

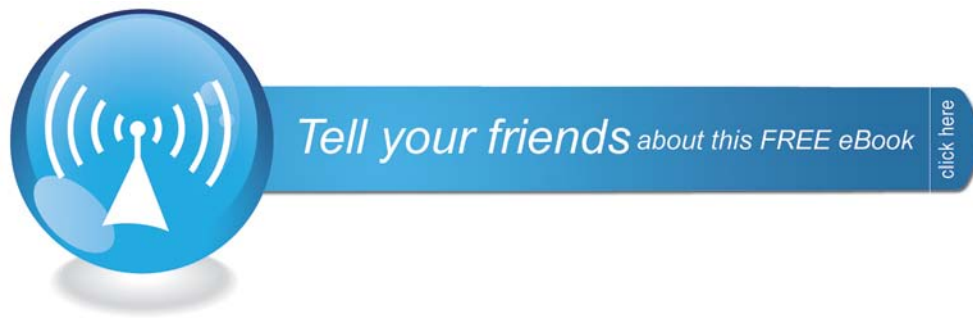


# ZYZXTOLOGY

the science of being seen and becoming the last word



Joseph Wood



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## Introduction to Zyxtology

*Zyxtology*. It's a strange word, isn't it? Chances are you've never heard it before. Yet here you are, picking up a book and checking to see if it might be relevant to you.

*Relevant*.

That's the key word.

So what is this book about? Is Zyxtology some sort of new religion or philosophy? Is it a way of predicting the future, or maybe an emerging school of economic thought?

Not quite.

This book is about becoming successful in business ... and in life. It's about learning to thrive, to make the most of the opportunities that you create for yourself, even in an economy that's rapidly falling apart. The key is relevancy.

You may glance through this book and think, "This isn't for me. I'm not up on that Internet stuff; I don't know what he's even talking about." Know what? That doesn't matter. This book is designed to take you on a journey and to show you step by step what you need to know.

Are you successful in your business?

If not, why?

Do you want to be successful, or to become more successful than you already are?



Then this message is for you.

Not to be trite, but it's true that the only constant in this life is change. We may think we've finally figured things out; we know how to get by, the best way of doing things. But today's reality is different than yesterday's.

For instance, if you pick up any general history book, you can read about the Wright brothers, Wilbur and Orville. You can read about their vision. You can learn about their small bicycle shop, and how they weren't content to keep their minds and vision firmly planted on the ground, where their bikes were. The brothers' historic flight at Kitty Hawk in 1903 was seen by few people, but it changed the world. What drove them to create the first airplanes? The belief that they could!

At the turn of the twentieth century, "horseless carriages" were increasingly seen on the roads. Many people scoffed at the idea—why replace the reliable horse as a mode of transportation? Besides, it reached terrifyingly dangerous speeds. It could maintain a steady 10-15 miles per hour!

Yet as the pace of life picked up, automobiles became faster, with more powerful engines. And the machines, once viewed as a toy for the wealthy, became relevant to more and more of society. Cars have enabled our modern culture to evolve as it has; we're a mobile people, willing to commute to work or drive to shops or travel to visit with family or friends.

The telephone, electric lights, the phonograph ... History is filled with examples of innovations that have changed our lives for the better. Yet most people were skeptical of each change, holding back to see if it was safe or really useful. You see, people said these things were impossible; but they were wrong. We cannot look at the way things are right now and assume they'll stay the same; what was impossible yesterday may be achievable tomorrow.

So what about today? Well, things are changing so rapidly that it's hard to keep up. I'm sure you know that inkjet printers can be used to print pages from your computer. But did you know that 3D inkjet printers can be used to create artificial bones? A patient's X-ray and CT scan data are used to create



a three-dimensional computer model; multiple cross-sections are then sent to the printer. Obviously, it doesn't use ink and paper; the printer actually lays down layers of liquid and powder, creating a strong, lightweight and porous artificial bone. It's designed to be reabsorbed by the body as the surrounding bone grows back and replaces it. Impossible? A few years ago, yes; but no longer.

Even the gadgets that we now take for granted are amazing. When I was growing up, I wouldn't have believed I could carry around thousands of songs, movies, stacks of books, language translators, piles of video games, a phone and a camera—all in my pocket! Yet we do that every day and often take it for granted.

