

Security Marketing Research In Branding



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Introduction

WHAT IT TAKES TO BE SUCCESSFUL IN BUSINESS

Business is tough in today's world! Most small businesses go bankrupt or are closed abruptly in the first five years. Over the course of the next five years many of the remainders also "pack up" shop and lock their doors. Why do so many businesses fail?

The reasons lie in three main spheres. Those spheres of influence can be labeled personal, customer, and operations.

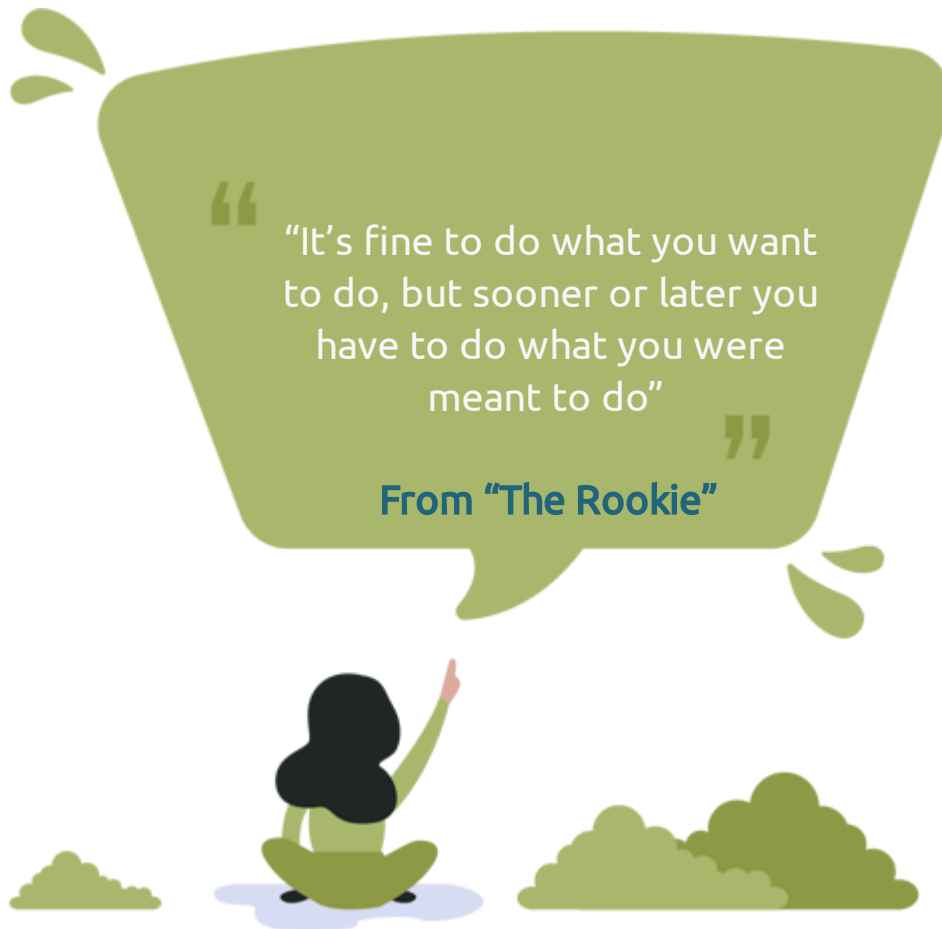
The Personal Sphere deals with the owner's personal motivation to start a business. For example, if an owner wants to start their own business, but isn't willing to make the sacrifices necessary to make it thrive, then they are at a disadvantage when compared to other motivated businesspeople. When a business starts for the first time often it doesn't have a lot of money. Owners are required to sacrifice time, money, and happiness to succeed. If you can't do that, it is unlikely that such a business will flourish. Many times owners thought they could handle the hardship but once the novelty of "being your own boss" wears off they close the door.

The Customer Sphere is one of the most important components of your business. Without customers you do not have sales, without sales you do not have money and without money you do not have a business. Many factors go into generating a good customer base. In the beginning you must have a cost effective marketing strategy that targets your intended buyers. This can be done by developing a psychological profile of your customer and then advertising in those places that they frequent. Because it is more expensive to get a new customer than it is to keep one you must make sure they are satisfied with your business and product. Keep in touch with them by sending them a follow-up letter with a survey.

The Operations Sphere is only second to the Customer Sphere. In operations you must have an appropriate method of reducing costs, keeping track of paperwork, and maintaining improvement. Operations can also take into effect the tax paperwork, accounting, scheduling of workers, benefits or any non-producing functions.



WELCOME TO KNOWLEDGE



Research in advertising is done in order to produce better advertisements that are more efficient in motivating customers to buy a product or a service. The research can be based on a particular advertising campaign or can be more generalized and based on how advertisements create an effect on people's mind. Lots of approaches are involved to go about conducting advertising research like economical, psychological, demographic and sociological.

When designing an advertisement for a particular product many things should be researched like where it should be displayed, whether the advertisement can be printed in newspapers or magazines or broadcasted on television or radio or published on the Internet. Many methods are undertaken to collect relevant information. The research itself is of two kinds, syndicated and customized. Syndicated research is a single research done by the company that is available to other companies as well. Customized research is research based on certain criteria and is done for a particular company and its results are available to only that company.

Pre-testing or copy testing is a type of customized research that determines the in-market efficiency of an advertisement before it is released or before the final production. The more the pre-testing is done the more likely that it will be a successful advertisement and each pre-testing should be applied a number of times. This can be done by studying the level of attention the customers have, motivation, brand linkage, communication and entertainment.

Flow of emotions and flow of attention are broken down and studied individually. The results are applied on the advertisement that is still being developed to recognize the weak points and replace them. A reliable feedback loop can guide the researchers, client and the agency to work in harmony. Tests should be applied during the storyboard stage of ad making. This is an early stage and the results are highly predictive. During this process images are selected and used as integrated campaign print ads.





