

**A Really Engaging Way to Create Fabulous Relationships *Without* Beating Your Clients & Customers Over The Head...**

*Whether it's Diamonds, Consulting Services, Cars, Web Services, Houses and Apartments, Software Systems, Graphic Design, Cosmetic Surgery, Dentistry, Technology and Electronics, Exotic Holidays, Unusual Experiences, Financial Services and Products, Fine Eating & Dining, Fitness and Health Products, Chiropractic, Personal Services, Designer Clothes and Attire, High end Furniture...*

**It's Better Not Selling Your  
Products and Services -  
But Instead, Help Your  
Clients & Customers  
SEE a Vision Of *Their*  
Future With Your Products  
& Services and *then...*  
Watch What Happens**



**By Raja C. Hireker**

Helping clients create novel, compelling, entertaining and truthful marketing stories for their products and services via the written & spoken word.

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**Dear Entrepreneur, Business Owner, Consultant, Coach or Other Valued Service Professional:**

Before starting on your business and entrepreneurial pursuits, if you could've been shown a vision of your future, of how your life would *look like* further on down the road, REALLY LOOK LIKE, would you have listened and paid full and complete attention to it all?

Well, the following business people did NOT pay attention to it. In fact, they may not have even asked themselves the question. And as a result, they've paid the ***ultimate penalty.***



The fact of the matter is that 498,900 businesses closed their doors for good during 2007 in UK according to banking giants, Barclays. And, this pattern it's not something reserved just for UK. According to the US Small Business Administration, 1,490 Businesses close... *each and everyday.*

Anyway you want to look at it, it's grim reading.

Especially when you consider the penalty for making the wrong decision can be utter financial and personal

*devastation.*

Something to do with lack of Vision? *Perhaps.*

And maybe there's more truth than we realise in the much recited - ***where there's no vision, people perish.***

*Now here's what's super important:* when we as business owners and service providers can **create a vision for each one of our prospective clients and customers - a vision that's rooted in their problems, dreams hopes and aspirations** - then there's a wonderful way to provide unheard of value, super freshness and measurable distinction to their lives – rather than working on the newest sales techniques, hype based advertising or crazy hit' n hope antics.

And that's *exactly* what this document is all about.

And, along the way, you'll meet a number of people. And maybe, just maybe –

you'll find either yourself, or someone you know, amongst it all.

But here's the dramatic part - if you really open your mind to the information in this report, you'll see dramatic shifts happening in the way you approach and in how you serve people with what you have to offer.

And *that* could mean ALL the difference in how your business performs and in the vision for your own life.

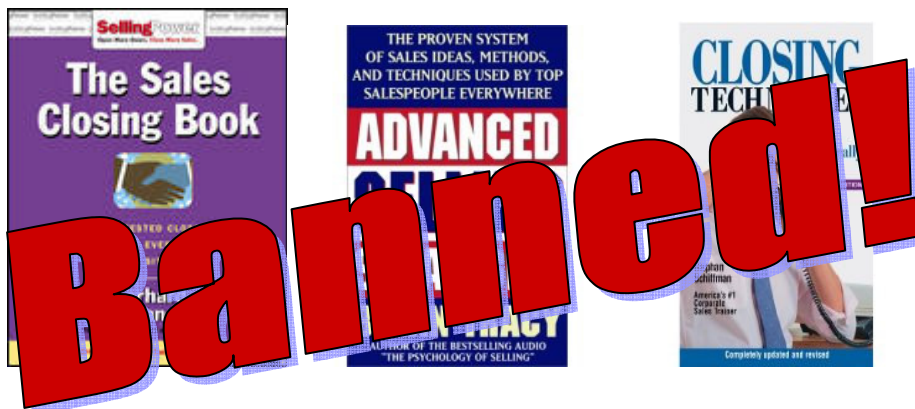
## Mindless, Hard Selling Muscle Will Win You... *Empty* Hearts



If you get the opportunity, leap over to Amazon.com... or... get yourself to pay a visit to Borders, Waterstones or any decent bookstore... or... scrawl through the huge number of business book lists or directories that are scattered all over the Internet – for when you do, you'll see a huge number of beefy, muscular, bicep bulging books dedicated to the age old – *'getting the sale... converting customers... win customers to your side of thinking... make them fall in line... you've got what they want... sell 'em... advanced closing & selling techniques... blah blah blah.*

And no doubt, this *trend* will continue with each passing year. And with it, comes the obvious danger of the inevitable **information overload** – so much so that one literally gets FROZEN with inactivity.