As technology changes, our lives change too. We now have the tools in our hands to reach hundreds of thousands of people at a time ... with a mere click of a mouse.

Zyxtology is concerned with embracing that change. It looks to the present and future rather than living in the past. Zyxtology is about positioning yourself in the marketplace; it's about being one of those who can look beyond your normal scope of vision to embrace change.

Would you like to present your message to a worldwide audience—without spending millions on advertising? Zyxtology will show you how to do that. In today's world, we can harness the power of social networking to bring our message to millions of people, most of whom we may never meet. But we cannot remain entrenched in the way things have always been—just ask the people whose jobs were replaced by machines during the Industrial Revolution.

Whether you're a businessperson, an author, a pastor or a ministry leader—whatever you are, whatever you do, you have a message to get out there.

And Zyxtology will help.





## Chapter One: Relevancy

I'm a jack of all trades. You name it, I've probably done it. And, in all modesty, I can say that in most cases I have done it well.

One trade I'm especially fond of is photography. I'm a photographer who loves to take portraits of people. But not just any portraits; I strive to take those that involve art as well as skill. You know the kind—the ones that evoke an emotional response, not just from the person being photographed, but from all who see the finished print.

Looking back, it was obvious that photography would play an important role in my life. I was taking pictures of anything and everything I could as I grew up. In my teenage years this progressed to creating things out of pictures. Here's an example, although an embarrassing one: I recently found a collage I had created prior to the release of Adobe Photoshop. I had cut my own image from several photos and created a collage of myself. Then I scanned and printed it onto a single photo at the film developing company I worked for at the time. I realized that a photograph by itself could tell a story; but how much more could several photographs combined into a single one do?

As I entered the real world of making a living, I found myself working for a rather well known Fortune 500 photography company. This was during a pivotal era in the industry. At the time everyone was using film; but digital cameras had been introduced and were being marketed to professional photographers as a viable alternative.

However, like most new things introduced to an industry or marketplace, the digital camera was met with hesitancy and criticism.



Why the caution? Because digital was an unproven medium for business. Sure, the technology worked. The camera captured the image and showed you a preview in real time. You could then edit the digital image on your computer or immediately print it.

Still, there was hesitancy. No one had gone this route before; everyone was content with the way they had always done things. They were used to it. They were used to the process of shooting pictures and capturing their images on film. To sending the film off to a lab to be developed. To waiting for the proofs to be sent back to the store. To calling the customer to schedule a time for them to view their proofs. To waiting for the scheduled day to arrive to show the proofs and make a sale. To sending the order back to the lab to have the photos printed. To waiting a couple of weeks to receive the finished prints. To calling the customer back to let them know their photos were completed and ready for pickup. All in all, it was a very long process. It could take weeks from the day the photos were captured until the final prints were in the customer's hands.

There was also criticism—of the quality of a print from a digital image, of the ability of the camera to capture the correct colors, of the clarity and durability of the prints ...

To make a long story short, I looked beyond the perceived potential problems, saw the opportunity and seized the moment.

There was a tremendous business opportunity in the proper use and marketing of digital photography. I realized that and intuitively knew that change was coming, and that he who embraced change first could gain a tremendous market share.

I knew the photography business; I realized that the huge studio cameras that used film were cumbersome, heavy and not very practical for quickly growing a photography company. Those costly cameras could not produce a quick cash flow and they didn't provide value to a customer through respecting their time.

I quickly purchased my first digital camera and studio light kit, grabbed my desktop computer and printer, and began to market myself to industries of



busy professionals who used their photos on business cards. I embraced the new, and struck out on my own.

My competitive advantage and marketing angle was to go directly to my customers and provide them with the convenience of having a professional photo shoot from the comfort of their work environment. I was able to show them their photos immediately following their photo sessions and deliver the product instantly in the form of high resolution images on CD. This enabled the client to go to any one-hour photo developer and print the pictures they wanted in the quantities they desired.

This new business model allowed me to be in a new location with a whole new set of prospects every day.

