

# Change How You Think & Grow Your Company

A growth mindset to increase revenues.



## What You Get Today

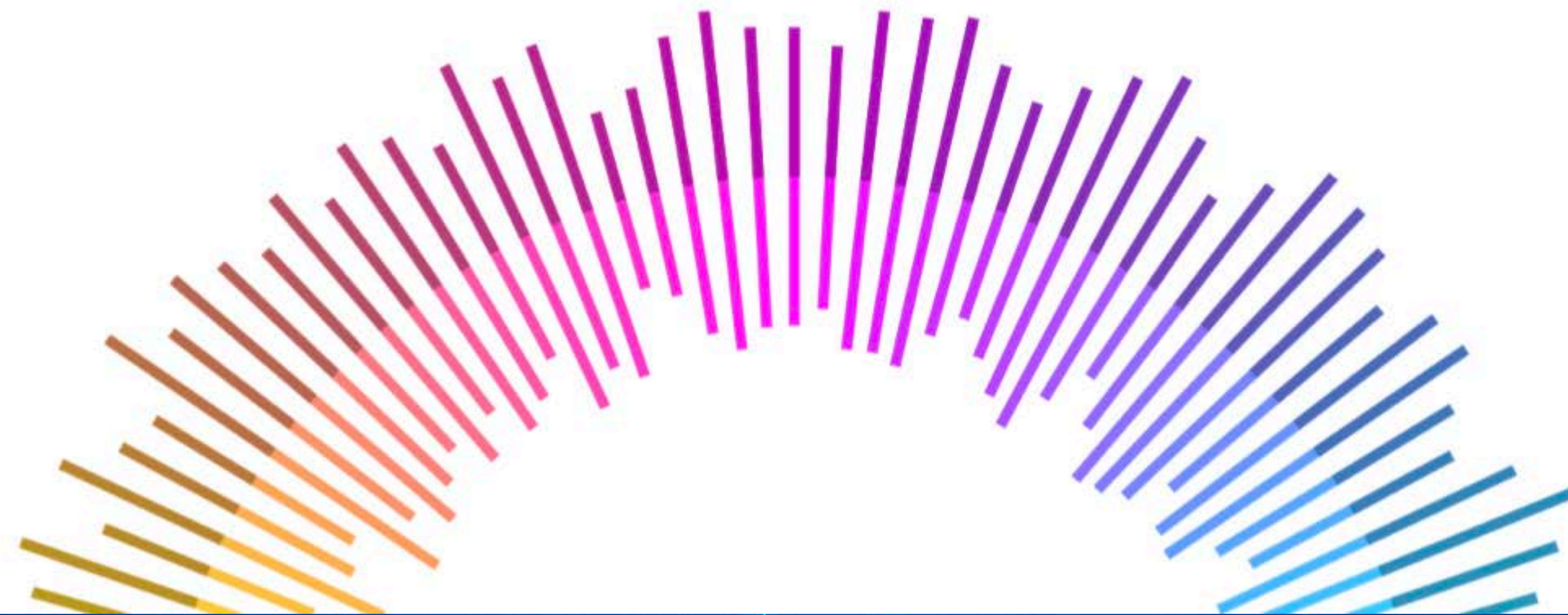
- How **Strategic Marketing** comes from a **growth mindset**.
- The key traits of the **rainmaker**.
- Close **the gap** between **marketing activity** and **sales growth**.
- A **growth mindset** versus a **fixed mindset**.
- Action plan for building a **growth mindset culture**.

# A Growth Mindset for Marketing

**Rainmaking in marketing to grow sales.**

# Think to Grow

**How you think drives what you do and  
the results you get in marketing.**



# Poll Question

**Our company has a growth mindset as a part of our company culture. (Score 1-5)**

# Learn and Grow

Adapt and learn or fall behind.