And there's more – if applying the 80/20 Pareto principle to the above – which in this case means that of all the books, manuals, courses, trainings available, there's possibly 20% (or even less!) that's actually worth something and the remaining 80-90%... *not worth the paper it's printed on.*



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Quite honestly, those 80%-90% should be *banned* from ever entering the consciousness of the marketplace. Of course, that'll never happen so it comes down to us, both you and me, to decide what'll make it into our heads, and, what'll get relegated to the dumping ground.

*(As an aside, when genius & prolific advertising and marketing writer Claude Hopkins was asked what he thought of the majority of marketing & advertising text books you find in most colleges, universities and business schools, he said... "BURN THEM!")*

So, to test things, if you insert the following words **sales... marketing... closing...** into your favourite search engine on the Internet, you'll see before you a blistering number of websites relating to selling and closing techniques. Yes, your brain will ache, your eyes will remain bloodshot and your mind will scream to go on a sabbatical.

But if there is such a huge amount of information pouring into our bloodstream on a daily basis, how do we decipher what's real and *what's not?*



How can we tell what's the truth and... what's mere *"theoretical fantasy?"*

Well, we could put it all to the test and, do exactly that – test it all out to see what works and... what doesn't.

But honestly - who has the time to put each and everything through the investigation process... through the magnifying glass of real, diligent enquiry. And, track all the results?

Well, those looking for the *elusive, made up, illusionary* HOLY GRAIL – will certainly try to grapple with it all. Will certainly *try* a little of this, a little of that with a result that'll end them up

being torn between a hundred different techniques and tactics, but mastering *none of them!*

*And what happens next?* Well, the poor customer suffers, through no fault of their own, by being on the receiving end of a mangled array of techniques, schemes, strategies, all designed in their nature to *repel* instead of attract!

Sales closing *muscle* is NOT what your audience wants. At least that's what I think they don't. And, in hearing from those in various services, professions and in product businesses - from leadership consultants, coaches to those selling

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financial services, seminars to those involved in toasters and clothing, the answer is always the same – Muscle flexing is out. The Listeners and Creators – are IN!

## “Build Us a Beautiful Vision and Let Us Experience Utopia!” –

*... it's what your tired, exasperated customers are hoping, dreaming, praying you will do for them*



What do you think will happen when instead of flexing your knowledge, technique and expertise muscle to woo and win customers - *you decide to create a compelling vision for them based on the value of what it is you do and the benefits your audience will receive...* how do you think they'll respond?

**Well, let me demonstrate something for you and, you get to be the judge and jury. And all the while this is happening; substitute in your products and services and take note of your experience.**

**Say you sell rare coins. And you'd like to *really* sell them.** You have a targeted list of people you believe will be perfect for your offer. And... in your promotional literature you proceed to tell your target audience that these coins are a special edition and that there are X sets available.



Now, because of careful selection of the target market, there will possibly a decent enough response to the mailing or promotion.

However, if the seller of the coins was to project a story of *the history of the coins, how it all came about, the era they came from, what was going on in the world, who was the prime minister, what were the current trends etc*, and, that picture was painted by putting the reader into the contextual frame of it all and the reader can SEE themselves as part of history, maybe to experience *being* the coins themselves... then there's a vision that's been planted – a vision of what it was like to be around when these coins were in circulation.

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So, rather than merely stating the uniqueness of the coins (which ALL coin collections are, anyway, so there's no compelling reason) and instead, by dramatising the vision by means of history, it could be a rather more appealing, interesting and entertaining way to get the message across.

## **What about a swimming pool installer, could they build a vision for their customers – instead of using the normal sales techniques and tactics?**



Sure. ANY promoter of ANY service or product can use this Vision Building idea. So, what happens instead of simply giving a 'quote for services' the pool installer paints a picture of the total safety and comfort the client will receive and feel... and what happens when the pool contractor builds a vision of perfect pool parties happening on a warm sunny day without the client having to worry about any hazards because the pool contractor has built that into his vision for his prospective client.

Again, he's built A VISION for the prospect. A vision that incorporates REASSURANCE, SECURITY, SAFETY, ENJOYMENT, QUALITY, VALUE...

It's exhilaratingly different, magically receptive and quite a turnaround from the traditional ways and means of selling and promoting swimming pools via simply asking a few questions and handing over a simple quote.

## **What about a consultant, coach or freelancer – can they use these Vision Building ideas to sell more of their products and services?**



*Why not?*

Say you're a prospective client and I'm a dental specialist focussing on teeth whitening. I could write an ad or send you a brochure, create website to do with teeth whitening, the costs, the simple procedures, where I'm located, etc.

