

The Power of Education Based Marketing: How an Effective Core Story Can Catapult Your Business

The Core Story™ by Empire Research Group® – 2013

The future is getting brighter, despite recent government woes, the economic uncertainty of the last few years is fading in our rear-view mirrors. In a survey of more than 2,000 business organizations, 42 percent say they are experiencing mild or significant recovery, with another 24 percent reporting no change. The top priority now for many companies: [Growth](#).

But many businesses are still stuck. It's critical to act now, but at the same time, it's never been more difficult to figure out what to do. Economic conditions have never been more volatile, competition more cutthroat, and government regulations more stifling. At the same time new markets are emerging, technology is changing and customer demand is revolving along with it.

The reality is, success and opportunities abound, but only for those who can act quickly and effectively enough to capitalize.

Not surprising, most business leaders know this. In fact, when surveyed, 79 percent say it's important to respond quickly to change. However:

- 68 percent report they cannot identify disruptive changes quickly
- 40 percent say it takes months to make a decision critical to performance
- 32 percent report it takes years

During turbulent times, many businesses are forced to make hard cuts. In many cases, marketing takes the first and sometimes the deepest cuts because it is seen as a more dispensable cut than "hard" costs, such as salary and space. But the trend of decreased marketing budgets threatens the higher tiers of competitiveness. You have to grow, and to grow you need to prioritize your marketing plans and expand your customer base.

The most successful companies in the world have learned, that during changing (and tough) times keeping in front of the marketplace yields tremendous ROI. In fact, 86 percent of executives agree advertising in a down economy keeps a company at the front of the audience's mind, while 48 percent of adults believe lack of advertising during a recession indicates the business must be struggling. **Research shows that those who hold the line on marketing, especially in a recession, gain a 1.5 percent market share advantage over those that don't.** In fact, some of the most successful companies in the world were begun during a recession, including Kellogg's, General Electric, Disney, and Apple.

But successful companies also know it's not good enough to just keep pumping money into old marketing plans. The world is changing, and you have to stay ahead of the curve to beat the pack. To ensure the ability of your organization to compete, you have to ask:

- What kinds of success have I had with getting my product/organization to top of mind?
- How have I differentiated from the rest of the pack?
- Can I clear the clutter and make my message heard?
- Do the old ROI measurements really work in today's market?
- Who and where is the true influencer today?

Traditional advertising is all about eyeballs. Advertising execs will tell you about circulation, audience figures, and click-throughs. But this kind of marketing ignores the instinctual biology of consumers. More than ever, having a consumer listen, see or click is not enough. Consumers are so overwhelmed by the 5,000 plus ads they are exposed to daily that many are shutting out the noise; 86 percent of people skip television ads, 44 percent of direct mail is thrown away unopened and 76 percent of consumers don't believe companies tell the truth in advertisements.

To cut through the clutter of today's electronic and social media communication siege, you need to utilize the one most powerful technique that all but the smartest companies have long forgotten. The technique that has proven successful for thousands of years, and even now is capable of transcending the megabucks of traditional mass media advertising:

Story telling.

Humans gravitate towards stories. And it's not just fiction; some of the best non-fiction narratives are so successful because they have a great story-telling element to them. We see story-telling not just in books, movies, and songs, but in sports, reality TV, courtroom trials and even our dreams. Experts believe story-telling to bear the elements of evolutionary design. We are literally hard-wired to seek out stories. Stories define:

- The things we buy
- The decisions we make
- How and where we spend our time
- Who we trust
- Who we love
- Whether or not we succeed

And it is this fundamental **neuroscience** that we put to use in creating powerful, individualized Core Stories. The Core Story, our flagship strategic technique, is developed from the teachings of Chet Holmes and Tony Robbins and can help any business no matter how unique or complex the product or service may be.

Whether we realize it or not, stories guide every behavior. All our decisions from business to personal to social – real or imagined – are filtered through story. Narratives frame how we see the past, how we see our present and inspire our hopes for the future. And it is these facts that the Core Story concept takes advantage to magnetize your target market and launch your success.