Post-testing or ad tracking studies are either syndicated or customized. Studies are done over a period of time or continuously. The in-market research is done to understand a brand's linkage, performance, awareness, and preference along with product attitudes and usage.

They are done by conducting interviews either on phone or Internet. Testing the finished advertisement provides confidence and gives an idea whether it is following the strategy.

All the above studies should facilitate the client's advertisement development and make the end product easier to achieve. The study should contain rational information having not only surface knowledge but also provide deep insight that will open a window to a customer's mind. The customer, too, should provide precise information based on facts and not based on imaginary thinking and self-delusion. He should be able to explain the role of advertisement in the whole marketing plan. Working in a vacuum doesn't get the desired result.

One day, you will not be able to deny the opportunity to re-brand.

The basis is to provide in-depth understanding about the consumers for improving on the advertisement techniques and other marketing decisions. The traditional methods of qualitative and quantitative techniques have been improved to analyze the information with good insight.

The rapidly changing likes and needs of the customers are difficult to track, but should be studied in order to increase the quality of advertisement. The changes are because of the huge number of options offered to them by the market.





And most importantly, you are given access to all the information you need to understand the problem, and to help yourself make each day matter despite the circumstances.

In this new system of the world that we are all trying to adapt to, perhaps you can already see some of your acquaintances thriving, making use of the problem to give life a total shift for the better; and maximizing their productivity while being inside the comfort (and distractions) of their homes.

“So how do I become like them?”

There may be tips and tricks at best, but what works well for others may not work at all for you. Productivity this pandemic does not immediately start with the answer to the question how do I work effectively from home with everything going on? Rather, it starts by asking yourself one of the most important thing:

WHY?

Tie everything to your purpose.

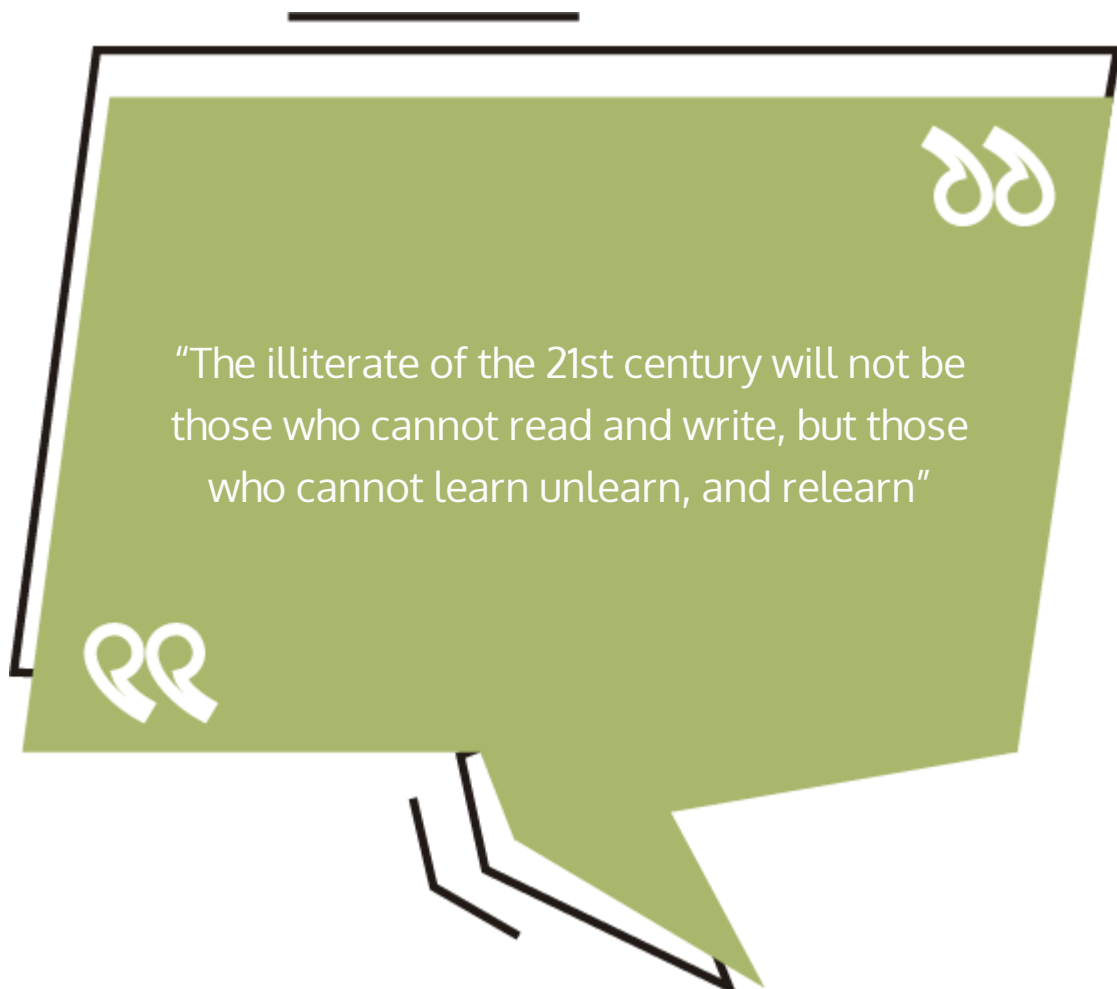
It always makes a whole lot of difference if you redirect your question from something that might be of benefit, to something that actually matters. Because one of these days, whether you like it or not, you are going to lose motivation. You are going to want to give up. You are going to get tired and you are going to be affected by both external and internal forces that will hinder your process.





Then, and only then should you start asking about the how; after you have something to anchor everything on. After you get to know your true purpose and reason.