Here is what was really exciting about this:

- I didn't have to waste money on advertising or depend on people to come to me. I could make one phone call, go directly to an office of 25–300 people and immediately start to earn money.
- My customers loved the convenience of my approach.
- My customers were more than happy to provide me with referrals for my next set of customers.
- I was viewed as the expert on both photography and advanced solutions. Consequently, I was consulted concerning how to make my clients' businesses more cutting edge and how they could market more effectively to their customers. This provided me with more business, an expanded reach and, most importantly, a growing network of business owners.

Through this I realized what has since become my mantra in business: In order for me to get what I want, I have to give something of substantial value that my customer wants.

We will explore this concept in greater detail in following chapters; but to wrap it all up in a manageable foundational thought to expound upon as we go, I present the following question:

*How relevant are you?*





You see, regardless of the industry you are involved with and the customer base you are trying to attract, it is all going to boil down to relevancy. How relevant are you? How relevant is your business? How relevant is your product? Most importantly, *how well do you know and understand the needs of your customers?*

It used to amaze me to learn that the most often quoted, most respected, most successful figures in any given industry were rarely the best in that field. Rarely were they the most talented. Rarely were their products the best choice.

It used to confuse me to see that the most talented figures with the best products often struggled to exist in the marketplace. I couldn't understand why they had such a difficult time getting the word out about their product or service and ultimately transitioning them into quickly moving products.

That is, I didn't understand until I began to grasp the fundamental principles of basic human psychology (which we will look at later) and the power of marketing relevancy. What is relevancy? The word "relevancy" comes from the adjective *relevant* and is defined as "bearing upon or connected with the matter in hand; pertinent." *Relevancy* is a noun that means "one that is relevant."

You see, your success—regardless of your industry—has nothing to do with your products or with your business as you currently define it.

Your success is directly tied to your marketing relevancy.

The key issue is not your product. Instead, the issues crucial to your success lie in the answer to these questions: How well do you know or understand the needs of your customer? How well does your product or service meet the needs of your customer?

In other words, he who markets his product or service best wins. Period.

The way to be seen and to become the last word, the definitive solution for your customer begins with relevancy.





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## Chapter Two: Marketing

Successful marketing is not necessarily what it seems. When you hear the word *marketing*, it may conjure up images of how to tell the world about your business, product or service. That's the way we have traditionally done it; but just because that's the way we have always done it doesn't mean it's the best way.

Granted, there are a lot of good ways to market your business, product or service in today's economy—but you don't want a good way; you want the best way.

Look at it like this: Good is the enemy of best.

If you are going to market with relevancy, you have to realize that your products or services are not your real products. Contrary to public perception, your products and services are not what are most important.

Traditionally, people have marketed their businesses, products or services along these or similar lines:

My product is cheaper than ...

My product has the highest quality of workmanship ...

My product is better than ...

My service is less expensive than ...

My service is more professional than ...

My service is better than their service ...

Now, these are all good thoughts. But in reality all that matters is whether or not your product or service holds real value to someone and provides a solution to the people to whom you are marketing. Remember, beauty—and usefulness—are in the eye of the beholder.



Marketing with relevancy requires that you don't get caught in the "competitor marketing" mindset. Your product or service is what matters, not what your competitor might be doing.

You cannot afford to worry about your competitor's features and price points and allow that to drive your marketing campaign. In fact, you cannot afford to worry about your competition at all—because there isn't any!

Competition can be a fantastic thing. What does it mean if someone is selling something similar to your product? It means there is a demand for your product or service.

Remember our thesis: Your success—regardless of your industry—has very little to do with your business as you currently define it or with your products. Your success is directly tied to your marketing relevancy.

Now pay attention to this, because what you are about to read will surprise you: Your business really isn't your product or services. Your business, believe it or not, is marketing.

You don't believe me? Well, let's look at how this works. Suppose I were to give you a million books. I just dropped them off in your driveway. Now, how much money would you make? The truth is, you wouldn't make one dime unless you knew how to market those books to the right people. Your success would not be in the books. Your success would be in knowing how to market them.

In other words, your product is nothing more than a marketing system utilized to gain customers. Your focus should not be solely on your product or services; it should be on creating a marketing system or platform that sells your company's products.

What is a system? A system is simply a vehicle that takes your customers from one point to the next. A good system does this the same way every time while producing the same, consistent result every time. We'll get into that more in the next chapter.



