



A WOMAN-OWNED SMALL BUSINESS

800-224-3731

wanda@themathisgroup.com  
keith@themathisgroup.com  
kim@themathisgroup.com  
www.themathisgroup.com

9515 N SPRING VALLEY DR  
PLEASANT HOPE, MO 65725

FAX 417-759-9110

# The Messenger

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## A Letter from Keith

Advertising is vitally important to any business. Effective communication is key to maintain your current customers and to gain new prospects. This month we will be focusing on how to create a successful marketing campaign.

Customers build up a strong resistance to all of the marketing over time. When it comes to marketing, you must be able to grab their attention in a matter of moments. According to David Ogilvy, known as the Father of Advertising, "On the average, five times as many people read the headline as read the body copy." As we examined different markets, we noticed the best results come from focusing on five different marketing indicators. Each indicator, when used properly, can have a powerful impact on the outcome of your marketing campaign.



## Success in Your Marketing Campaign

### *The copy must be correct.*

Copy is the content of the marketing piece. It can consist of a headline, photo, or any other information which will emphasize what your organization has to offer. Together, the copy content and terminology reflect the image of the company and the message you wish to convey. By looking at your copy, the prospect will know the benefits of choosing your company over another. Copy is often determined by the media means by which the information is conveyed. Media examples include brochures, billboards, television advertisements, newspaper ads, social media, etc.

### *The target group or niche must be right.*

Who are your real customers? Unless you're able to answer this question, you probably are marketing to the wrong people. Many mistaken organizations think everyone is their customer. For example, in the case of residential care, the assumption may be that people who are between the ages of 57 and 100 are the prospects. So, should you market to every senior adult



## PMP® EXAM PREP CLASSES

*You pass or we pay for the 2<sup>nd</sup> and 3<sup>rd</sup> test*

## Success in Your Marketing Campaign continued

between those ages? Or would it make more sense to break that population up into smaller target groups who may have a higher priority in moving? Peter Drucker, who was referred to as the man who invented management, once said, "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." Remember your target audience and write a marketing piece addressing their needs and communicating the benefits you have to offer.

### ***The customer must have the ability to pay for the service.***

Paying for the services you offer is very important when examining the marketing mix. This consideration seems to be forgotten when designing the marketing tools. It also is often overlooked when targeting potential customers. You must take steps, based on your research, to target those prospects who can pay. It is a waste of your organization's money to send out materials to individuals who cannot afford your services.

### ***The sales process must be quality.***

Salespeople must go the extra mile to ensure they are ready to deal with prospects as quickly and as professionally as possible. Organizations can successfully surface numerous prospects; however, they often miss the opportunity to sell when the prospects finally begin talking to the sales department. In some organizations, the sales staff feels they are a tour guide for their organization. Sometimes all they do is run various tours of people through the building. To be successful, however, all sales professionals must be able to answer questions about the benefits as well as determine the buying signals of the prospects. Training in consultative selling or relationship selling is very beneficial for your marketing professionals. We have discovered that these skills enhance their ability to close deals without gaining much hesitancy from the prospects.

### ***The sales professional should have closing skills.***

When prospects examine your organization, look for the signs that they are interested in making a decision. When a prospect is ready to decide, the sales professional must know the proper approach to help finalize his/her arrangements. It is not uncommon to have sales professionals forget the basics of asking prospects if they're ready to do the paperwork. Every salesperson should create a series of closings to use in his/her type of selling experience. Even if the prospect is not ready to make a decision, the sales professional should at least obtain their name, phone number, and email. This will allow you to follow up with additional marketing information later.

If your marketing doesn't connect to your potential clients, you're wasting time and money. Take the time to do your research to find the best marketing for your organization.

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## **2022 BOOT CAMP DATES**

October 24-27    Live, Virtual PMP®  
December 5-8    Live, Virtual PMP®

**Visit [www.themathisgroup.com](http://www.themathisgroup.com)**

**YOU PASS OR WE PAY**

## Truth

All the words of my mouth are  
righteous; there is nothing twisted or  
crooked in them.  
Proverbs 8:8

"The difference between the almost  
right word and the right word is the  
difference between the lightning  
bug and the lightning."  
– Mark Twain

"Stopping advertising to save  
money is like stopping your watch  
to save time." – Henry Ford

# STUDENT Spotlight

We want to recognize students who have successfully passed the PMP® Exam.

What is your favorite food?

**Watermelon**

What is your favorite movie?

**Forrest Gump**

What are your favorite hobbies?

**Watching sports, tv, and movies; reading; cooking**

## Congratulations, Jenni Hosey!

What was the best thing about the PMP® Exam Prep Boot Camp?

**Getting to interact with other professionals with the same goal in mind.**

How do you think the PMP® Certification will help your career?

**This will be the second certification I've earned during my 19 years at MoDOT. It shows that I will never stop continually developing myself.**

What was the most challenging thing about the Boot Camp?

**De-programming my brain of what I thought were project management (PM) practices and understanding PMI's perspective - old habits are hard to break.**

Please write a recommendation about our class.