# Rainmakers are Learners

**Growing companies have people hungry to learn and fueling a growth mindset.**



# Three Rainmaker Rules

1. **Invest** - Time & money in the right priorities
2. **Learn** - Wins, losses and by taking risks
3. **Grow** - Focus on what works

# Always Learning

- Who are your rainmakers?
- Where do you get your new marketing insights?
- How does your marketing team improve their skills?
- How does what you learn change your team's behavior?
- Is AI fueling the team's growth?

# What Rainmakers Know

- Human behavior, psychology and motivation
- Economics, buyer behavior and research
- Rainmaking skills and sales training
- Biographies and case studies - real life examples
- Major adopters of the unlimited resource that is AI

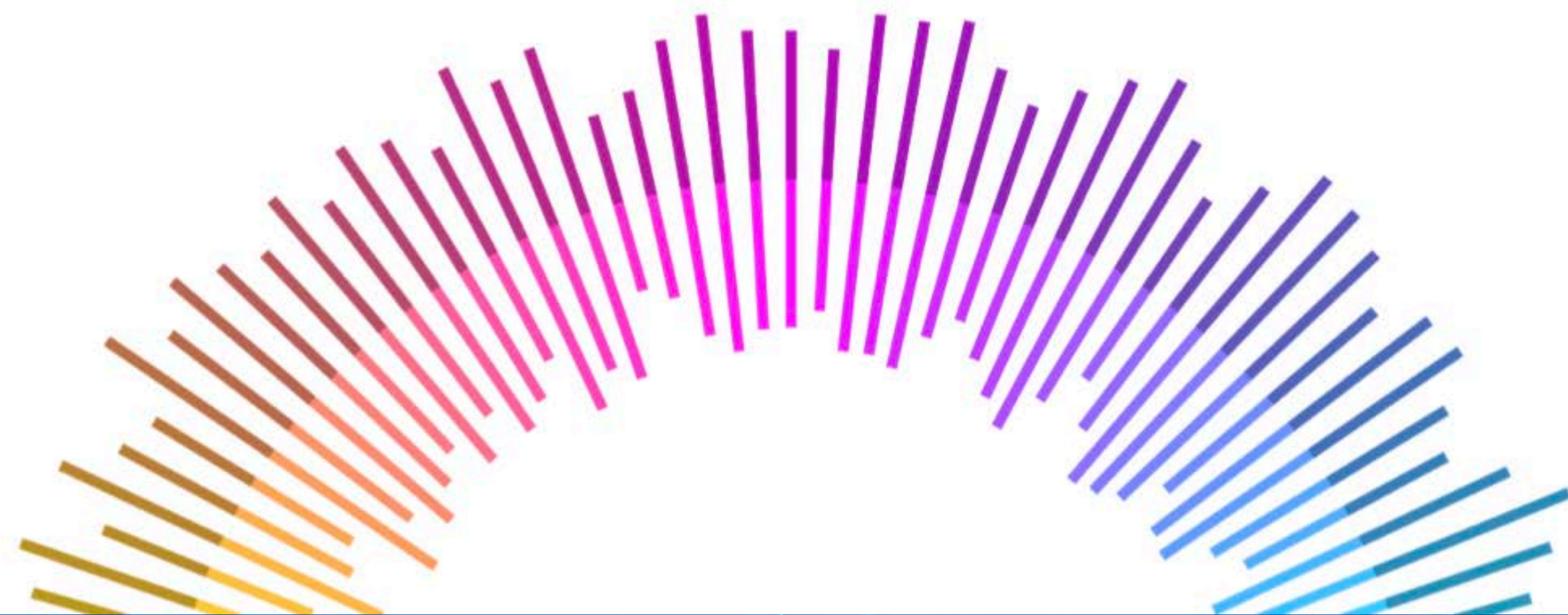
# A Customer Obsession

A passion to know customer needs.