I mean, it's pretty bog standard information. Information MOST OTHERS in the same field, do. So, you, the prospective client, has seen it all before. There's no

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real difference, distinction, or primary reason for you to think about calling me, or anyone else for that matter.

However, if I *did things differently* by helping you see the type of adoring, confident, involved life you can experience *because of having your teeth whitened* –(and that too, not just by any orthodontist but by - me) – if I can paint you a picture of how your experience will be in my practice in terms of comfort, friendliness, cleanliness – if I can create a vision for you in your mind about why your treatment will cost more and how much value you’ll receive in return – if I can create an all round vision of what’s important to you and address them in the picture I paint for you, it’s possible you’d think about me when you’re in the market for teeth whitening.

And, that’s exactly how ANY Consultant, Coach or Freelancer can adopt and adapt this disarmingly powerful way to sell their products and services.

**Okay then, let’s take this idea to another entirely different field and business so you can see the power of what we’re talking about here.**

**Say you have a luxury Villa in Spain and you want to sell it.** Okay you had the wisdom of foresight to know that the property would be a money spinner, but, for whatever reason, you’re out of cash flow and you want to sell.



And yes, just because we believe the product has an *appeal all by itself*, we *think and believe* that it doesn’t have to be sold. It absolutely, *does*. Look at the world wide *glut* on high end houses that simply *cannot* attract qualified buyers for them!

*In fact, look at the print ads for Channel or Louis Vitton and you’ll see foolishness galore. And it’s the same with most of the (well known) car ads and promotions – thinking because they’re a ‘brand’, that they do not have to go through continual informing & educating process. BIG MISTAKE. Look at someone like Deepak Chopra (well known medical doctor and writer who has written extensively on spirituality & mind-body medicine) who possibly believes everyone knows who he is so, if you check out his website (about me section) he, or on the advice of others, decides to trot out a list of ‘accomplishments’ giving no insights to the person, the individual.)*

Now, back to the Villa - the most important thing here is to extract all thoughts and mental rambling about neediness – the idea that I *need* to sell. You may be

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desperate but that's not the point. The point is your neediness will be picked up on by a potential seller and they can smell a victim whose back is up against the wall.

So, you'll note that most who sell property – and when I say most, I'm talking of estate agents, realtors, house sellers (whatever term you want to use) – do so in a limp, lethargic and oh so boring way. And, that's pretty much true – THE WHOLE WORLD OVER!

Yes, there's a huge sea of mind numbing sameness washing up on the shores of the world. Is it any wonder there's a world wide housing market crisis?

And so, with this mass of mediocrity in marketing and creative thinking swaying our way, the most obvious antidote to counter it all is to... **do the opposite!!!**

What do I mean by that?

Well, when you see the ads and promotional pieces used in every aspect of the real estate market, they're identical clones. They read the exact same way, number of rooms, number of square feet, number of bathrooms, hardwood floors, how many bathrooms, etc, etc, etc.

There's nothing new. There's nothing enticing, creative, inviting or anything remotely irresistible or for that matter, interesting.

Estate agents, realtors, house sellers... don't know how to do anything different. They want to do the same things when the market was up and at a peak even though the market is down. They are desperate to get new listings and make sales. But their properties are just sitting on the multiple property specs and listings and not moving until they expire.

So, the trick, or should I say, *twist*, is to use fabulous, truthful, story telling to create a vision of what that property will ultimately DO for the buyer, what the buyer will actually *feel* because of the purchase - now, a few months time and after a few years in the property.

Imagine seeing an ad or a description/listing of a property where you're made to realise that although the desire to own a home in a foreign land is HIGH on most people's wish lists, very few people actually do.

And then, you're shown the reasons why this Villa could be perfect for you. You're shown the beauty of the country. You're shown the recent Spanish sporting triumphs (*Rafael Nadal – men's Wimbledon Tennis Champion and Spain*

If you can't  
find a good  
role model to  
do what it is  
you want to do,  
then look at  
what everyone  
else is doing  
and... don't do  
it - DO THE  
OPPOSITE!

Earl  
Nightingale



*winning the Euro Football championships – both in the summer of 2008) and the link to the excitement and energy of the country as a whole.*

Imagine having the fullest picture you can imagine about investing in your Spanish Villa. And, it's described in a truthful, but captivating and energetic way... do you think if you were in the market for a property, you'd be somewhat interested in what's going on here?

You see, the boredom factor has been completely sucked out. And that's the problem with most people selling their products and services. There's really no process from slashing the **B-O-R-E-D-O-M**, the **Y-A-W-N** factor.



And, prospects, clients, customers *refuse* to deal with anyone or anything that wrestles them to the floor with anything that's boring, uncreative and just plain and utter rubbish.