**The PMP exam is hard, so you need to be prepared in the best way possible. The Mathis Group helps put the steps in place for you to succeed.**

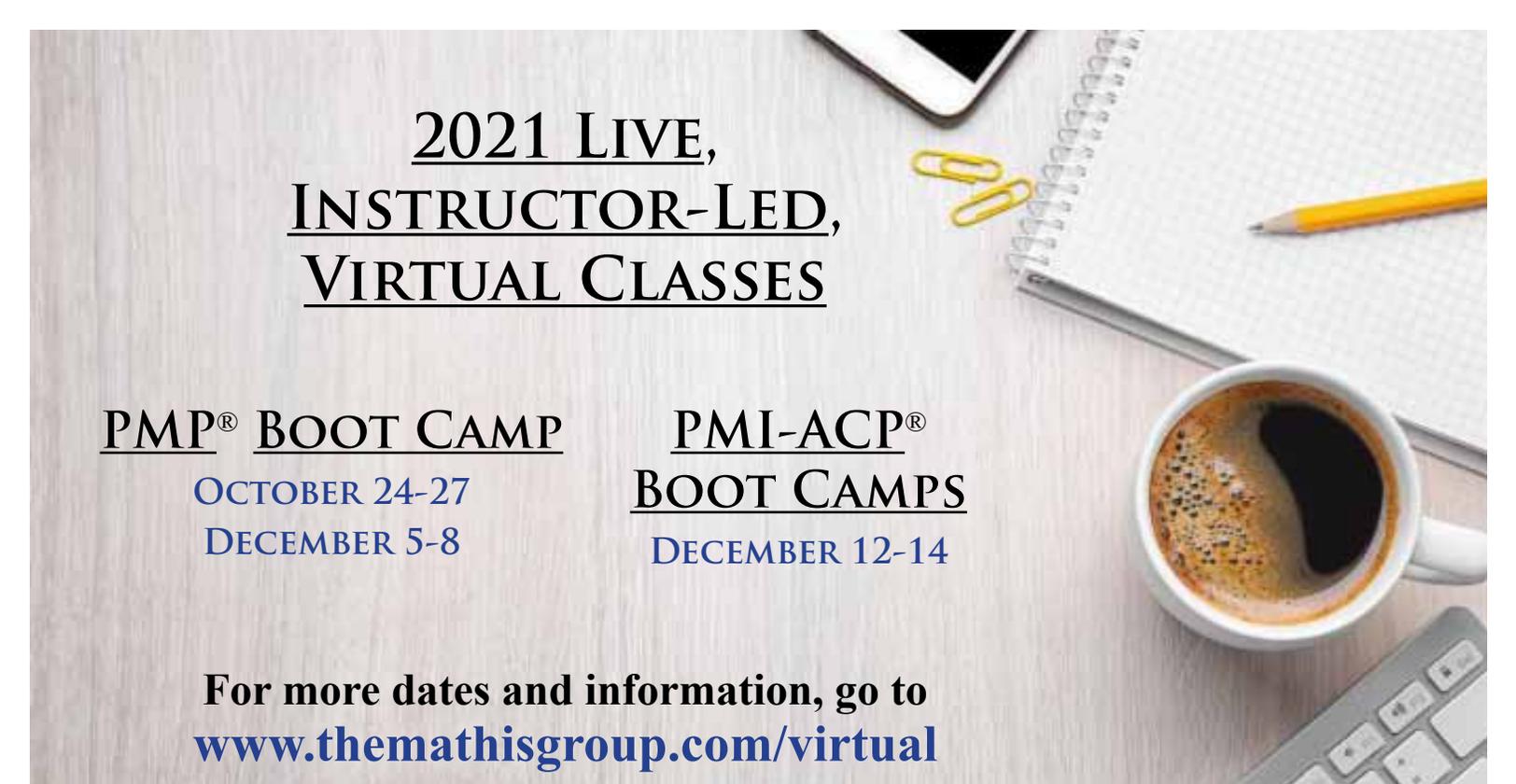
## Just For Fun

If you want to give something to trick-or-treaters this Halloween besides candy, pass out these jokes along with the M&Ms.

- Why was Cinderella bad at football? Because she had a pumpkin for a coach.
- How can you tell when a vampire has been in a bakery? All the jelly has been sucked out of the jelly donuts.
- What do you call a fat pumpkin? A plumpkin.
- Who helps the little pumpkins cross the road safely? The crossing gourd.
- What did the mother ghost say to the baby ghost as they drove down the street? Buckle your sheet belt!
- What's a ghost's favorite dessert? I scream.
- How do you fix a damaged jack-o-lantern? You use a pumpkin patch!
- Who do monsters buy cookies from? Ghoul scouts.
- Why do ghosts make the best cheerleaders? Because they have spirit.
- What kind of monster is the best dancer? The boogieman.
- Why didn't the mummy have any friends? He was too wrapped up in himself.

<https://parade.com/1056251/maryniles/halloween-jokes/>

<https://www.countryliving.com/entertaining/a32963261/halloween-jokes/>



# 2021 LIVE, INSTRUCTOR-LED, VIRTUAL CLASSES

## PMP® BOOT CAMP

OCTOBER 24-27  
DECEMBER 5-8

## PMI-ACP® BOOT CAMPS

DECEMBER 12-14

For more dates and information, go to  
[www.themathisgroup.com/virtual](http://www.themathisgroup.com/virtual)



### Self-Paced Online Project Recovery Course!

Projects can be unpredictable and may get into trouble and not fulfill the desired outcomes, goals, and objectives. At times, these projects will even fail or bring reduced opportunities with lower benefits. Some failures, however, can be caught early and turned around. This course prepares participants in skills and techniques for detecting, diagnosing, and turning around failing projects. It will focus on process analysis and turnaround strategies to support project recovery. Upon completion, this course will give you 19.5 PDUs.

We'd like to give you a free preview of this course.

You can watch Keith's welcome video and the first lesson at no cost. Once you purchase the full course, you will have 60 days to complete it.

For more information, go to  
[www.projectcoachingexpert.com/collections](http://www.projectcoachingexpert.com/collections)