

The Secret is in the JOURNEY

(Open minded marketing for sustainable relationships)

Scott Cundill | Founder Majestic Interactive & Majestic3.com





Introduction

Scott Cundill is an entrepreneur in the world of Internet Marketing, with 17 years to his credit.

Scott has taken the big banks to Court for not acting in the best interests of the people. He represents his country in Shaolin Kung-Fu and boasts many gold medals. He is the author of “How NOT to Start and Run Your Own Business” and “7 Ways to Double Your Sales.”

After working with literally hundreds of businesses, Scott and his team have developed the Majestic3 system with success rates so high that people are saying they’re too good to be true... at first.

What you will read in this book is a logical and proven approach to business communication. It is unconventional and requires an open mind.

Your business probably occupies at least three quarters of your waking life and is therefore a living, growing manifestation of you. I want YOU to be successful! Use my methods, because they will make your world a better place and I know that this book will show you a better way.

Scott Cundill – Founder & CEO Majestic Interactive





Contents page

The Secret is in the Majestic Journey...	5
Why doesn't conventional thinking work anymore?	7
Stop Harassing People	8
The discovery of a lifetime	11
The Human Element	14
The Journey	15
Juani's Journey	17
You are not in the business of selling	20
Stop Being a Salesman and Become a Teacher	24
Relationship --> Data --> Sale	26
Sales Reps	27
Time for Transparency	28
The Power of a Form	31
Bring out your dead	35
White Space	36
A CASE STUDY	37
Relationships explained to an alien	39
"The movement creates the power."	43
The start of an amazing Journey	45
Majestic3.com – "Integrate Anywhere"	46
In Closing	49
Contact Details	51





Intrusive advertising is extremely annoying.



Response rates are low and the return on investment is generally very poor.

There is a better way to market softly, naturally and with far higher response rates.

The Majestic Way

A better way to treat your customers.





The Secret is in the Majestic Journey...

When the first settlers approached the shores of America, the natives did not see them. Even though they would look out in the general direction of these enormous ships, all they saw were miles and miles of empty sea. How could they miss something so big and so obvious to us, when it was right in front of them?

When you look at your business financials and sales figures, do you see nothing but empty sea? The natives did not see the ships because they were not conditioned to see them. The notion of a ship that size was so far out of their range of comprehension, so far outside their boundary constraint, that their mind struggled to comprehend the ship's very existence.



It's like that with so many people today. If you expose them to a proven truth that goes a little too far beyond their ordinary every day understanding, their mind simply doesn't get it.

For example, tell an engineer that you have increased the efficiency of his particular device by 8%. He will scrutinise your findings closely, he will meticulously check your figures, and then he will test and re-test for himself.

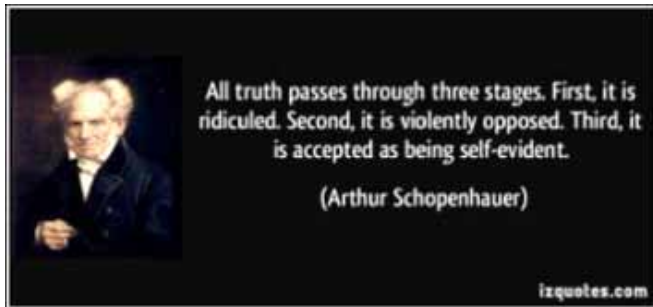
Now tell the same engineer that you have increased the efficiency of the device by 800%. He will laugh at you and call you a crazy lunatic.





When we tell business owners and marketers that The Journey will increase the efficiency of their communication by 1,200%, it is hardly surprising that we get a similar response. They don't believe us.

This short e-book will introduce you to Majestic. We have been optimising and perfecting this technique for 12 years. Using a process called The Journey, we are resetting the foundation on which conventional business operates.



Once you have implemented the system and the technique that goes with it, you will wonder why other savvy business owners have not yet caught on. Be glad they haven't!

Let's get started...





Why doesn't conventional thinking work anymore?

Conventional thinking is unnatural. Everything is about sell, sell, sell!

You are constantly told to “Advertise and get your name out there!”

A sale is not your first priority, it is your third priority. Your first priority is to build relationships.

Building relationships, authentically, is about building trust and respect.

From trust emerges your second priority – data, which translates into information about how your product or service can specifically help that person.

Once you have the information you need, only then should you offer a product or service.

Until you know your prospect, do not, under any circumstances, try to sell him anything.





Stop Harassing People

Conventional thinking says: “You must collect data about your customers. Go buy a database or secretly track which pages and websites they visit. Then annoy the heck out of them by following them around Google and YouTube, serving them ads based on what you think they need.”



The closing of a sale and the process of data gathering should be natural. In other words, do not try to elicit data from people against their will or without their permission.

Like Dale Carnegie said: “A man convinced against his will is of the same opinion still.”



There is a better way.

If they trust you, a customer will openly tell you what they need and want.

The natural process is to first build the relationship. Then the prospect will give you the information (data) you require.





Finally, you use that information to diagnose and identify a suitable product that meets their specific requirements.

That's when they buy from you - no pushy and manipulating sales methods are required.



Great Scott

Sunday, July 20, 2014

Stop Bowing to Social Media

If you are one of those social media bunnies who is convinced that facebook, twitter, G+, boobtube, halfwit and brainless are the only online marketing forces around, then you are sadly mistaken.

Email marketing is 13 times more powerful than social media.