Already have a big reason to motivate you along the way? Then let's get on with the process. And get ready because what you are about to read is your first step to something that could change your life— forever!



Alvin Toffler



Chapter 1

How Exactly Do You Begin?

You will do it.

You will do it.

You will do it.



They say that one of the keys to hypnotizing a person is to constantly repeat to them what you want them to do or to believe. You want them to fall to sleep? Repeat to them that they are sleepy. Repetition is like a microchip that hypnotists implant in a person's subconscious to get him to agree to anything.

I know, I know. Why are we suddenly talking about hypnosis when all you ever want is a full knowledge on how to work from home?



In order to influence yourself, you simply have to hypnotize yourself. And in order to hypnotize yourself, you have to know that one thing that you really want to achieve. Be clear with what you want. And plant that goal into the trance of your subconscious.



Knowing What You Want

The Importance Of Security Entrepreneurship In T&T

Entrepreneurship is an important source of innovation and growth for any economy. Security entrepreneurship, in particular, plays a vital role in protecting businesses and individuals from potential threats and risks. Security entrepreneurship involves using a variety of strategies such as investments in technology, services, and products to help reduce risks from potential threats. With the increasing global threats and ever-evolving cyber vulnerabilities businesses are faced with, security entrepreneurs are becoming increasingly necessary.

First, security entrepreneurs help organizations stay ahead of threats and risk management. By leveraging the latest technologies, security entrepreneurs can help businesses stay ahead of potential risks and even anticipate them before the actual occurrence. This means that businesses are better prepared to take corrective action and avoid potential disasters. Security entrepreneurs also assist organizations in gaining better insights into the security threats they face. They can identify potential areas of risk and recommend solutions to guard against them.







“One day, or day one? You decide.”

Second, security entrepreneurs help businesses remain competitive in an increasingly digital world. With technology becoming increasingly prevalent, businesses must be able to rapidly adapt and deploy new technologies that are secure and able to keep up with emerging threats. By investing in the development of new solutions that reduce risks, security entrepreneurs can help businesses remain competitive in the global market. Additionally, security entrepreneurs also provide expert advice on the implementation of complex solutions.

Third, security entrepreneurs are also necessary to provide jobs to professionals in the security industry. With highly specialized skills, security professionals help to fill a gap in an organization's risk management strategy and offer a valuable asset to any business. The expertise and insight that security entrepreneurs bring to the table are essential to the continued growth and success of businesses.

Finally, security entrepreneurs provide a valuable service to society at large. By helping organizations and individuals protect their interests, they are helping to reduce crime levels, protect public safety, and keep people out of harm's way. Security entrepreneurs also help to increase public awareness on cyber threats and vulnerabilities, which helps to reduce the potential for criminal activities.

01: Let Go Of Your Existing Marketing Plan NOW!

In conclusion, security entrepreneurship is an important source of innovation and growth for any economy. By helping organizations tackle potential threats, deploying the latest technologies, providing employment opportunities, and helping to reduce crime levels, security entrepreneurs play an essential role in securing businesses and individuals from potential risks.





02: Recognize negativity when you feel it

This may sound counter-intuitive but this is extremely important. As you begin to work independently, one of your biggest enemies could be your own blind optimism. When you get disturbed by negativity, do not push it off with a fake smile and carry on with your task as if nothing is wrong.

Acknowledge the fact that something could go wrong and it's not always going to be happy keyboards and overflowing cash. In fact, most of the time, it could be the opposite. And the worst thing you can do to your soul is make it believe a lie.

There is a difference between dwelling on negativity and identifying negativity. In the first place, you cannot get rid of something you don't even recognize. Get to know the bad stuff so you can understand what you are dealing with, and eventually master your way into conquering the problem.

03: Break down your big goals into achievable sub-goals

My friend, you are not superman. You are you— human, imperfect, procrastinating and easily distracted. And that's ok; because Superman got afraid of the pandemic and flew to a different planet. You know what I mean?

You don't have any superhuman competition here. The most successful people out there have gone through the same slump you may later experience. But they still deliver. They still achieve their goals. They still get rich.





Right?

Here's the million dollar secret: Break big works into chunks. That's actually all there is to it. Set a limit to yourself, with the extent of your own capacity. The more you push yourself to the brink, the uglier your results will be; because nobody works well beyond his own limits.

This doesn't mean that you will slack off, obviously. In fact, it means you value the effort you can actually put into something, so you can give it your best shot every time without burnouts. Of course, there will be days when you will need to rush for deadlines and work extra harder than usual. But breaking your works into chunks will decrease this possibility and benefit both yourself, and your task.

Isn't it worth a try?

They say the time it takes to master a habit is between 14-21 days. Meaning, following the above list every single day for the next three weeks will already help you develop a new mindset. Visualize yourself becoming that mentally healthy person who is ready to work on your own and practice every single day. It wouldn't take more than a month. You can do this!

**"don't choose to regret
if you see its working"**



Chapter 3

8 Reasons Why Your Security Business Is Failing In Marketing!

Live as if you were to die tomorrow. Learn as if you were to live forever

“Mahatma Gandhi”



The next thing you have to do after establishing a better mindset is to get rid of the last bit of doubt and worry that you have inside. Easier said than done, I know. But this is actually your chance to make use of your very nature as a human.