For now, let's take a look ahead. What are you getting into as you read this book? I have three goals in writing it:

1. To educate you about the benefits of using a marketing system that sells your products versus the traditional approach of marketing your products.
2. To teach you the marketing skills that will properly position you for success.
3. To provide you with a turnkey solution utilizing the principles you'll learn that you can begin to implement as soon as you finish reading this book.

Now, let's get started.





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## Chapter Three: *Insanity*

We've heard it before, and it's true: The world as we know it is constantly changing; nothing stays the same. We are improving or declining, going forward or backward, becoming more or less relevant with every passing day.

Given the rate at which technology is advancing combined with the amount of information that is available at the press of a button through the Internet, it is imperative that businesses that wish to maximize their success embrace change.

Unfortunately, many businesses and service providers are stuck in a rut trying to market their products and services with decade-old principles. The problem with such marketing is that as times change, many of those principles are no longer relevant. As technology increases, the way to effectively communicate with our prospects is continually evolving.

Businesses that continue to market and advertise in the same ways they have always marketed end up wondering why their results are dwindling with every passing year.

So what do they do? Many businesses try to compensate for the decline by simply adding more advertising dollars. Not sure of what to do differently, they throw more money into the same ad mediums to compensate for the yearly decline in product sales.

This, of course, is a losing battle. It explains why so many businesses with great products and services don't survive.



Albert Einstein defined insanity this way: “doing the same thing over and over again and expecting different results.” As times change, it is insanity to think that marketing solely through what have come to be known as traditional means and methods is most effective.

As an example, let’s take a closer look at the church as a whole.

Churches in general are notorious for not embracing change. A closer look into how they operate should be extremely eye-opening and serve as a valuable lesson for anyone who wants to achieve marketing relevance. After all, churches are in the marketing business, too; instead of customers, they seek people to come be part of the church. But the church has to market itself, in a sense, in order to grow and thrive.

Unfortunately, churches generally have a mindset that says, “This is how we have always done it, and this is how we should continue to do it.” While some things must remain the same—the central teachings of the doctrines of Christ, for example—other things are inherently more flexible—the specific programs, for instance, or the days or times the church meets, or the way the facility is set up.

A friend of mine found this out firsthand when he accepted a job as youth pastor at an established church during the 1990s. Derek was given the seemingly impossible task of building a thriving youth group and getting teens excited about coming to church.

He took one look around the century-old church building with its wooden pews, outdated design and sterile hallways and knew that change was desperately needed.

Derek has told me that he will never forget that first youth meeting. He faced the entire youth group—all four teens. They clearly had no desire to be there. So the brand new youth pastor began with a question: “Why have you come to youth group this evening?” Here are their responses:

“I have to, my dad is the pastor.”

“My parents are deacons, so I have to be here.”





"I'm his sister, so I have to be here too."

"I haven't come in a long time, but my dad is on the church board. He said I at least had to come see the new youth pastor and see if I'd like it."

I'm sure you can imagine Derek's excitement. This would be so much fun! He was faced with four youth who didn't really want to be there. He was convinced that the next week there would be none, and he'd be out of a job.

Derek is nothing if not logical. So he asked the four of them what the youth group would have to be like in order for them to want to be there. He told me he expected that they would list such things as better music, a more exciting youth pastor, better messages ... But he heard none of that.

He took what they said and promised that if they would work with him and help him, together they could create the most exciting and relevant youth ministry possible. Not only would they not want to miss it, but their friends would gladly be part of it.

From that moment on Derek implemented the teens' suggestions about the things that would make the church more relevant to them and make them want to be there.

He repainted the youth room, brought in couches, changed the meeting day and time and dimmed the lights. In short, he created a different look and feel for the age-old concept of a church youth group.

There was no money in the budget for these changes; the youth department didn't even have a sound system. All he had to work with was four kids who had to be there and their explanation of what was currently culturally relevant.

And the result? Four youth became eight, and eight became 16, and 16 became 32, and 32 became 64, and 64 became 128 ...

Do you think this was effective? Derek and the youth group impacted over 1,200 youth in 24 months. Then what do you imagine happened? You'd think



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