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GENIUS
NETWORK®

Notable Quotes

1. *“Marketing is storytelling, selling is influence. Tell a better story, and you will enroll more people.”*
2. *“We’re not looking for the incremental improvement blueprint. We’re looking for ideas that create breakthroughs.”*
3. *“If you treat marketing like a slot machine, you’re relying on luck. Treat it like a vending machine with predictable outcomes.”*

Key Insights:

1. **The Importance of Branding as a Buying Reflex:** Jackson redefined brand as “establishing a buying reflex affecting now decisions.” This means creating an immediate reaction in customers to choose your product or service.
2. **Three-Part Framework of Business:** Jackson divides a business into three units—Before, During, and After. Each unit requires specific marketing efforts to bring in new clients, deliver value during the customer experience, and cultivate ongoing relationships.
3. **Creating Predictable Marketing Systems:** Effective marketing should not rely on hope or chance. It must be treated like a vending machine that delivers reliable results when set up correctly, rather than as a slot machine.
4. **Identifying Ideal Prospects:** Whether targeting “visible” or “invisible” prospects is critical. Marketing campaigns need to be tailored based on whether customers are easily identifiable or must be found through creative means.
5. **The Impact of Good Data:** Tracking metrics (e.g., call time, conversion rate, cost per lead) allows businesses to adjust strategies that maximize ROI. Even a 1% increase in booking rate can significantly impact revenue.
6. **Lead Generation through Pre-Qualification:** By understanding what motivates prospects, businesses can better pre-qualify leads, focusing on “5-star” clients who are ready, cooperative, and eager to engage.
7. **Return on Genius:** Measuring ROI on the Genius Network membership itself is an opportunity for members to see the value it brings to their business and encourages them to adopt similar ROI tracking in their own companies.

Actionable Items:

1. **Define and Establish Your Brand’s Buying Reflex:** Create marketing that makes customers think of your brand first when they need your type of product, focusing on the immediacy of their buying decisions.
2. **Map Out Your Before, During, and After Units:** Assess each part of your business and identify specific metrics to improve in each stage to create a well-rounded, growth-oriented approach.
3. **Implement a “Vending Machine” Marketing Approach:** Develop repeatable, predictable marketing actions rather than gambling with sporadic, trend-based tactics.
4. **Qualify Leads Early:** Decide if your leads are visible or invisible, and design campaigns accordingly. For example, target invisible leads (like people with specific health issues) with helpful educational content to draw them out.
5. **Track Key Marketing Metrics:** Regularly review data points, such as response times, cost per lead, and booking rates. Even small improvements in these areas can yield large gains.
6. **Engage in the Genius Network’s Monthly Marketing Sprints:** These sessions are designed to deliver actionable marketing insights and strategies for implementation within your business.
7. **Download and Apply the Breakthrough DNA Report:** Access this report on “I Love Marketing” to guide your business through the eight profit activators and learn how to optimize the before, during, and after units.