# Understand a Simple 40-Year Cycle

# And You Will Capture a Strategic Advantage

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OVER THE PAST 10 years, you will have noticed how things have changed from the traditional "Push" marketing ... to what is now become known as "Pull" marketing.

And that would appear to be driven by the Internet – where people are now able to decide what they do (or don't) wish to receive.

> However, what you probably haven't fully understood is the underlying reason for this!

And more importantly, the changes you'll need to make … unless you are prepared to forego a large part of your current market share.

**The most recent Research** …

A recently-published study[1] has now confirmed a pattern of 40-year cycles occurring throughout history – dating back for well over 400 years.

These have alternated between the highly-personal "**ME**" Cycles … and more community-based "**WE**" Cycles.

And they have apparently held true every 40 years through the ages – despite changes in technology.

> Anyway, you will easily be able to recognise these cycles – when they have occurred in more recent times.

| The Cycle | Timeframe | Features |
|---|---|---|
| **WE** | 1923 to 1963 | Authenticity/Transparency within Society |
| **ME** | 1963 to 2003 | Personal Development; Business Gurus; etc |
| **WE** | 2003 to 2043 | Community-based; Trust Relationships |

As you can appreciate, most of your team will have spent their entire working life operating within a **ME** cycle.

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[1] **Pendulum** by Roy H Williams & Michael R Drew

As such, you have only ever learned and understood how to use the one approach, when relating to clients and prospects.

> But society as a whole has now entered this new 40-year **WE** cycle! And that's where people are now seeking to be educated ... rather than being sold.

This means you and your team will require a whole new skill set – just to ensure they survive, let alone prosper.

> And so, the question is … whether you plan to master these new skills BEFORE your competition does?

## How to Grow your Income

I mentioned the need for your team to develop a new skill set – something to help guarantee their ongoing success.

> If you like, you can watch a short Video clip – which should help clarify how the two 40-year Cycles differ. And start to explain how they impact your business.

You see, in a WE Cycle ... the #1 thing you need to do is change the way you think about communicating with clients and prospects.

> To view things in terms of developing effective "pull" strategies. Instead of continuing to use the "push" approach of the past.

Not in terms of transactions ... rather in terms of building relationships.

> If you focus your attention on nurturing relationships … you will quickly build a strong community of loyal, paying clients.

Because, in a WE Cycle, your audience is looking for you to state what you stand FOR ... by stating what you actually stand AGAINST. And that requires a completely different thought process.

However, being able to articulate this is what will make you stand out from the crowd, in the current Cycle.

## Right now, it probably seems rather confusing

Most people realise intuitively, that things have changed. But unfortunately, they don't really understand exactly how, or why.

> Therefore, most businesses have tended to see the Internet and social media as sales tools. Instead, you need to embrace them mainly for building your relationships.

And so, you should be using this new technology in much the same way you would to build any relationship in the real world – by having a conversation, in which you deliver something of tangible value.

However, what the Internet does allow you to do is have a conversation with your entire audience, at the same time. Instead of merely engaging one-on-one.

> Knowing how to do this effectively ... is a teachable skill. And probably, something worth exploring?

Anyway, I have so far tried to explain the transition required to move successfully into the current WE cycle. And just what that means for you doing business.

You see, to operate (and truly profit) within a WE cycle involves a complete change in your approach to client relationships.

And this means moving from a focus upon transactions ... to one of educating your clients (and potential clients). That way, they will be encouraged to eagerly seek out what it is you're offering.

> In other words, they will now be chasing you – rather than the other way around (as in a ME cycle).

I'm hoping that the video clip has helped clarify what people are now expecting from you, in this WE cycle – namely, authenticity and transparency.

Put simply: They are wanting you to be ... raw, real and relevant. As opposed to being ... slick, phoney and plastic.

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## How can this recent Study help?

For me, it has provided a framework (and the language) to describe what I've been doing intuitively, over the past 10 years.

And looking back ... by having "educated" clients from the outset, it has made those relationships far stronger than you could imagine. But more importantly, they are now pre-qualified, and pre-disposed to do business with you.

Think of it this way.

Society itself has moved away from all the "hype and heroes" that occurs during a ME cycle. In other words … moved away from *Seduction*.

Instead, people are now seeking a relationship based purely upon authenticity and transparency ... moving towards *Intimacy*.

> You may not be aware, but there are actually 12 Steps involved in building intimate and lasting relationships.

Psychologists will to you: If you miss out on more than one of those Steps, your chances of creating a long-term relationship fall to below 5%.

> Apparently, this holds true for both your personal relationships as well as your business relationships.

But the secret lies in you entering into the conversation already going on in your client's mind. And being able to satisfy their as-yet unspoken needs.

## So, what's the Next Step?

You have probably detected my enthusiasm with this. And it's only because I have seen it working for me, over the past 10 years.

> However, there is more to it than that! Because, not only do I now know the reason WHY ... but also discovered the HOW.

And that is what's really exciting!

Anyway, I would just like the chance to share this with you and your team – so you can also benefit from what I've uncovered.

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