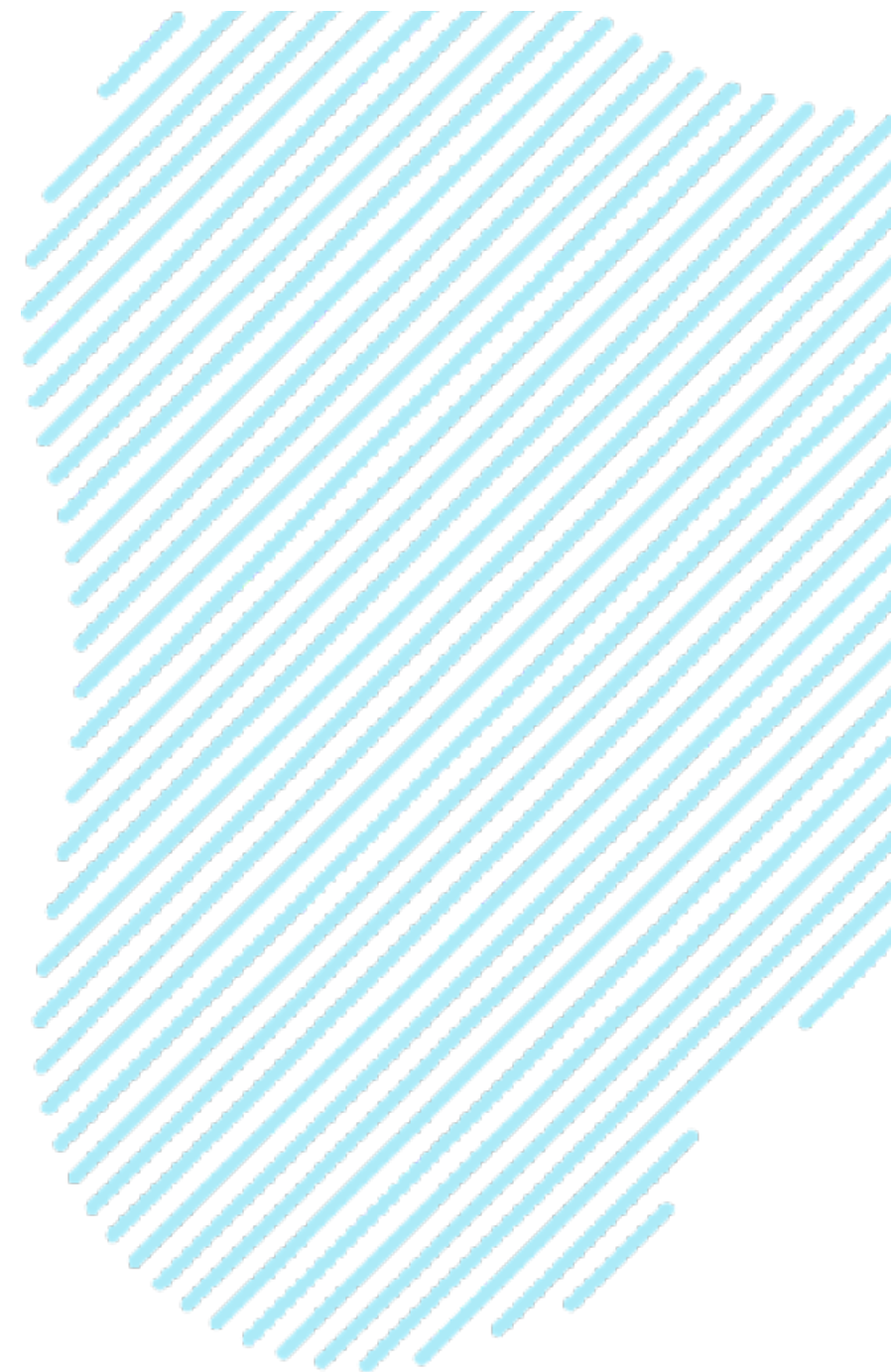
# Customers Are Foundational

**Your company exists to meet customer needs first, everything else comes second.**



# Let Me Get to Know You

- You get what you want by helping others get what they want.
- The customer is the hero!
- You are not rescuing customers from pain, you are a guide.
- Relationships, trust and a base of referrals.
- Building fans, not just buyers and referrals.