Building a Vision in the hearts and minds of your prospects, clients and customers, is the unailing antidote.

***And what about building a vision for something that's small and local?***

**Suppose you sell biscuits, tea and other groceries – how can your small, local, ‘mom and pop’ newsagents or local store, do this?**

Well, if the local 7-11, Safeway or Tesco are all selling products around 5-10% *less* than what customers would pay for in your local convenience store and you've these establishments just around the corner from you, how would you Vision Build in a way that would have people paying you **MORE** for your product, and still feel happy about it?



The act of CREATING is a beautiful thing.

And, as a small Independent, you can live in the knowledge that your flexibility, your ‘familiness’, your ability to create and implement will far outweigh your competitors sloth like movements.

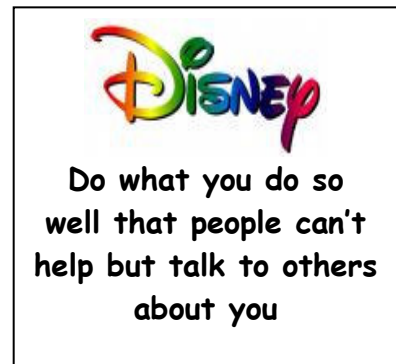
However, this vision has to be *built* and *communicated* to those who shop with you. There’s no merit in wishing and hoping your ideas will bloom and flourish and all you do is end up keeping them all to yourself.

So, in this example, just like with the Orthodontist, communicating cleanliness, friendliness (by calling customers by their first names), monthly competitions, monthly newsletters, weekly email jokes... communicating this hive of activity is done so by DOING IT.

With many Businesses and Independent Contractors and Practitioners – their written documents form the bedrock of the communication flow. Everything from emails, websites, reports, letters, ads, brochures, whitepapers, business cards, articles – these can all enhance the visionary message one wants to get across.

However, with mom and pop convenience type stores, ***the inside environment IS the promotional material. And, with each customer stepping into that place of business, they are just like walking talking business cards.*** It’s their experience of *their experience* in your store is what will create the “talk of the town” effect.

And in a way, it’s similar to the mantra, the philosophy, the avowed goal of what ‘Disney’, stands for – and that is - ***do what you do so well that other people can’t help but talk about you.***



And that’s just a beautiful thing to behold. Because, when it happens – when people simply tell others about you and what you do to make their experience, a fabulous one, you can’t just keep the joy to yourself. You’ll want to sometime just throw caution to the wind and shout...

**Eureka... I've Found Them!!**

Now that's something you *won't* find in any marketing, business or university text book!

## So, What Does All This Mean To You And How Can You Use This Information?

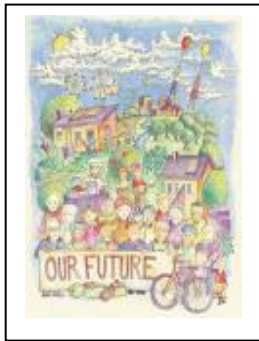
Quite honestly, I don't know what it is that you sell, promote, advertise or market.

However, I do know that when a *vision* is created based on what your clients or customers want, there's something inside of that customer or client that simply... *ignites*. They WANT what you've got.

For years we've been told that we *need* the newest technique, the slickest strategy, the revolutionary research into buyer behaviour, the new fandangle, you name it, if it's out there – WE NEED IT!

But you know, it just seems there's something not quite right. I mean, shouldn't one strategy that's working over here in this industry, also work here in this industry also? Shouldn't this marketing technique that's galloping here in this business category, work miracles over here also in this other business arena *also*?

It's rarely the case. Hence, the rather large book & resource mountain that's filling our minds and shelves.



However, if you integrate what you've found here about showing value through painting a picture that's rooted in a vision, created out of the fears, worries, desires and frustrations as told by your customers and clients, you'll find that your marketing, advertising and *your positioning* in the marketplace, significantly alters for the better. Significantly.

You, as a business owner, consultant, entrepreneur – have a duty, no - *an obligation* to share *completely* what you have to offer with your prospects, customers and clients – and – to ensure that you tell your full story in a captivating and charming and irresistible way.

The truth of the matter is, your clients, customers, prospects – and all those you're looking to influence in *some way hate* to be bored. We all hate it.

Do what you can to bring out the *real magic and sparkle* that's lying dormant in your products and services. For when you do, you'll see a special kind of receptivity from your audience you wouldn't have believed possible.



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P.S Maybe you're looking for a way to create a Vision for your products or services and have your marketing communication stand out from the crowd. If so, drop me a line and let's see what we can create. *Thank you.*