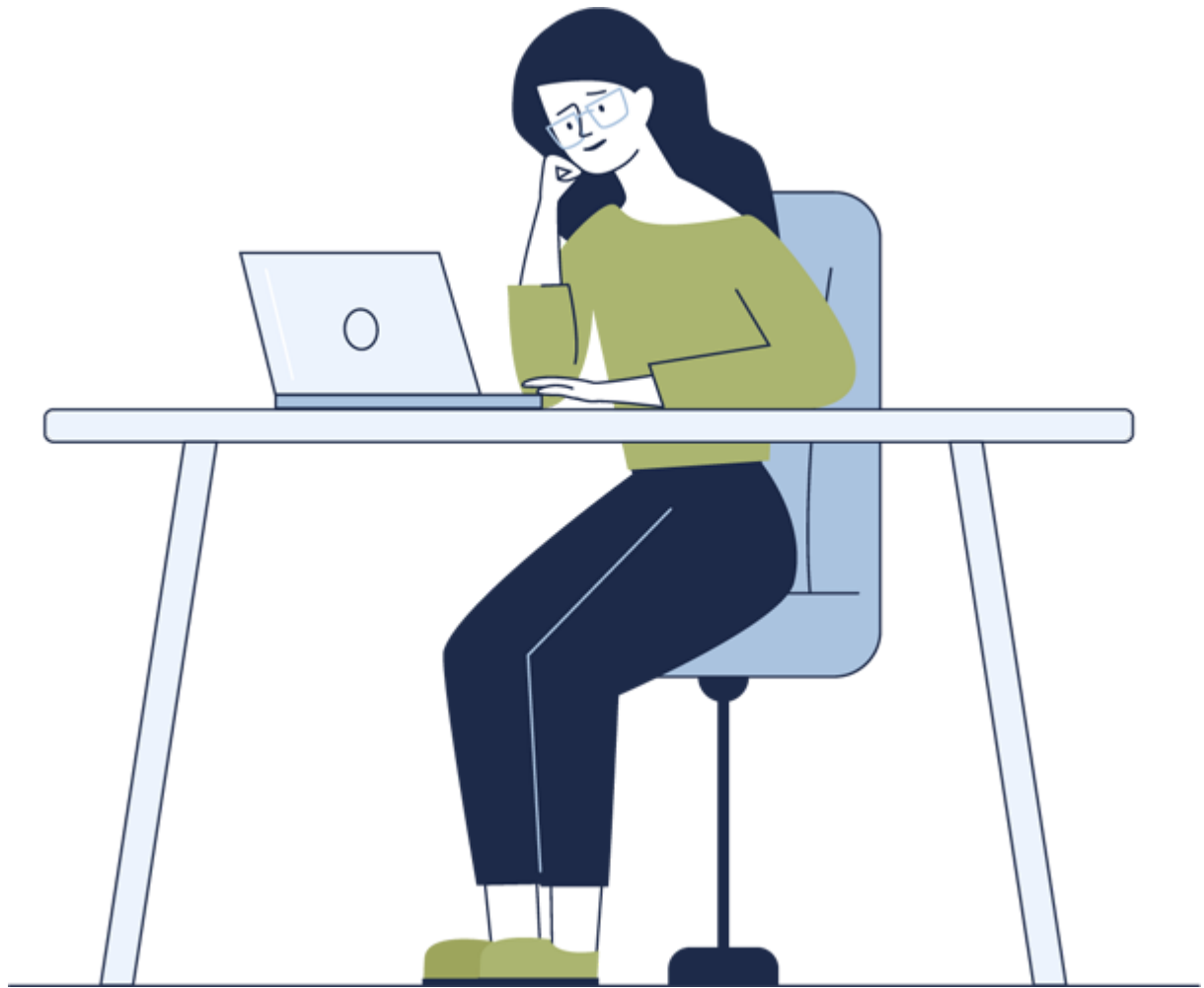


It's no secret that marketing is a critical part of any successful business. Security businesses, like other businesses, are not immune to the pitfalls and problems that can come along with poor marketing. Unfortunately, many security businesses fail to understand the importance of marketing and as a result, their businesses can suffer. Here are eight potential reasons why your security business might be failing in marketing

Now ask yourself: What makes you hesitant about restructuring? Is there something about it that scares you?



Causes To A Fail Marketing Campaign



Cause 1: Lack of Knowledge

Many security businesses lack the necessary knowledge of marketing to create a successful strategy. Without understanding the basics of marketing and its different components, it can be difficult to create a strategic plan that can lead to success.



Cause 2: Poor Branding

Branding is an important part of marketing and many security businesses don't understand the importance of their brand. A strong brand can help to create trust, loyalty and recognition.

Cause 3: Inadequate Resources

Without enough financial and human resources, it can be difficult to put together an effective marketing campaign. Without adequate resources, it might be difficult to reach the right audience or invest in marketing efforts that can ultimately drive sales and revenue.

Cause 4: Not Utilizing Social Media

Social media is a powerful tool that can help to market a business. However, many security businesses do not take advantage of the potential that social media offers. Not understanding how to use social media or neglecting to use it for marketing can be one of the major reasons why security businesses fail in marketing.



Reports show that security workers say that their stress was reduced by a significant level when the managerial staffs began refocusing their attention towards brand efficiency rather than staff retention.

Besides, there are still a lot of ways to market a security company. Thanks to 21st century technology!



Cause 5: Not Enough Market Research

Research is key to any marketing effort. By not conducting enough research and understanding the industry, target market and competitive landscape, a security business is at a huge disadvantage.



The modern business landscape is a highly competitive environment, where a company's ability to retain clients and maintain growth is evaluated by their ability to stay ahead of the competition. However, a business can only remain competitive and successful if it can effectively identify the sources of its failures and resolve the issues quickly. In many cases, companies can struggle to maintain their business clienteles due to a variety of issues.

Why My Company Is Losing Business Clienteles?

The most common cause for a business to experience a clientele leak is a lack of attention to customer service. As the competition intensifies and customers have access to a wider range of options, any hint of poor customer service will immediately cause customers to look elsewhere. To remain competitive, companies should put as much emphasis on customer service as they do on product development, sales, and marketing. Techniques such as providing customers with unwavering attention, quality products and services, and proactive problem-solving can make all the difference in retaining clients.