# Poll Question

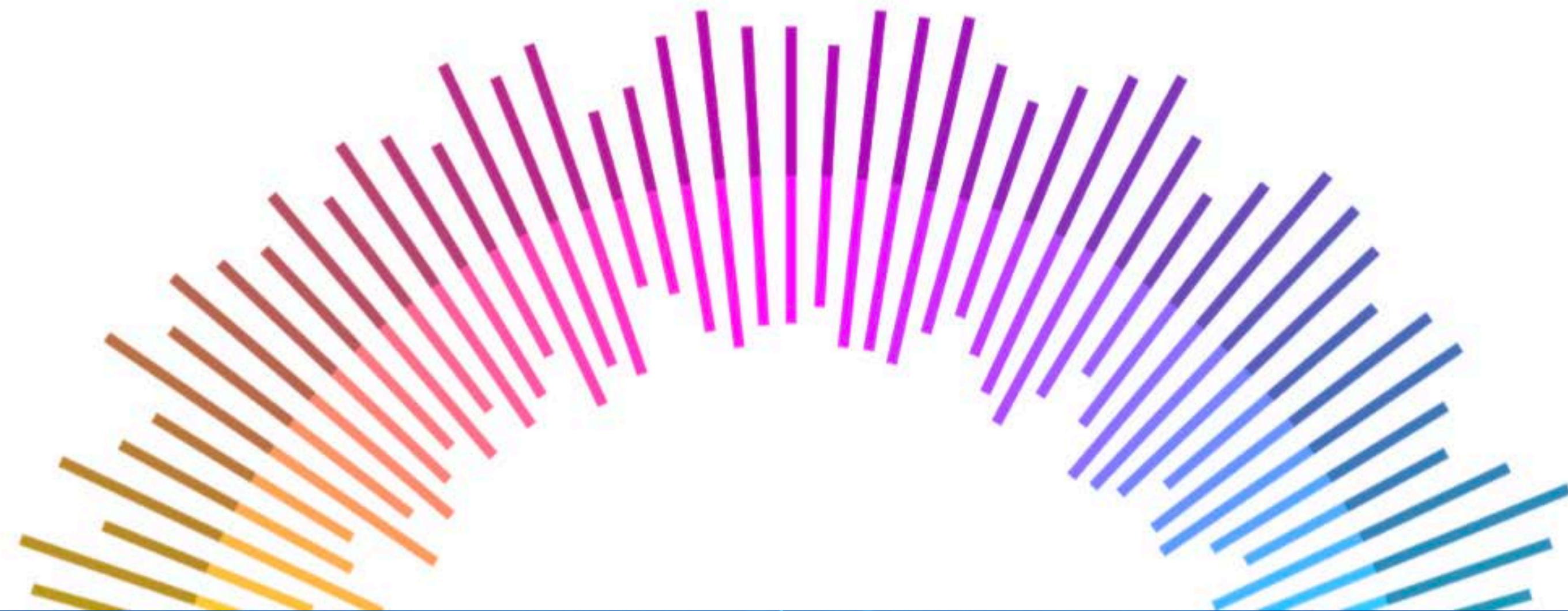
**We have well-defined and up-to-date personas of our target market. (Score 1-5)**

# Curiosity

Questions to uncover pain and gain.

