

**Thought Leaders**  
BUSINESS LAB

**EPISODE 249**

# **Authentic And Ethical Marketing**

**WITH ANFERNEE CHANSAMOOTH**

SAMANTHARILEY.GLOBAL

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SAMANTHA  
RILEY



## The reality behind the promise and dream of a six-figure launch

- ▽ Some marketers promise a six-figure launch almost overnight. The reality is 99% of business owners don't achieve this dream:
  - The product unexpectedly has no interest
  - Ads and affiliates don't work out
  - Owners don't sleep for days and get burnt out
  - Incomes and revenues fluctuate
- ▽ Consider these questions to get the full context:
  - What will be your actual profit from the launch?
  - What were the expenses?
  - How long will it take you to generate a six-figure result?
- ▽ Those who get the six-figure launch have probably launched other projects before. So, they already know what to tweak, test and measure before offering a new product.

## The value in a failed launch

- ▽ Use lessons and insights from a failed launch to make your next project perform better.
- ▽ For example, a project with high value may fail if the timing and marketing isn't right. If your launch failed in 2020 because of the pandemic, use the insights to tweak your new product for a better launch in 2021.

## What is authentic marketing and why has there been a shift in the market?

- ▽ Some high-profile coaches and celebrities have been sued for their predatory practices.
- ▽ Buyers now want implementation more than the idea of a dream outcome.



## What is inauthentic marketing?

- Countdown timers that create a false sense of scarcity.
- Assuming that everyone behaves the same way and will opt into your funnel without question.
- Buyers don't need coercing because they've already done their research. When they're ready to buy, they will buy.

## The grey areas depend on your prospects values

- Conversations allow us to tackle the grey areas of issues and help us figure out where we stand.
- Value has nothing to do with price. High-prices don't necessarily equate to more value.

## False scarcity vs adding true value

- Some marketers create a false sense of scarcity. When customers figure out the truth, the client-provider trust is broken.

For example, if you regularly give discounts for a product during certain periods like Black Friday sales the customers will wait for the next sale rather than buy the product at its regular price.

- Instead of giving discounts or forcing customers to buy, add true value through a customised experience for each client or give them options and guide them towards making a decision that empowers them.

## Buyers' touchpoints

- Buying behaviour has changed. We no longer need to offer 3-7 touchpoints, but studies are showing it can be even higher than 67 touchpoints.
- People search for information online, use social media, go on e-commerce sites, etc. to gather data before making a purchasing decision.



## You don't know what's happening in the background...

- ✎ Influencers and successful people paint pictures that are always ideal. They will not show the mental pressures and failures that happen behind the scenes.

So, be careful about who and what part of the narrative you pay attention to. Ask questions to get an idea of what's happening in the background.

## Social media and marketing

- ✎ A recent trend on social media is people joining groups.
- ✎ Consider how "leaders" engage in the groups. Stay away from people whose immediate response to a query is "here's a link, buy my course" or "I've got the answer, DM me."
- ✎ Instead, pay attention to those who share their expertise because they simply want to provide value.

## How to balance adding value and making an offer

- ✎ At the end of the day, as a business owner, you will still need payment for your services.
- ✎ You need to know how and when to take your audience to take the next step of working with you. Look for signs that they want help to speed up the process.

## How do you manage the conversation?

- ✎ Are you coming from a genuine position of service and love? Or are you trying to sell to everyone - even if you know they don't have the financial capacity?
- ✎ Are you willing to spend time working through your prospects concerns?

## High-ticket pricing

- ✎ Some people believe that to live an easy life, you have to charge a high-ticket price.
- ✎ There's nothing wrong with charging high-ticket prices, but do you provide an equivalent value for this?
- ✎ Some business owners don't charge high-ticket prices but still give excellent value.



## When providers don't deliver

- ▽ You can sometimes spot early on if a provider can't deliver the outcome they promise.
  - Look at the way they interact with their free content and clients.
  - Ask what is expected of you and what you can expect from the provider.
  - Don't believe in cookie-cutter solutions.
  - Listen to your feelings and intuition.
  - Seek advice from people who have used the product.

## High-ticket pricing

- ▽ If you've worked with someone who has given you a great outcome, be open to giving a good testimonial and discussing your testimonial with people seeking advice.

By doing this, you could give valuable insight that the service provider does not divulge to potential customers.

## The biggest opportunities in marketing for 2021

- ▽ E-courses have taken off because people want education. Share your stories and values through a chosen platform. Stand for something. Align your message with your beliefs.
- ▽ Use social media to let people know who you truly are.

## Building an audience vs building a community

- ▽ The most important marketing is to show up for the clients you love working with and who love working with you. Referrals from these clients are powerful tools for trust transference.



## A project to create a guide to authentic marketing

 Anfernee is working on creating a guide to authentic marketing for small business owners. He's reaching out to people on their unique processes.

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