-Business Retention

Cause 6: Lack Of Flexibility

A successful marketing campaign requires flexibility to adapt to changes in the industry, competitive landscape and target market. Without being able to be flexible, a security business can't respond quickly to various changes and might miss out on opportunities to increase sales and revenue.





In addition to poor customer service, another issue that can quickly erode the strength of a business's client base is an outdated website. As technology advances, the expectations and demands of customers increases, and they will often leave a company if there website experience is subpar. While the technology used to operate a website may be complex, businesses should strive to design their websites to be visually appealing, easy to use, and responsive to mobile devices.

Cause 7: Inadequate Promotional Strategies

Without proper promotion strategies, it can be difficult to spread the message of a security business and reach the right audiences.



Finally, an often overlooked reason for losing clients is failure to assess the wants and needs of your customers. Customers want to know that their voice and opinion is being heard, and that their concerns are being addressed. Without an effective way to gather and analyze feedback from customers, businesses risk leaving them feeling unimportant and neglected. By surveying customers or providing an area for consumers to leave their feedback, businesses can better adjust their offerings to reflect their customers changing demands.

Not only will this foster independence, but it will also be our guide into learning how to take control of our lives.

Cause 8: No Monitoring

Monitoring and evaluating the performance of a marketing campaign is important. Without monitoring and evaluating the performance of a marketing campaign, it can be difficult to make necessary changes and track progress.





Schedule- Here you set your own limits and when things get so exhausting, you have all the freedom to say, "You know what? I'm done. I am going to recharge!"

You can manage it and take control for as much as you want. All that it will require is for you to get the job done, everything else is in your own hands,

So don't hesitate.

Overall, even successful businesses can suffer from losing clients due to a variety of factors. To maintain their foothold in the marketplace, companies should prioritize customer service, invest in website development, and make an effort to understand the wants and needs of their customers. With these strategies, businesses can better navigate the dynamic and ever-evolving business landscape.

**Now go and proceed with a
brave heart and cast all your
fears aside!**



Chapter 4

The Key to Getting Ahead of the Game

“

Deeds in themselves are
meaningless unless they're for
some higher purpose
Artorius Castus,
King Arthur (The Movie)

”





When People Don't Buy From You.

When people do not buy from you, it is because they do not want what you are offering. They may need what you are offering and not know or acknowledge that need, but the bottom line is they do not want it.

Save lots of time, effort and money by targeting your postcard mailings to groups of people who have demonstrated they want your product or service or one's similar to yours and then mail to them. Follow at least this one piece of advice and become more profitable immediately.

Target your marketing. Promote your business exclusively to people likely to have a strong desire for the benefits provided by your product or service.



Businesses and consumers do not usually avoid purchases because they do not have or cannot get the money necessary to purchase. They usually do not buy because they decide buying something else is more important to them.

You can get them to buy from you by making it clear to them that buying your product or service will get rid of something they do not want or will get them something they do want or will get them more of something they already have that they like having.

The Setup

It is your job to get your people and businesses to see that your products and services give or get them what they really want. Consumers and businesses rarely avoid buying something because they do not have the money needed to make the purchase. They avoid buying what you offer because they place a higher priority on spending money for something else.





What is the most nagging problem you can solve for prospects in your targeted market? Make it real to them how they'll feel when your product or service eliminates that problem. Use postcards to communicate how they can get their problem solved.

Now to get you started, here are everything that you will need for your rebranding outlook!

Find The Answer

They do not want to buy and then find out that your product or service would not solve their problem. They do not want to be or even feel ripped off or still at a loss over the solution to their problem.

Build A Risk Appetite

You must take away their risk in doing business with you.

You must provide a way that they can “trust” you.

If you do not they will not buy and you will lose business.

When you do all these things, guess what? People will buy from you like crazy. You will see them pounding at your doors.





BRANDING IDEAS!

There is a lot of talk of talk going around about branding but what exactly is your brand? and how do you use it to reach more people and market your products or services?

Your brand is the core of your marketing, the central theme around your brand or services.

Your brand is not your LOGO or your Company Name! unless of course you are Microsoft or Apple.

For people to come and hire you, or buy from you in droves, your brand needs to be crystal clear, attractive, exciting and powerful. In fact your brand needs to be powerful enough to rouse your customers into action, and at the same time it needs to actively express you, what you're about and your uniqueness.

Once you're sure of your brand you also gain a tangible and easy way of talking to people about what you do. It makes it so much easier to do your marketing when you have it clear in your mind what it is you're selling in the first place

TIPS & TRICKS

When you're creating your brand you are creating a memorable marketing message that will inspire people to take action and choose you over your competitors.

Here are five useful tips to help you find your brand:



Plan! Plan! Plan! Plan!

Your brand is the core of what you do. What feelings or emotions does your business inspire in you and in your customers? Did you know that peoples' decision to buy is based on emotions, not facts?

Your Brand Tip 1



Go! Go! Go! Go!

Think about how you present yourself, not just on your website but when people see you, talk to you on the phone, or read your email. Is your marketing consistently saying what you want it to? Are people getting confusing messages from you, or is it clear from the start what you do?

Your Brand Tip 2



Act! Act! Act! Act!

Think like your potential customer, try to get inside their head and see your products or services from their point of view. How do they experience what you do, and how does it make them feel?

Your Brand Tip 3



Go! Go! Go! Go!

What is it you do that makes you stand out from the crowd? If you don't think you do, then you need to think of a way that you can, because your brand should be somehow different from everyone else's, its not enough to be just the same as others but better

Your Brand Tip 4



Sell! Sell! Sell!

What are your best abilities, do you know your greatest strengths? Choose an unbiased person, who knows you well, to help you decide what your top attributes are; your brand should be based around your unique strengths and abilities.

