

## Marketing Strategy 57: Systems

Today I want to do something a little different. It's not so much a new lesson, as an important thought to keep in mind as you use the strategies in Steamaster Academy.

Here's the story...

Imagine you are baking a cake for the first time.

You have a recipe to follow, but you are missing two ingredients. You don't realise it, but these ingredients are the most important parts of the cake.

So you bake the cake anyway. You follow all the steps as closely as possible. You take great care measuring the remaining ingredients that you have and place the cake in the oven at the prescribed temperature.

Unfortunately, the cake comes out of the oven looking like a gooey mess.

The lesson here is that when you are doing something new, you should follow all the steps. You don't know what's important, so you can't risk skipping any task.

Every single strategy in this manual is a system. Each a powerful way to win new clients. But since they are systems, you can't just use small parts of them and expect them to get results.

You have to implement the system as a whole.

For example...

In the "3-Letter Sequence" to cold prospects ... you can't just send one of the three letters and expect to get results. You have to send all 3 letters AND you have to send them 15 days apart. That is the entire system. That entire system is what gets you results.

## TODAY'S TASK: Think In Terms Of *Systems*

Today's task is an ongoing commitment. It's not something you can do in a few minutes, but it's hugely important if you want to get results from this program.

1. **Follow every step in the strategies described in this program.** Using any marketing strategy is like making a cake. To get the results you want (a deliciously rewarding cake) you have to use the entire system ... not just *some* of it.

