

An example of education-based marketing

Do you know what I love about education-based marketing the most?

One, you set yourself above 95% of your competition. Most of your competitors won't spend the time, money or effort educating.

Most of your competitors are doing the same thing: they are talking about their company and their services and how good they are. Education-based marketing is all about your prospect and very little about you. It's about what they want, not what you want to give—an approach that works.

Two, and probably my favorite reason, when you use education-based marketing approaches, you attract prospects earlier in the sales cycle. Many times prospects will call you weeks, months or even years before they are thinking about buying—just because you are willing to share free information with them. Remember: selling is a process, not a onetime event—especially for the larger purchase.

	GOOD	BETTER	BEST
Example 1: Realtor	I'm a professional Realtor. May I list your home?	Three reasons why you should list your house with me.	Discover the five mistakes every homeowner makes when trying to sell their home.
Example 2: Financial Planner	For all of your financial needs, contact me.	Would you like to meet with me and discuss how I can help you plan for a safe and secure future?	Six things you can do right now to increase your wealth by yourself, without hiring a financial planner.
Example 3: Computer Repairman	Does your computer need a little love?	Is your computer not running as fast as you'd like?	What are five easy (and free) ways to double the speed of your PC today?
Example 4: YOUR COMPANY			