Your Brand Tip 5





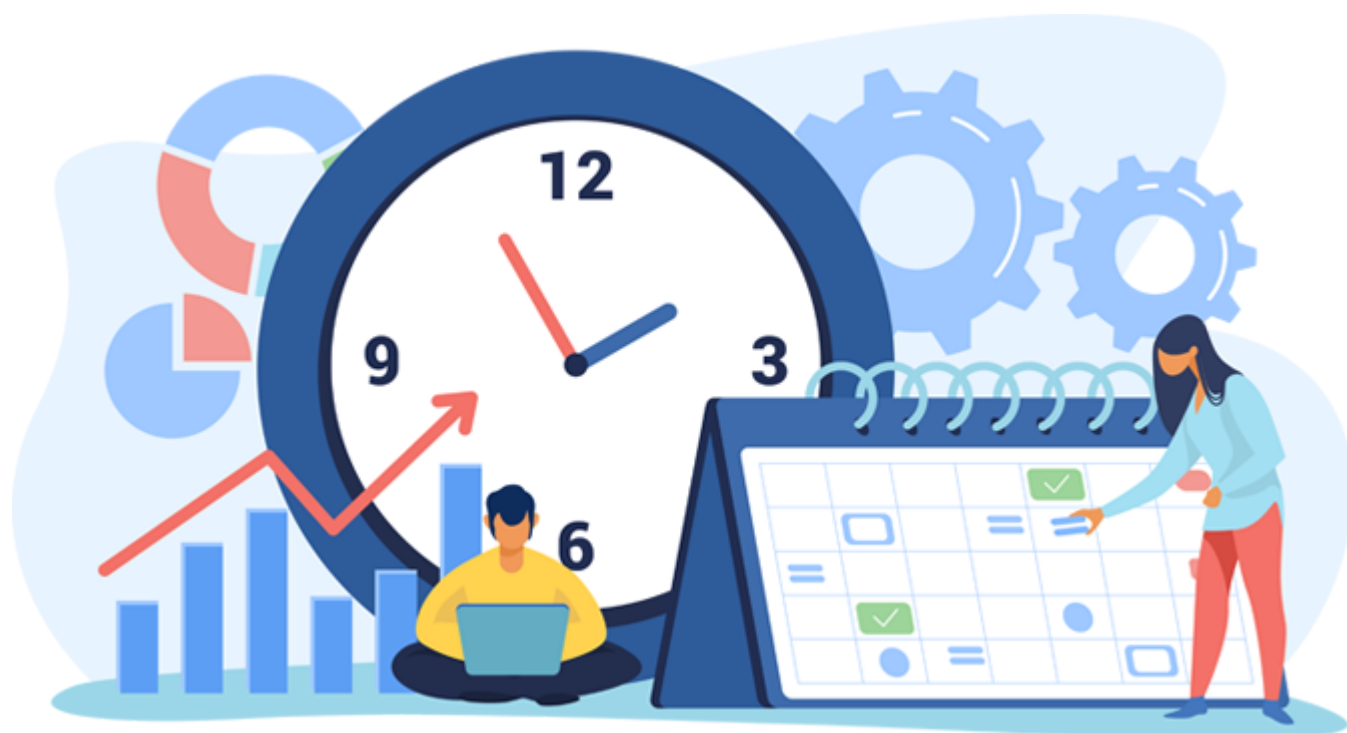
Treat your security business nothing less than a real one.

Ultimately, creating a strong, memorable, compelling and meaningful brand is essential for successful marketing, and something you can do with a bit of thought, and may be a bit of help from your (unbiased) friends.

Set a working schedule and hold on to it.

The trick to accomplishing any task always lies in setting up a timetable and sticking to it as much as you can. Reserve a certain timeframe within the day that you will only utilize for work and make sure everyone around you knows it. Follow your timetable firmly as though you really are going to work at your starting time.

Likewise, it is equally important to actually stop during quitting time even if you are still working on something. That way, you will be able to get used to your schedule and give it the worth it deserves. Also, don't forget to schedule some breaks. You don't just deserve it—you need it.





Create a routine for starting and ending your day

Try what works best for you. If you are a morning person, then some ten-minute walk and a cup of coffee might be really good triggers for a productive day. Train your brain to associate something with work. This will help you develop a habit of sticking to schedule and valuing both work and family time.

Keep a separate office phone number and communicate with colleagues

This is another key to maintain the boundaries between work and personal life. Always make sure that you have a separate mobile device for work. If that is heavy for the budget, then at least provide yourself with a separate phone number, a different email ad and professional social media accounts that you can use to keep in touch with your co-workers.

Also, never hesitate to ask questions if some things are being unclear to you. Know what you want and always seek clarity as this is both necessary for you to produce quality output, and for you to grow into a more independent worker.



Discover your own rules

Some keys may be commonly useful to everyone but there will always be doors that only your own key can open. That is because you are a unique individual and you have your own set of potentials and capacity. That is because you are now your own boss and therefore you make your working rules.



Try to ask yourself questions that you think will help you strategize your way into success. Your experience will also be there to help you see what works well and what could be improved. You are on your own now, and you may look everywhere for assistance (and you should), but at the end of the day, this is your battlefield. You are the one holding your weapons; the key is in your palm. You are the one getting ready for the fight and you will be the one to make your own definition of winning.

Chapter 5

What's in it for YOU?



Planning Ahead Before Everyone Else

So what are some really exciting stuff to look forward to in your security business?

Surprisingly high earnings! BUT WAIT!

What does it take to plan like a champion?

Well lets take a look into our minds a little bit to answer this question.

For these next questions, I need you to be extremely honest with yourself. No need to lie, no one else but you will know the answers.





No more irritating office gossip and drama.

- 1) Are you afraid to fail your plan?
- 2) Do you regularly plan ahead?
- 3) Does your plans involve EVERYTHING you ever wanted?
- 4) Do you plan ahead with your business and family in mind?
- 5) Do you visualize your plan being achieved?
- 6) ** How far ahead do you actually plan???

