

# EXTERNAL PERSPECTIVE IN BUSINESS



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# EXTERNAL PERSPECTIVE IN BUSINESS

This short report is all about external perspective in business and how changing your perspective can bring amazing success.

How many times in your life have you observed something and then made an observation only to have your conclusions changed as soon as you received some new or additional information?

There are often times that you can make an observation based on incomplete or wrong information. This can lead to the wrong conclusions.

An example of this would be how many people thought that the earth was flat until someone proved them wrong. The stars are another example. They may look small but we know that they are actually huge planets.



In this report I want you to challenge some of your old ideas, paradigms and perspectives in business. I am going to give you alternatives and I want you to consider whether they are better or just different.

**There are five specific observations that I want to look at.**



The first of these is the idea of standing out to get attention. There are so many competitors out there and if you want to do business you have to stand out. This is what most people assume.

What about crafting messages to cut through the clutter? There are so many marketing messages and so much going on that it is often necessary to craft messages that will get through the clutter. What about communicating? You have to make sure that you communicate properly if you want to get your messages to your marketplace.

The USP or unique selling proposition is another. What makes you different from your competitors?

Most business owners are focused on finding out what their market wants to buy.

I am not saying that these things are wrong what I am saying is that I think they're outdated.

I want to challenge these things and see if maybe some of these ideas about business and marketing are actually holding you back and also to see if you will have a paradigm shift or a perspective change.

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What about fitting in instead of standing out to get attention? Have you ever been to a seminar or somewhere else minding your own business and then spotting someone you knew. They stood out among dozens if not hundreds of people. They stood out because they already had a place in your life. They already fit in. I believe that fitting in is going to take care of the standing out. If you fit in, you won't have to stand up to get attention because you already have it.



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When we want to look at crafting messages to cut through the clutter we first have to define what clutter is. Most marketers will define clutter as all these other marketing messages that are constantly coming in. If, however, you look at this from the markets perspective they probably couldn't care less about all the different marketing messages. They don't even consider them clutter because they are not paying attention to them. They have no relevance because they don't fit in.

You shouldn't be interested or focused on clearing clutter, your focus should be on your customers, clients and prospects. If they don't see these messages as clutter then what you want to do is be part of the clutter.

What about communicating? It is my opinion that starting conversations is the way to go. I believe that when we start engaging in conversations, whatever the message we want to communicate will be done effectively.



What about the USP, the unique selling proposition? I have a different term, one that I have defined. It's called CVP. This stands for conversation value proposition. This is the reason why people want to have a conversation with you.

When you have a clear conversation value proposition and you start having conversations and fitting in then whatever you consider your unique selling proposition to be will be very clearly articulated and perfectly clear.

What does our market want to buy? This question has not become obsolete and it still has its place. What needs to change, however, is the syntax of it. What needs to be changed is the where it is and where it goes.

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**The question to ask yourself is, how does my market live their lives?**

The main thing you need to do as a business is to be relevant. You can get people's attention but attention doesn't mean consumption.

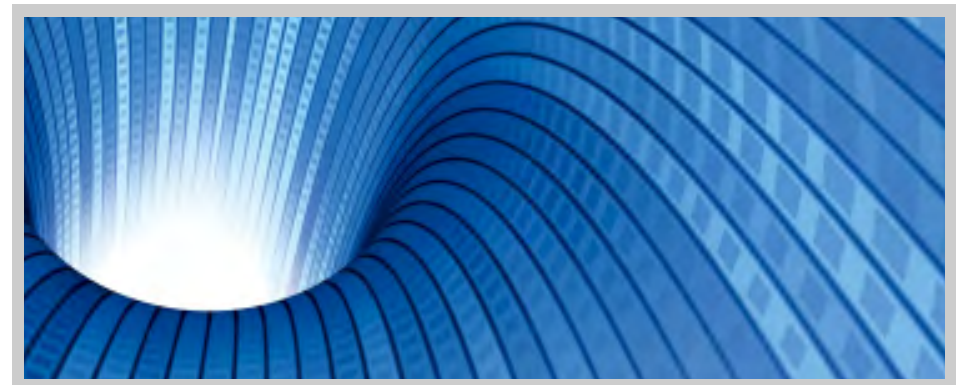
There's a series of questions you need to ask yourself. If you ask these questions and you get the answers to these questions, then what can happen for you and your business is unbelievable. The level of success that you can get and the edge you will have over your competition can all be achieved when you have the answers to these questions.



The first question is: How do our customers live their lives?

I have a four digit number for you. This four digit number is where you are going to find your success. The number is 1,440. Every single one of us has 1,440 minutes and you want to know how your market spends these 1,440 minutes. You also need to know how you can fit into their lifestyle so that you own the maximum amount of these 1,440 minutes. If you get the answer to this question then your business will become unbelievable.

To summarize what it is all about, there is one word and that is perspective. If you have internal perspective it will be all about trying to get attention. It will be all about selling and seducing. If you flip the coin over and you have external perspective you will see that it is all about really fitting in, starting conversations, having participation and being relevant.



It really is up to you to decide whether you want internal perspective or external perspective. There is a lot of information in this report and a lot of it probably goes against everything you have been taught about business so you might want to read this report a number of times and digest everything before you make your mind up about it.

# EXTERNAL PERSPECTIVE IN BUSINESS



## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles. He's been featured on major television news programs and speaks to packed houses around the world.

He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year –

that's 19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months

simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days. Thank you Stephen, you continue to be amazing." – **Greg Poulos**

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

**Click Here Now To Claim Your \$4,276 Internet Income System Today For...**

**ONLY \$1**

**SATISFACTION GUARANTEED -- 30-Day Money-Back Guarantee**

## Internal Perspective Worksheet

Thinking about internal perspective as it applies to your situation please consider the questions that follow:

1. In relation to your business would you say you have internal perspective or external perspective?

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2. If you have always believed that you need to stand out from the competition do you think the idea of fitting in could work?

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3. What steps can you take in your business to start fitting in?

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## Internal Perspective Worksheet

Thinking about internal perspective as it applies to your situation please consider the questions that follow:

4. Have you been trying to break through the clutter when it comes to your business?

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5. What steps can you take to ensure your business message becomes part of the clutter?

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6. Do you think swapping USP for CVP is a good business idea?

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## Internal Perspective Worksheet

Thinking about internal perspective as it applies to your situation please consider the questions that follow:

7. What steps can you take in your business to start engaging in conversations?

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8. Do you know how your customers live their lives?

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9. What steps can you take to ensure your business gets the maximum amount of your perspectives 1,400 minutes?

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## Internal Perspective Worksheet

Thinking about internal perspective as it applies to your situation please consider the questions that follow:

10. After reading and digesting all the information in this report what steps can you now take to ensure your business success?

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