteria.

**NO 2. Establish metrics for measurement.** Determine which metrics you will use to evaluate the success of your plan, such as conversion rates, retention rates, ROI, and more. These metrics will help you make informed decisions when evaluating the effectiveness of your execution.

**NO 3. Focus on execution.** Once your plan is in place, it's time to act! Take meaningful action. Trust your plan, but also embrace a willingness to pivot if it becomes necessary. Remember that perfection is not a requirement, being committed to strategic execution even when resources are limited is key.

**NO 4. Monitor your progress closely.** Stay flexible and adaptable. Regularly check-in with your metrics and stay focused on your intended milestones to ensure you are on track to meet your goals.

**NO 5. Learn from your results.** Continuously evaluate your metrics to understand the effectiveness of your execution and learn from your results. Keep what works and improve what doesn't, learning so that you can continue to refine your approach.

# MOM PRINCIPLE 7: WORK YOUR FEEDBACK LOOP

## LISTEN ... INNOVATE ... DELIGHT!

Owning your market means more than just making a quick buck in the short-term. It's about differentiating yourself from the competition by building strong relationships with your clients and creating a robust community around them.

To do this, it's essential to be open and receptive to your customer's feedback. Make a point to eagerly solicit their input on what's working and what's not, engaging in each interaction with an attitude of service and listening.

While it may seem like common advice, amazingly, many businesses fail to get this aspect right. Too many companies lose touch with their customers, missing out on the opportunity to lend a hand and ultimately strengthen their customer relationships.

Be willing to learn from even the toughest of criticisms and the negative reviews. These can provide valuable insights that you need to make the changes necessary to better serve your customers. Lean into your feedback loop and harness the power of feedback to improve your customer experience.

With a grounding in the principles of MOM, you can confidently set your sights forward and elevate your business to new heights. Keep learning, keep improving, and stay focused on creating strong customer relationships to differentiate your business in your market. Commit to this mindset and ultimately you'll dominate.



Here are a few action tips that will help you harness the power of your feedback system to improve your business and strengthen your relationships with clients:

**First, create a systematic approach to collecting feedback.** This could include surveys, follow-up calls or emails, and social media engagement, enabling your clients to easily provide feedback throughout their journey with your business.

**Next, foster open communication with your clients.** Create an engaging atmosphere that encourages honest and transparent feedback, positive or negative. Be sure to listen closely and look for the underlying factors and patterns in the feedback.

When you receive feedback, respond promptly and graciously. Thank your clients for their insights and let them know how their feedback will be used to improve your products or services moving forward.

**Use the feedback you receive as an opportunity to improve.** Evaluate any negative feedback and look for patterns. Prioritize areas that need attention and create plans to address them. Focus on creating a culture of continuous improvement.

**Finally, follow up regularly and keeping your clients informed.** Let them know that their feedback has been received and whether the changes they've suggested are in action work. This shows that you take their feedback seriously and are committed to their satisfaction.

By creating a strong feedback loop with your clients, you'll build robust relationships that set your business apart from the competition.

**Remember, feedback often provides the most valuable insights,** wield it wisely to consistently move your business forward. Get ready to dominate with precision actionable steps, building a better business model, and strengthening your customer base along the way!

## Want help implementing the Market Ownership Method?

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