That wasn't so bad was it???

It's important to always ask yourself these questions. Doing so will ultimately lay out what it is that you want in life. Business & Family should always be considered together.

So let's take a look at why all these questions help you to determine what it is in life and how it will affect you forever...

- 1) Are you afraid to fail your plan?

Beating The Failure Blues:

Failure... oooooooo no one wants to fail. Unfortunately for many of us, we tend to think of failing when we write out our business plans. The reason we do this is because we've all failed at something before. Everything we do starts with a plan. Most daily plans are sub-consciously planned out before they are executed. This process only takes a fraction of a second. The ones we tend to remember are plans that we've "consciously" created. Most of these are ideas we've never finished, and projects that never even got a change to start.

The key to beating the "failure blues" is simply to train your mind to visualize everything you want from your plans. Viewing something you want should always resemble a movie clip full with: sensory rich images, along with sounds, smells, and sense of touch. This combination is what makes visualization a success. This is true because our minds think in images. Visualizing your plans consciously will better help your subconscious mind to remember what it is that you want to accomplish. This also tells your subconscious mind you are serious about this one.





Getting to discover your own potentials

Now is the best opportunity to prove your doubters wrong— whoever they may be. It could be your previous clientele, making you feel like you have never done anything right. It could be an old investors, laughing at you whenever you try to be serious and talk about your dreams. Or it could be your own self, always thinking that you will never be good enough, that you have reached the dead end and that you can never be as good as the others.

This is the time to shut those voices up as they try to keep you up at night. As you begin to learn things on your own, start embracing the ride and enjoy both the successes and the failures. The best thing about all of this is not all that you may acquire, but all that you could learn about yourself that you have never known before.



Cont'd.

1) Do you regularly plan ahead?

Come-on, be honest, do you actually sit there and make a good attempt to plan out your future, every single day? NO? Why not? Is it not that important to you?

Failing to plan is the same as planning to fail!

Planning everyday may seem like a lot of work to do but in actual reality, once it becomes a habit, it becomes second nature.

Study shows that it takes an average of 21 times for something to become a habit. For example, once you've driven your car 21 times +/- it becomes 2nd nature to you. Your sub-

conscious mind takes over and drives for you

Your "conscious mind" is the captain of your ship (the brain). If you don't consciously make a direct command to your "subconscious" (the crew), nothing will ever get done. You must be strict with the crew for 21 days to make sure they will do their duties on a daily basis. After time, the crew will automatically know their own task by heart and carry them out for you.

Planning out everyday will better define to your "Crew" what it is they are required to accomplish. It builds unity within your mind. This unity will ultimately be the staging point to reaching your goals.





Cont'd.

2) Do your plans involve everything you wanted?

When I say everything, I mean everything. I have this little special note pad that stays on my desk at all times. Within it are countless ideas of everything I ever wanted at that very moment.

At that very moment meaning, whatever it was that I wanted to have in my life “at that moment” that would make me happier. Doesn’t matter what it is. For you, exactly what right now would make you happy? A nicer car? \$5,000 in your bank account? More clients? Better search engine ranks?

Writing exactly what it is that you want will give your mind a “TO DO LIST”. Once your mind has its “TO DO LIST”, your subconscious will search through your memory banks for an example of how to accomplish your “to do list”. If your mind doesn’t find anything within your memory banks, it will eventually start shooting out ideas and tips for your conscious mind to complete.

I should also note that writing down something is like etching it right into stone when it comes to your mind. It’s like your mind is a piece of paper, you need to write something down in order for it to come back later and revise what it is that you wrote down.

3) Do you plan ahead for your business and family?

Well why wouldn’t you? When I think about my business, I think of what it will do for me, my friends, and my family in the future. At the moment, I am currently not married nor do I have any children but that doesn’t mean that I am not thinking about the future with a family in it.

Always consider business & family the same. They are both part of yours and their future.





Cont'd.

4) Do you visualize your plan being achieved?

Visualization is the fruit of success.

Do you ever find yourself visualizing yourself in that car you always wanted? Who visualizes you and your family on some beach in Mexico somewhere? Who visualizes you winning the “entrepreneur of the year award”?YOU DO!

In order to be happier and more successful, you need to get better, you need to get better. I repeat, you need to get better.

Visualization should be a daily event. Take a moment everyday, even for 30 seconds and visualize all the sights, sounds, smells, and feelings of everything involved with your daily plans.

For example, let's pretend that you have a presentation to do and like most people who have done a presentation, you are extremely nervous.

Take a moment about an hour before the presentation. Visualize yourself walking into the meeting feeling great, confident, and relaxed. Hear the people having a good time, see them smiling and paying attention to you. Try to smell a nice cologne within the room that makes you smile when taken in. Last but not least, see all the people around you congratulating you on a job well done after the presentation. See yourself having a nice, warm, rich tasting coffee while discussing your successful presentation with your boss, employees or even your potential clients.

I guarantee you that if you make it a habit to prepare yourself with visualization in that fashion before any presentation, you will have better, more vibrant feelings afterwards.

This very same technique applies for your goals. You must see yourself driving that car, the way the air feels in your hair, maybe the way the engine sounds. Whatever you can think of that will let your mind wander into your goals and dreams, use it!





Cont'd.

5) ** How far ahead do you actually plan???

This is by far the most important. The most important only because it takes a little from all the above questions I've talked about.

What is the furthest you've ever planned ahead? I'll put money on the fact that it's not far enough. Dare to be bold, be strong in your convictions. Don't be afraid to think outside the box.

So how far do I allow myself to plan ahead??? 200 Years!

No joke, my goals have included a timeline of around 231 years ahead in the future. See I don't only think about how I want to improve my life, I concentrate on something higher than life. I concentrate on my family history that is yet to be written. We all would like to leave a family dynasty to our future family members. Well, why aren't you planning ahead for it???