# How to Be a Rainmaker

**The best marketers live inside  
the heads of their best customers.**

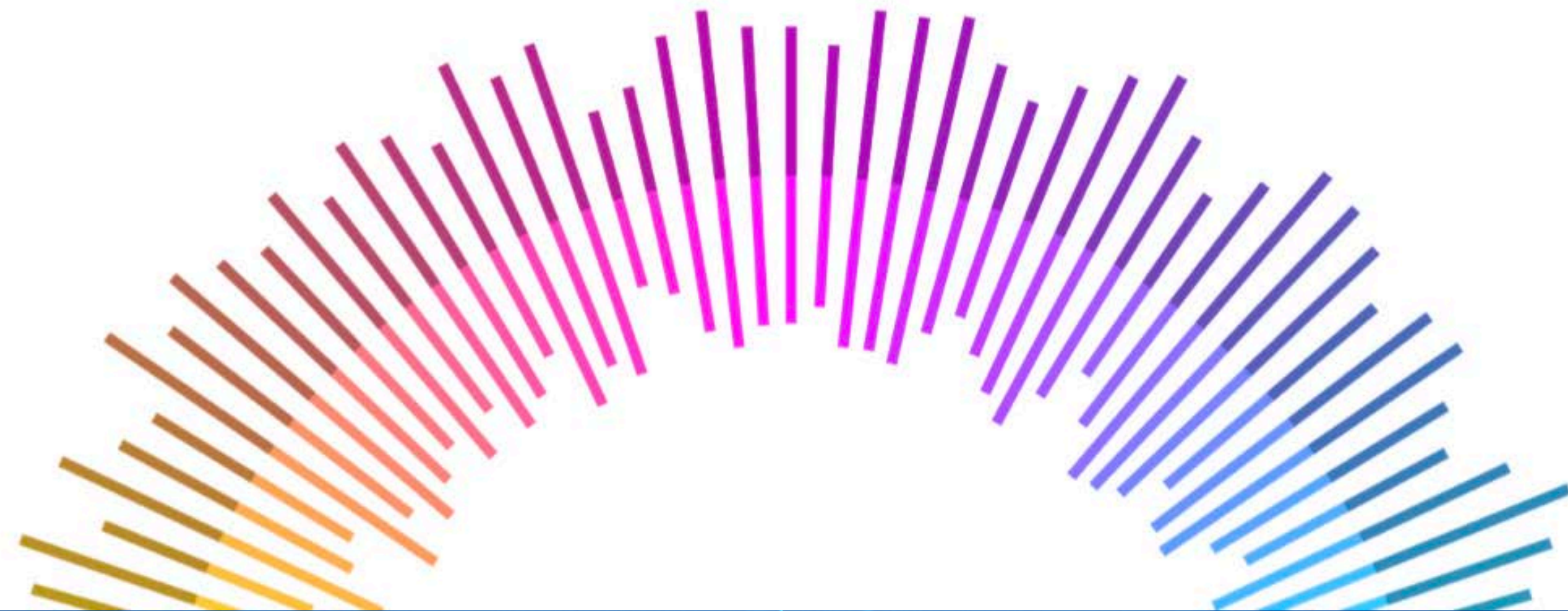


# Let Me Get to Know You

- What's a day like in the life of your customer?
- Ask questions that make a difference!
- What are the three reasons you buy from us?
- Assumptions in marketing lead to failures and increase risk.

# Numbers Tell a Story

**Curious marketers are hungry for data and metrics connected to goals.**



# Proactive Marketing

The rainmaker makes it happen.

# Don't Wait - Make it Happen

- Growth happens when you make it happen
- You create your own marketing reality
- Don't wait for permission, be ready to fail and learn
- Being proactive can benefit many people

# A Proactive Action Plan

- Industry leading website
- Top-notch CRM and email marketing program
- Industry leading content from rainmaking thought-leaders
- Get visible in Google - AI and Organic
- AI sales agents and central AI brain for your company

# Move Towards Results

- A laser focus on goals and accountability
- Connect marketing activities to business growth goals
- Busy is not proactive unless it gets results
- Doing something is better than doing nothing
- Use AI to support the rainmaker's mindset

