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# Foreword

Writing *Rich Marketer Poor Marketer* has been a determined effort... we have written this eBook with the intention of making people aware that becoming rich is not something that is too difficult to do, not with all the tools that we have at our disposal right now. What does becoming rich mean? For us, it means having enough money to meet our needs. Not having to worry where the next installment or bill will be paid from. Having a security of work and steady income. Most importantly, being rich is the power to be able to do what we want with the people who mean the most to us.

This is what we think being rich actually means. But, a lot of people have an entirely wrong idea. They think it is an uphill task to become rich—they think they cannot do it without having some amazing skill or talent or getting a lucky break from somewhere.

Lucky breaks do not happen. They need to be created. Opportunities need to be created. And this eBook is where you learn how you can do that... how you can gain control of your own life.

In *Rich Marketer Poor Marketer*, the first thing you will see is how to improve your mindset, because that is the most important thing. You have to remove the thought of the inferiority complex that you have created for yourself and move on with confidence. You have to make

adjustments in the way you think. Being rich may not require supernatural talent in the way you think it does. It is all about putting the right effort in the right place. It is all about living your life, and planning your strategies, in the right manner. This eBook takes you through a journey—a journey that tells you what you need to do in order to get there.

This is the world of the Internet. The Internet has seeped into every aspect of our being. We cannot refute that fact. And the rich marketer cannot forget that truth either. In fact, the richest marketers of today are people who have harnessed the power of the Internet to make their lives better. They have grown, and they have expanded their business to never-before limits, with the help of the power that the Internet world provides them with.

That is the reason Internet marketing becomes a very important aspect of the discussions that you will find in this eBook. You will find that we talk about implementing the right marketing strategies that can elevate your position in this world and take you to the pedestal other people haven't reached before... at least not on such a sure footing.

One of the other things that have been given great importance to in this eBook is the art of reaching out to your niche. Contrary to what most people think, the niche does not already exist. A rich marketer will try to create this niche. They will develop the need for their business within this niche and that is how they tap into the vast potential that a highly targeted niche can provide them with. In this

eBook, you will see how you can create a niche within a niche. The narrower you go, the higher your chances of successful sales will be. Your demand will increase, and as the demand for your product increases, you will become a richer marketer.

Another very important thing is that you have to build a brand name not just for your business but also for yourself. You have to make yourself popular. You have to create a scenario in which even if you launch a new product or a new business, your name will pull it along and make it successful. Like all other successful people out there, you should be able to run your business on the strength of your name alone. People should start to anticipate your next product. Is that possible? Yes, this eBook tells you how you can go about it.

So, prepare to read this eBook. As you read it, keep your mind open. Let the ideas flow. The eBook can just give you the raw material to think... the eventual visualization and implementation is your talent.



**Give and Receive! Be a Game Changer!**

Sustainable Business through win win.  
The Real Leaders are here to Serve First!

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# Chapter 1:

## *The 'Rich Marketer Poor Marketer' Concept*

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### Synopsis

Before starting out with this eBook, we need to know what the terms rich marketer and poor marketer mean. This will help put everything in perspective. In today's terms, a rich marketer is someone who has access to different resources and utilizes them. A rich marketer is someone who knows what it means to run a successful business and is able to cater to the market in the wisest manner. The rich marketer understands the importance of money and at the same time does not flinch from making an investment, either in improving the quality of the product or in promoting the product to the market, because it is the promotion that will bring in more money to do bigger stuff.

In essence, a rich marketer is a person who knows what the market is all about and gives it what it wants. This helps the rich marketer to continue on the path of progress and go ahead in business pursuits.

So, where does the poor marketer falter? The truth is that the poor marketer has access to the same resources that the rich marketer has, but the problem is that the poor marketer does not know about them.



The poor marketer delves in ignorance, like the proverbial frog in the well.

The world has undergone a drastic change in the 21<sup>st</sup> Century. Like in the feudal ages, the world is no longer divided into 'haves' and 'have-nots'. The demarcation is not so simple at present. Today, the distinction is between the 'knows' and the 'know-nots'. The people who know how to implement the methods that they have access to and the people who do not know about these methods, forget their implementation. This is what is creating the divide between the rich and the poor today.

If you are reading between the lines, you will understand that the world of today has resources for everyone. Everything is there for everyone to use. But, not everyone is using those things in the way they should.

This is what we are going to see in this chapter—the divide between the rich marketer and the poor marketer. We are going to see what inspired us to come up with this concept. We will also see how the reality is true, in any age, but it is only the surficial aspects that tend to change from one age to another.

## **The ‘Rich Marketer Poor Marketer’ Concept**

### ***Where the Idea Stems from***

With a plethora of information on “get rich quick” ideas and “self-help” aids, it is easy to wonder who we should listen to and who to ignore. Robert Kiyosaki of “Rich Dad Poor Dad” fame and a founding member of the Elevation Group is one of those people who when they speak on a subject are worth listening too. Why do I say that?

He has sat where so many of us are currently sitting. In the current economic climate, with so many questions about whether or not any business or investment decisions we make will actually make or lose us money, he has already trod the path of indecision. He, like most of us, has sat facing unpaid bills and the pressures of an income cannot sufficiently cover household and family expenses and has learned how to turn things around. He has learned how to use the economy to make his wealth.

His approach is not a simple get rich quick scheme, but a planned and focused approach to using the tools already in our hands to create a future that many can only dream, Education is the key to open this door of opportunity. Reflecting on the past, learning about trends and using them to gain valuable insights into the present and future is the approach Robert advocates. As we do this in business and in our personal lives, we can turn around our financial affairs and reap the same rewards he has achieved in this process.

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