Don't be shy, afraid, uncertain or embarrassed, just do it. Keep doing it within your notepad that you write in. Keep thinking about your children, their children, your great, great, great grand children to be.

Think about them. Wouldn't it be nice if they could look back and say wow, my great, great, great grandfather had the vision, the dedication and the will to think of me. Think of the impact you could have on those to be. Even go as far as writing a letter to the individuals who will be in your family's future. Tell them what you have planned and why.

What if what you do now, affects someone 4 generations down the line in such a positive way that they feel the need to pick up where you left off? If it wasn't for your vision, it would have never happened.

Better yet, it hasn't happened yet, so how about you pick up that pen and start your future right now, this very moment.

On that note, I won't keep you from writing about your future.



Chapter 5

Security Marketing: Frequently Asked Questions

Sometime in your business working experience, there will be moments when you wouldn't really know where to go from the spot you are standing on. The rest of the way gets blurry and all there is left is the confusion. If you fear that it could make success impossible, then tell you what: you are not alone.





Everyone else gets so confused at certain point. But in order to turn their confusion into your benefit, check out this list of questions people commonly ask to get you armed with what you can expect for your work from home journey:

01: How can I get more clients?

Isn't this the Holy Grail we've always been looking for, Arthur?

Whether you are a freelancer, an entrepreneur, an independent contractor or a consultant, the best way to pitch clients is to hunt them down and sell yourself. Wait, wait before you react, what it means is in order to work for someone, you have to look for them and present your capabilities without hesitations. In order to accomplish this, you have to:

A: Build a portfolio that showcases your skills and accomplishments and can go well with your resume.

B: Reach out by sending emails to industries you want to work with. Send as many emails as you can and brace yourself for the series of heartbreaking rejections. Just one single yes among all the no's will be worth all the effort.

C: Try reaching out to regional contacts for contracts.



02: What qualities are businesses looking for?

If you want an effective relationship with your potential clients, here are some personal qualities and skills you may also want to enhance:

A: Accountability- a good business owner will thrive when he is given independence to do his task. He is reliable, delivers efficiently, and knows how to take responsibility when things don't work out well.

B: Communication- Excellent writing skills is especially important when there is little to no chance that a remote team can personally share ideas. Companies would look at how you structure your emails, your cover letters as well as how you handle interviews, among all their other requirements. Work on that communication skill and take it as you have won a third of the battle!





03: Is it really that hard to focus in your security business?

Yes... and no. It is hard, given all the interruptions that you can find at home. One minute, you may want to just stop working and play with your dog. Another moment, you may be so enthusiastic with work, but your parents are not so enthusiastic about the fact that you will skip cooking lunch and washing the dishes for that deadline you are trying to beat.

But despite all of this, young or seasoned security entrepreneurs need to align their passion of the industry into actionable results.

That is because—as much as you may be distracted—you also own your schedule and can therefore manage it in a way that will work best for you.

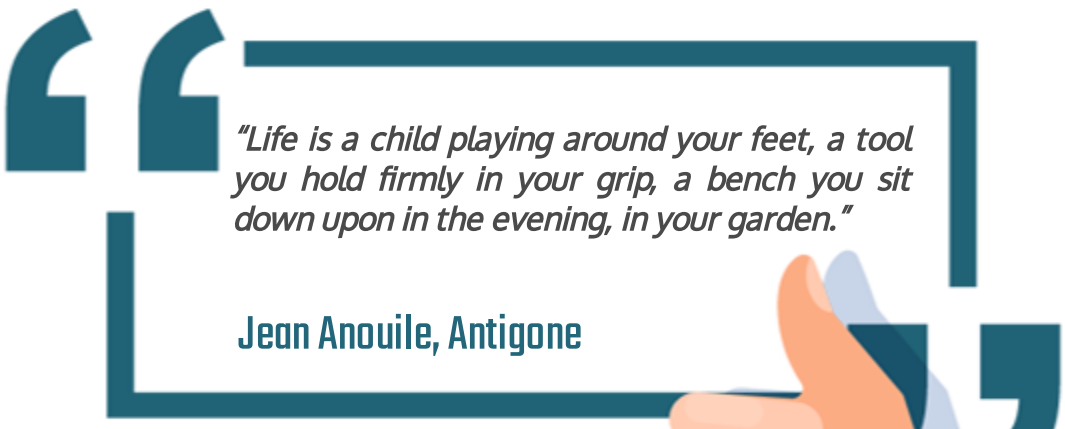
So don't stress about the possible harms of future confusions that you may go through. Instead, find ways to seek clarity in order to address possible problems before they could even happen.

Think about it.





Conclusion



"Life is a child playing around your feet, a tool you hold firmly in your grip, a bench you sit down upon in the evening, in your garden."

Jean Anouile, *Antigone*



Picture yourself three years from now. Do you still see the same old you coming back to your previous office work and getting stuck in that stuffy office room and depending on others for opinions? Or can you imagine yourself getting so great at being your own boss? Do you see yourself working so hard and losing time for your personal life, or do you see yourself working while having fun?

The most blissful thing you can afford at a time when everything else had to be paid are your dreams; and your hard work. Utilize that good free stuff for your benefit and start taking control of situations that may not go as planned. You still have a long way to go, but each step is meant to be meaningful. You can do this. You are going to fall off, but I know you won't allow yourself to stay on the ground.



This marketing crisis that business owners have to face have already pushed a lot of us to the lowest we have ever been. But that's an opportunity right there, and it is only a matter of time before you are pushed to decide to take action and start rising again. So why not let that time be now?

Live by this new mantra from African-American writer, Alice Walker:

Expect nothing, live frugally on surprise."

And go for it!





Thank You!

Good Luck & Remember To See
Everything Happen The Way You Want
It To Happen!

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