

TZX Gateway to Multi-Channel Marketing: An Introduction

[Watch Part 1: The "Wal-Mart Without Shelves Video"](#) (5 min)

Transcription Below:

by Art Crowley

Think of any subject, any question you can come up with and you can find a ton of information about it online right now and it's free.

Accessing information has never been quicker, cheaper, or easier than it is right now. What's not to like about that?

Well for starters, the real battle for us as business builders and entrepreneurs isn't about putting our hands on more information.

We are now in a battle for discernment- for knowing which information can help us grow our businesses and free up our time.

And it's equally important to know which information can not help us- or even possibly hurt us.

Finally, and this is huge- we want to be able to connect what we already know with what we learn in the future.

Let me explain that -- because it is super important.

For a minute, just picture this:

You go into Wal-Mart, you walk through the front doors past the greeters- but there's something very different about this particular Wal-Mart . . . there are no shelves.

Just boxes of products stacked everywhere in no apparent order.



Let's say you start looking for a fishing pole. You know it's in there . . . somewhere.

You start walking around and looking.

You're sorting through stacks of boxes but, alas, no fishing poles.

It's frustrating!

You know what you want, you know it's in there- but it's just too painful to keep on looking.

So, you stop.

And you leave.

And that's the exact problem we face when we seek out knowledge to grow our companies. It's like gathering a huge pile of puzzle pieces, only, they are from different puzzles. We then struggle to put them together into a picture that makes sense.

And it gets worse.

New information just keeps rolling in all directions!

Some of this information may be great stuff and some not so great.

This is definitely one of the paradoxes of our time.

It seems that the more information that we have available to us the more difficult it is to isolate those nuggets of profound knowledge that really matter.

So the big question is:

How can we connect, codify and organize the business building information that matters, get rid of all the stuff that doesn't matter- then put it all together in a way that clears the path for clearheaded action?



The answer, going back to the Wal-Mart without shelves, starts with . . . well- Putting in some shelves!

For us that means adopting a strategically interconnected thought structure we can hang our ideas on.

Business growth is a whole lot easier when we can visualize how all of our strategies fit together.

That way we'll know:

1. What information to keep or toss.
2. Where to find the information we keep.
3. How and when to use the information we keep.

In a nutshell, that is what Gateway to Multi-Channel Marketing (tm) is all about.

I should make a confession to you. I am not an intellectual. I am not the least bit interested in grand theories, "shoulda-coulda-wouldas", utopias, or any other mind games that don't work in the real world.

That is why the stuff you're going to pick up in the Gateway system is NOT THEORY!

The principles in the system are based on my hard-core street knowledge about what works and what doesn't.

I first created the system selected use it to grow my own successful industrial products company.

I also applied these principles to a few private clients and at the top levels of eight Fortune 500 companies as well as the United States government.

Until now I have never made this material available to anyone outside a handful of business owners and friends within my own inner circle.

Right now (Starting January 15 to Paying Theme Zoom Members) you have full access to the six business growth strategies- which are your six critical business growth tracks.

Each strategy and profit tool adds support to every other strategy within the Gateway system.

You can look at it as a sort of business growth ecosystem.

And this brings me to the Three Big Things I want you to understand about Gateway to Multi-channel Marketing:

1. Where does Gateway fit into the online off-line marketing spectrum?
- 2, what are the three most powerful ways you can apply Gateway to grow your business?
3. Have you engage your entire team, either in-house or outsourced, in order to get them to put their weight behind the Gateway growth process?

The First Big Thing:

Just for a minute, forget about the Internet.

Let's take a look at the three agendas.

He recognizes picture?



I view this as the most important graphic theme zoom has ever created.

I'll tell you why and the second, but first, let's just do a quick refresher:



The Technical Agenda:

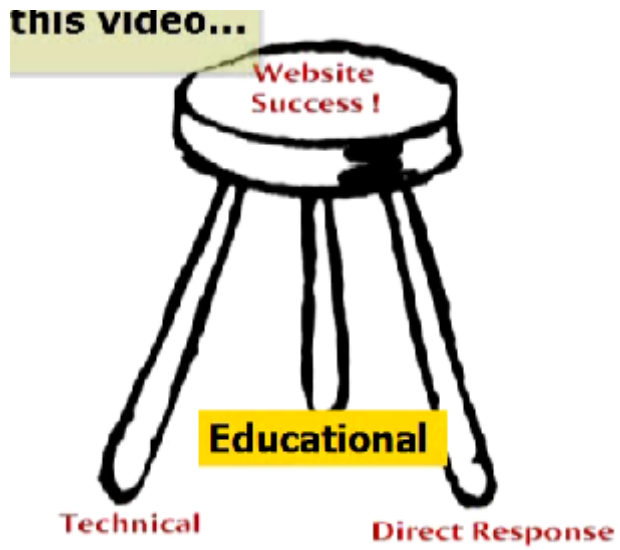
The technical agenda cares about the architecture of your site, and focuses on understanding algorithms that lift your search rankings- and helps you use technology to identify the market that's searching for your products and your services.

The Direct Response Agenda:



The Direct Response Agenda

High ranking on the search engines is utterly useless unless you are really good at converting visitors into prospects and customers. And that is where direct response marketing really delivers.



And finally, there is the educational agenda. The educational agenda cares about the quality of the educational content you provide- and how well it glues together the technical and direct response agendas.