# Creative Marketing

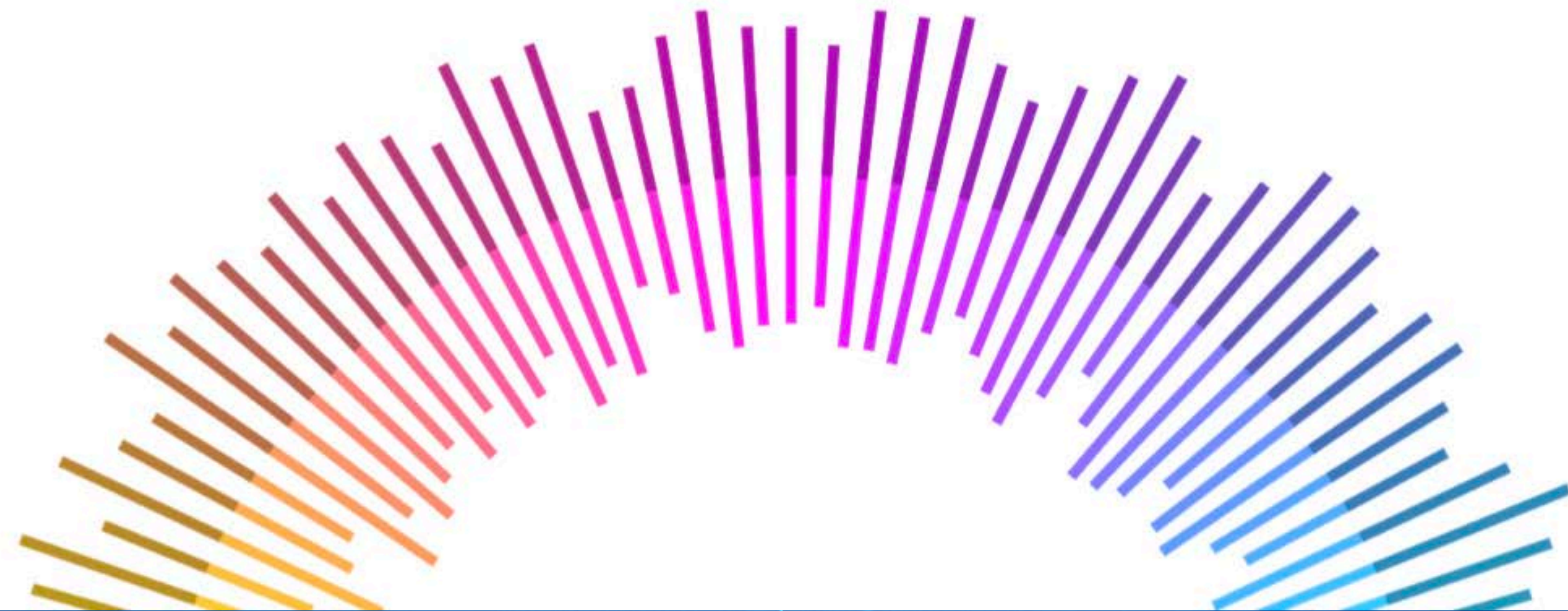
Try new things to grow, learn and adapt.

# Poll Question

**We regularly try new marketing strategies and test the results. (Score 1-5)**

# Marketing and Creative Thinking

**Your most productive  
marketing ideas are yet to come!**



# Get Creative to Grow

- Keep doing the same things get the same results.
- Experiment - Get started with marketing campaigns.
- Set up the tools to measure results and track the data.
- Rainmakers are breaking AI!

# Stay the Course

- Many markets fail because they give up too early.
- Stay goal connected with data.
- Trust your action items and your timeline.
- When giving up is not an option, rainmakers come through!