By capitalizing on fundamental neuropsychology, Core Story marketing closes the gap between potential and conversion. Instead of telling potential customers the strengths of your product as a reason to buy it, you offer them a story of market trends and information that logically conclude with the understanding that they cannot afford to miss out on your product or service. You don't even have to tell them to buy your product or service; they will hear the powerful market statistics and come to that conclusion themselves because it is the only logical conclusion they can make...and even better, the story framework will speak to the emotional factors of trust and rapport that will lead them exclusively to your expert support.

The Core Story concept is simple, but implementing it successfully takes rigorous professionalism.

You cannot afford to presume what your story is, or guess what your audience will find compelling. This is not about throwing as much information as possible at a wall until something sticks. You must emotionally engage your audience, find compelling research to spark the logical mind, craft the most persuasive messaging, and execute in a way that teaches and engages. Every single piece of content or design will define you. There is no room for guesswork.

To do this successfully requires true expertise. You need someone who not only understands the neuroscience behind the concept, but who also has the experience and the know-how to successfully implement it.

That's where the Core Story education based marketing approach comes in.

Our team of experts has years of experience in perfecting the Core Story approach, learning what works and what doesn't FOR YOU, and what it takes to put YOUR company one step ahead. There's no formulaic pre-packaged marketing plan here. Everything we do is customized to your needs. Each member of your Core Story team – from the project manager and editor to the researcher – is a seasoned professional, hand-selected to provide the best possible match of skills and experience. Our specialists and researchers invest in you by learning about your company and your business needs before prescribing a solution. Working with this type of professional provides you with a detailed assessment to the best path for marketing success.

Working with YOUR story, ERG provides rock-solid research, including proprietary deliverables, often unavailable to the public that typically represent hundreds of thousands of dollars' worth of research. Then, the expertise really kicks in when our team of writers dissects and disseminates the information to strategically position a product or service to formulate the highly effective art-form of the Core Story. We'll supply you with a full-blown, turnkey industry "briefing" that radically positions you above your competition. This will be the finest marketing presentation you have ever used to position your organization and its products and services.

But there's more to the Core Story than a world-class briefing. You get an expert business coach to guide you through the successful integration and implementation of your Core Story into your marketing, your company, your sales and more. You'll have access to coaching sessions where a deployment specialist will

work with you to integrate your Core Story into your business culture, placing you in a prime position to become and continue to stay the market leader in your industry.

The end result is far, far more than an interesting story. It's a vehicle to generate key returns.
Your Core Story will:

- ✓ Position YOU as an expert in the eyes of your clients
- ✓ Dramatically upgrade the "influence" YOU have with your clients
- ✓ Show market data that makes having YOUR PRODUCT more important
- ✓ Get people to BUY more, more often
- ✓ Build information that positions YOU strategically above all of your competitors
- ✓ Dramatically IMPROVE the communication experience between you and your prospects
- ✓ Build in a sense of urgency that makes your buyers buy FASTER
- ✓ Create an UNSTOPPABLE anti-competitive strategy
- ✓ Breed more LOYALTY toward you over every other competitor
- ✓ Attract your buyers OVER ALL YOUR COMPETITORS whenever they see an ad, a brochure, a sales letter, etc.

For most companies, who virtually triple their closing ratio with a well-oiled Core Story, the investment pays for itself very quickly. You can't afford NOT to have your Core Story built. Every day that you delay, you're missing opportunities that you simply cannot achieve without the power and beauty of your own Core Story.

At ERG, we have built customized research and Core Stories for some of the country's most successful companies. We have the expertise you can depend upon to become a market data expert in your field. The Core Story will provide the knowledge to crush your competition and serve as the fundamental backbone to all of your marketing.

As Chet Holmes said, "Being a market expert--not just a product expert--means being more knowledgeable than any of your competitors."

About the author:



Cynthia Powers is the President of Empire Research Group, a strategic partner providing Core Story production and research services. She has over 20 years of marketing, and business growth expertise, but admittedly her greatest passion is the Core Story and helping businesses grow, no matter what the economic landscape. She proudly manages an elite staff of professional writers, editors, designers, researchers and administrative staff. Learn more about the power of the Core Story by emailing admin@empireresearchgroup.com or by calling 888-253-6121.