When you combine the Journey process with email and then include social media, you have a very powerful formula. But time and time again, most of your leads will be qualified (not necessarily generated) by email. Email is the number one way to qualify prospects.

Ren
foll
imp

The
that

rela
the

beh
of a
exp
in li
its



The discovery of a lifetime

12 years ago I made a discovery. This discovery was so simple, yet so effective, that it changed my life forever.

When I tell business owners, marketing managers and sales reps that it is very possible to achieve marketing responses over 1,200% above the norm and to revolutionise their sales in a matter of weeks, most look at me with glazed eyes. Even when I present them with no less than a dozen case studies, I often wonder if perhaps they don't want to believe it.



And the secret?

It is very simple. It's called a "Journey."

It all began 12 years ago. I had a database of people who subscribed to my newsletter and I wanted to make money, so I did something terrible. I decided to sell insurance into it. I was young and naive.

The "normal" approach is to send out an advertisement and get the usual 1% response rate. However, I knew this response wouldn't be good enough. Instead, I created a Journey. I did not realise it at the time, but I was thinking differently.

This particular Journey was a digital sales pitch - a series of communication episodes with a specific call to action: the prospect was asked to complete an online form. The Journey would automatically and continually follow-up with the prospect in a subtle, but effective way, until they completed it.



You and I are taught to think in two dimensions: that an advertisement should generate a response. This is quite linear and forced, thus it tends to be less effective. A Journey is multi-dimensional. It could take weeks or months to get a response, but the response will come.



“Nice, but we’ll need an environmental-impact study, a warranty, recall bulletins, recycling facilities, and twenty-four-hour customer support.”

My first Journey consisted of four emails.

- The first email came from me, introducing the financial advisor I was working with and I spoke very highly of him.
- The second came from the financial advisor himself with a request for the reader to complete an online form.
- The third came from the financial advisor again, reminding the prospect to complete the form if they had not yet responded.
- Finally, the last email came from me, following up politely, to make sure that all was well.

Now this is the kicker: the fourth email received the highest response!

Most companies only send out single-mail blasts. They do not create Journeys that contain multiple episodes. Can you already see the difference?

Overall, we received an 11% form completion rate; a rate that is historically considered inconceivable in direct mail responses.



And this wasn't an ordinary response rate, because they physically completed a three-page online form requiring detailed personal information.

This was lead generation and lead qualification at its absolute best.

I knew I was onto something...





The Human Element

Majestic3 has several magical abilities that set us apart. One of them is our ability to start clients, customers and prospects on “Majestic Journeys.”

Another is our proprietary methodology:
Relationship --> Data --> Sale

But the most important ingredient is our human element. When it comes to sales, no machine can replace a human being.

I study traditional Shaolin Kung-Fu that gives me an affinity and insight into human connections. I would like to share with you some of my favourite short videos on super-human achievement:

1. [Cutting a speeding bullet in half, eyes closed, with a Samurai Sword](#)
2. [The extreme, Deadly Shout](#)
3. [High diving into just 30 cm of water](#)
4. [The power of a feather](#)

Majestic3 is NOT just ‘some system that we dump on you.’ A real human being (hard to find these days) works closely with you to customise the platform. We also help write the content for your Journeys and study and optimise the responses.

Please enjoy the power of the human spirit in the links above. And remember, no piece of technology can, or should, ever replace your humanity.





The Journey

The Journey is a communication technique coupled with a supporting software system. These electrical and magnetic forces harmonise, allowing Majestic to naturally nurture prospects and customers.

The purpose of the Journey is to build relationships.

Whether they are existing customers or new prospects, it really does not matter. Journeys work across all facets of your business. Operational Journeys are particularly effective.

Imagine a series of episodes with each new person starting on episode one. A few days or weeks later they receive episode two, then episode three and so the Journey continues. A Journey could contain email, text message, a phone call, a survey or any actionable item.

It creates a continuous conversation between you and the other party. Once they perceive you are offering them real value, their trust in

you grows and they willingly contribute to the conversation by giving you their data.



Instead of sending out a monthly newsletter or product information or special offer, try sending out a Journey.

Different Journeys could have different topics, so you are creating the ultimate tapestry of great communication.

Journeys are dynamic, multi-dimensional organisms that seek out and nurture prospects who then become long-term customers. Journeys are versatile, taking care of all





kinds of business administration issues like surveys, training and data capturing. They are used to book and manage events, generate referrals and handle complaints.

However, most vitally, Journeys are used to build relationships and generate trust.

To be absolutely frank, your typical bulk advertising is an embarrassing joke when compared with a well-crafted Journey.





Juani's Journey

Here is an example that illustrates the Journey.

No fancy graphics, no hard sales. This is about one human being relating to another. It is very important that you write your Journey and engage with someone as a human being and NOT just as a logo or brand name. You should never mention a product, a service or even a price inside an email until you have received information from the prospect.



Juani decided to write an e-mail to the contacts in her database. At first, Juani thought she didn't have a database, but she did.

She talks to friends, family, friends of friends and friends of family every day. So she needed to write something that resonated with them - something that she could send without feeling guilty about "selling" to them.

This is the ORIGINAL email she wrote:

I would like to take some time to personally welcome you to the new services of "Meant For Events." We specialise in children's parties, offering them the best birthday, ever! At these events everything will be provided for and the host will come as a guest and enjoy the time together with friends and family. Meant For Events will also arrange for the venue to be cleaned up after the event, so the guests can rest assured that all will be taken care of.



Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