# Growth Versus Fixed Mindset

## Growth Mindset

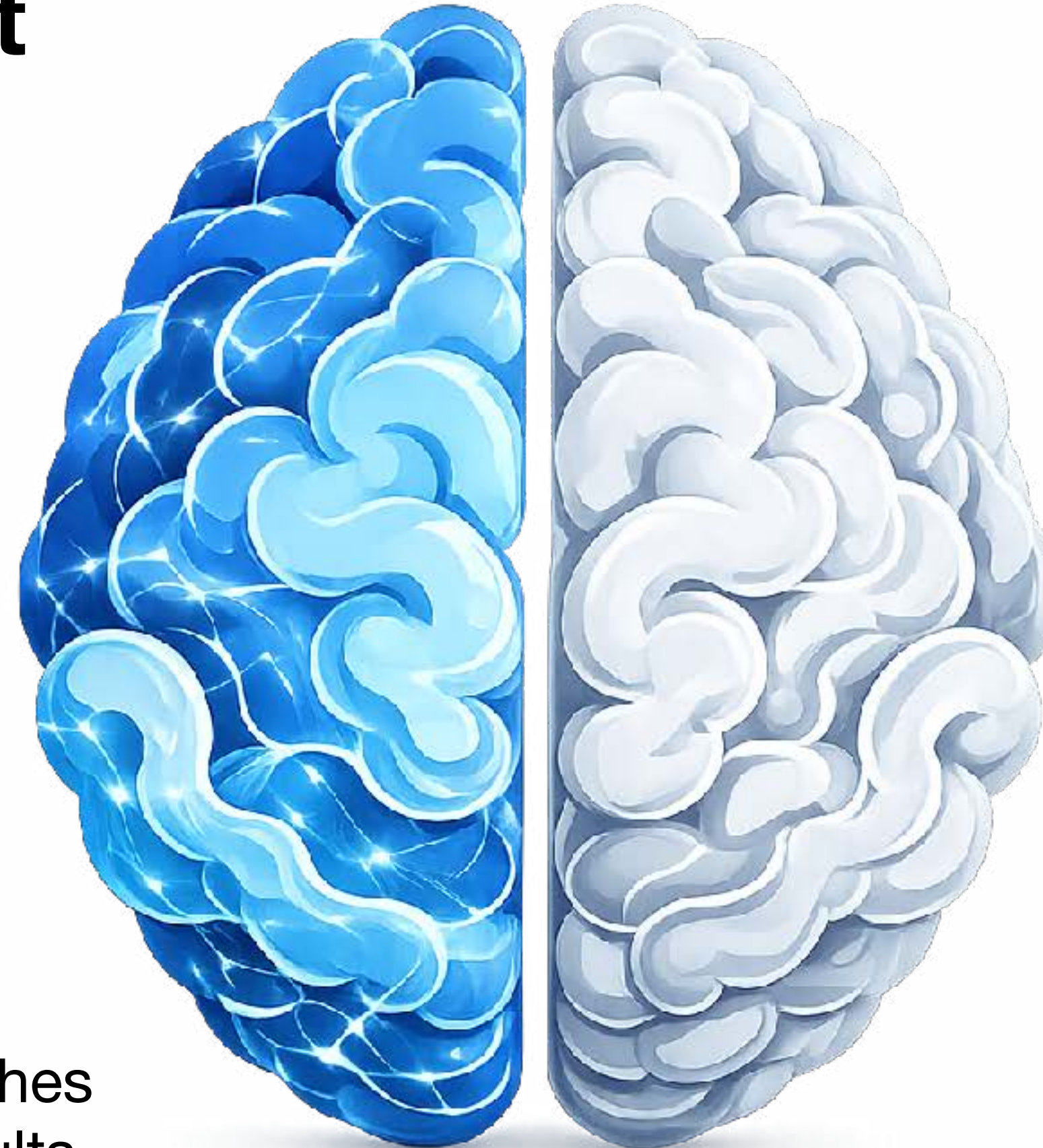
Be a constant learner.

Work to understand your target market.

Questions uncover needs.

Be proactive and make things happen.

Be creative, try new approaches and learn from results.



## Fixed Mindset

Knowledge is set and insights come from experience.

Focus on educating and teaching the target market.

I know our target market and use my instincts.

Be patient and things will come to you.

