

TAKEAWAY, RESOURCES, AND ASSIGNMENTS

Chapter 1, Takeaway:

- Discounts, promotions, and advertising are not the central core of marketing; they are only **tools** to **communicate an offer, drive demand** to your business, and build social proof around your brand.
- Marketing is about **listening** to people's wants, frustrations, and needs, from a place of **empathy** and **understanding**, not from a place of **judgment** and **self-opinion**.
- Being a great marketer has nothing to do with being introverted or extraverted; instead, it is about developing excellent **communication skills**, such as active listening and observation, clear demonstration skills, and emphasizing with the customer.

- **Building trust** and **maintaining relationships** are the core foundations of marketing and brand reputation.

- Marketing is a combination of two main phases:

- **Phase 1 | Pre-Marketing:** It includes understanding your customers, your market, your product development, and your competition research.
- **Phase 2 | Post-Marketing:** It includes visual presentation, product distribution, marketing, and sales funnels and system.
 - Marketing works hand in hand and connects

the **product development, sales, visual presentation, and product distribution** departments, and all work under one large umbrella, which is the **brand image**.

- Marketing is not a one-person job; it's teamwork that requires **unique skills to**

be combined, to craft, communicate, and distribute the right message to the right customer.

- Customers are always on the seek for better products and services, **never shy away** from ethically selling your products and better serving your customers.

Chapter 1, Assignment:

Your assignment for this week is to go back to a brand you like and admire, inspect, and think deeply about:

- How did you know this brand?
- What do you love about this brand?
- What makes it desirable and attractive to you in the first place?

- Why do you feel connected to this brand?
- How does it reflect your lifestyle and spirit?
- What is unique about them? Is it their creative marketing? Is it the design of their products? Is it their customer service and experience? What is their selling point?

Take notes, and take your time, no rush, I will see you in the next video.