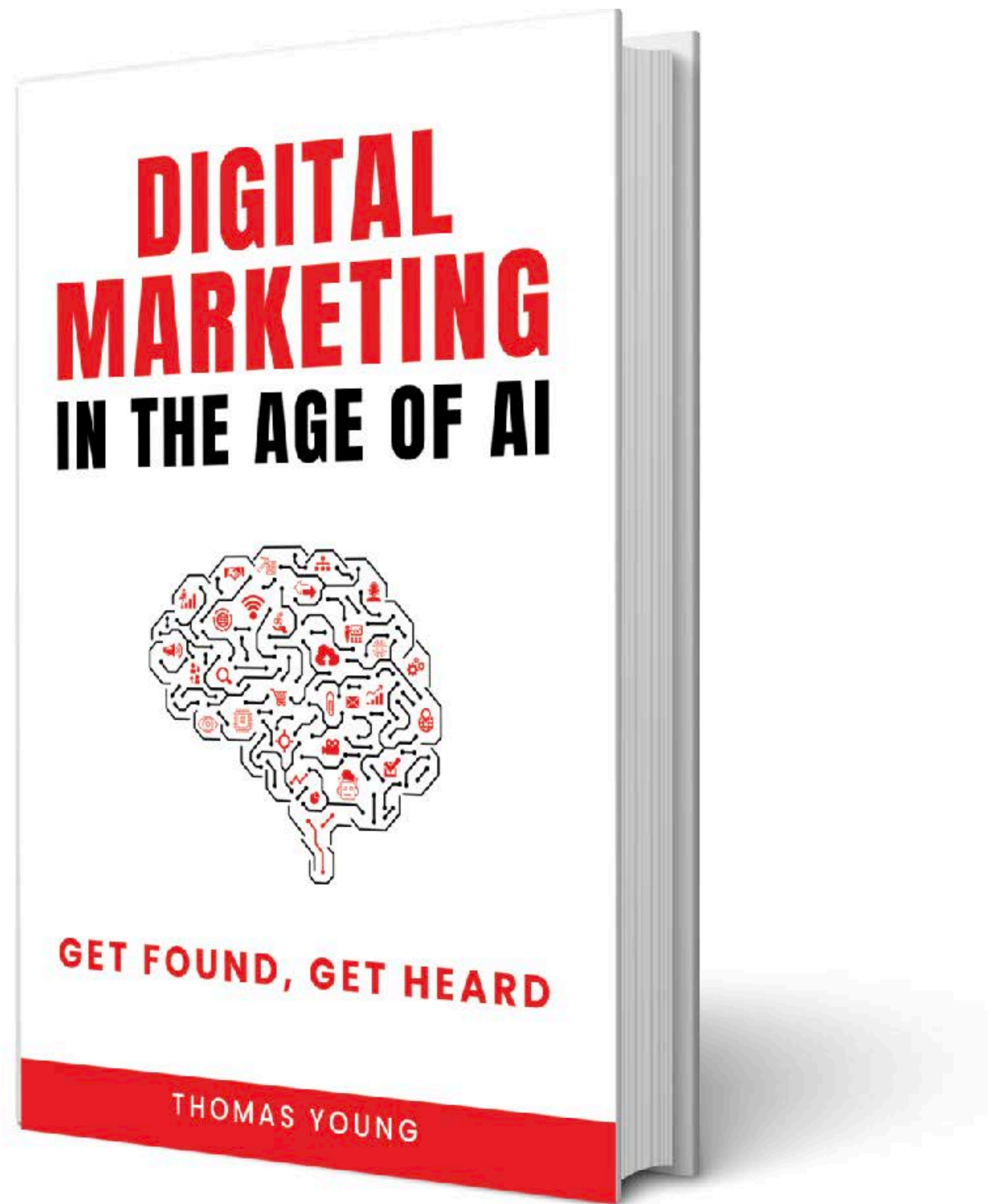
Avoid risks and play it safe to keep what I have.



# Take Action

# Your Growth Mindset Action Plan

1. Take the Growth Mindset Assessment.
2. Build your **marketing personas**.
3. Ask the **three reasons** people buy from you.
4. Get on track with **growth training and learning**.
5. Test **new marketing strategies** this quarter.
6. Set-up **data** to know where you get **wins**.





# Follow-Up Consult

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# The Digital Marketing Growth Mindset

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