

# SELLING THE DREAM

## How to Promote Your Product, Company or Ideas Using Everyday Evangelism

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### MAIN IDEA

Evangelism combines passion and an almost religious strength zeal into the overall process of convincing other people to believe in a product or service as much as you do. In effect, evangelism is the ultimate sales technique, as you convert your offering from a consumer product to a community cause.

Evangelism means to convert other people to share your own passion. The same principles that can be used to establish a viable community pressure group can also be structured around your own product or service. Your sales process then becomes more like a conversion than a demonstration.

Some of the most successful products in history (like the Apple Macintosh) have been sold this way.

### 1. EVANGELISM EXPLAINED

An evangelist dreams of doing something so important that it will change the world for the better. Evangelism is the process of getting enough people to share that same vision

Evangelists believe riches and power are meaningless if you don't actually do something that will improve the world with whatever you have.

People who join or launch a crusade that forever changes their lives and the lives of others consider themselves to be the luckiest people in the world. Evangelism ignites just that sort of passion, that sort of fanaticism and that sort of commitment.

### 3. THE STAGES OF EVANGELISM

The three stages of evangelism are

#### 1. Sow Seeds

At the start, sow as many seeds as you possibly can - at least until you get some idea which seeds will ultimately grow and which won't.

#### 2. Cultivate

Select a few people to concentrate on. Work hard on these people and build them up. Make the cause thrive on inspiration and lever any small victories.

#### 3. Harvest

Now the cause becomes bigger than the originator and assumes a life of its own. The best causes are dynamic and respond to the needs of the followers.

### 2. BECOMING AN EVANGELIST

To become an evangelist:

1. Identify your cause
2. Attract the right people
3. Raise funds
4. Hire staff
5. Build a self sustaining organisation

Keep in mind why people join an evangelism and plan meticulously.

Evangelism plans require:

1. A distinctive and concise mission statement
2. Motivational objectives
3. Achievable and flexible strategies

### 4. ADVANCED EVANGELISM TECHNIQUES

To ensure a cause remains successful:

1. New evangelists must be recruited and trained on an ongoing basis.
2. Use good public relations to amplify the cause and increase the positive results.
3. Turn the efforts of any enemies of your cause against themselves.
4. Use the principles of evangelism in everything you do - even picking a wife or husband.
5. Be ethical - never evangelize something you don't believe in passionately.

## 1. AN INTRODUCTION TO EVANGELISM

### Main Idea

#### Definition Of Evangelism

***Evangelism is the process of convincing people to believe in your company, product, service or idea as strongly as you do. It combines passion with the transformation of a vision into a cause that becomes self sustaining.***

### Supporting Ideas

Evangelism can mean the difference between success and failure for any product or service because:

- > People aren't stupid - they don't automatically buy whatever is advertised.
- > Social consciousness and a respect for consumer power are increasing.
- > Word-of-mouth advertising (which must be earned rather than bought) actually works.

Evangelism is an extension of a worthy cause. The starting point for all evangelism is a cause - a strong, passionate belief in an idea, product, company or concept.

The characteristics of a good cause are:

1. A cause embodies a vision.  
Causes are built on insights that have the potential to change the world but are not yet acknowledged by the public at large.
2. Causes motivate people to greater activity.  
When people become zealous and passionate about whatever they are doing, they will work harder, longer and with less concern for what they personally get out of it than ever before.
3. Causes generate big results.  
The strongest causes either affect almost everybody in society or they affect a small group in a major way. Drama and passion come together in a cause.
4. Causes create selfless actions.  
A true cause will motivate people to action with no ulterior motives such as the traditional "What's in it for me?" attitude.
5. Causes generate intense positive and negative reaction.  
The strongest causes generate strong feelings. There will be absolutely fanatical and strong believers or equally passionate disbelievers. Nobody sits on the fence.

Examples of successful commercial causes:

1. The Body Shop.  
Founded in 1976 by Anita Roddick, the Body Shop today has sales in excess of \$141 million and pre-tax earnings of \$23 million.  
The Body Shop works on the premise that the beauty and cosmetics industry is dominated by men who use fear to create needs women don't have. The Body Shop educates rather than sells, and replaces hype with extensive information about the composition of each product and how to use it.  
The Body Shop takes a strong stand on environmental issues, trade with underdeveloped countries, plain inexpensive packaging and education.
2. The Apple Macintosh Computer  
Starting with a dream of increasing the productivity and creativity of people, Steve Jobs and Apple Computer Inc. set out to change the world in 1984.

The people working on the Macintosh team consistently worked 80 hours per week in the months leading up to the product release in January 1984. Apple was going up against IBM - a company 35-times larger, many years older and completely at home in the corporate work place.

Despite these disadvantages, Apple was successful in creating a new standard for microcomputers because Apple built on the fervour and zeal of early Macintosh users who felt more effective. Macintosh generated an emotional response that was able to carry the computer through initial teething problems.

#### 3. MMM Carpet

A small company, MMM Carpet in Santa Clara, California, became concerned about missing children. The company started putting missing children's picture on all their sales fliers. In the first year of doing this, more than 24 missing children were found.

#### 4. SeniorNet

A professor in education at the University of San Francisco started SeniorNet to cater for the requirements of Americans over 55 years of age.

SeniorNet operates 28 computer training centres where senior citizens teach other senior citizens computer skills. This generates a sense of pride, and gives these people a chance to effectively use some of their spare time.

The professor, Mary Furlong, and her staff sell the dream that senior citizens still have something vitally important to contribute to society.

#### 5. Harvey Mackay

Harvey Mackay sold more than 2.3 million copies of his book *Swim With The Sharks Without Being Eaten Alive*. He did that by turning the book into a cause.

Mackay visited the telemarketing staff at major book distributors. He even went as far as visiting bookstores to find out how to help them sell more copies. These efforts were combined with an intense promotional touring schedule to make the book one of the most successful titles in book publishing history.

There are four requirements for building an evangelist crusade:

#### 1. A Leader

Causes are the foundations of evangelism but leaders are the framework for the entire structure.

The most effective leaders:

- Believe in the vision of the cause.
- Understand the vision and it's significance.
- Believe in the abilities of other people in the organization.
- Set an inspiring example by showing leadership and composure in difficult times and humility in victory.
- Share the cause by allowing other people to have some say in the shape of the organization.
- Organizes and builds a structure which can continue after the leader is gone.

#### 2. Angels

These are people who share the vision and provide the resources - emotional support, expert advice or money. Not surprisingly, angels are hard to find. They often come in the form of the boards of successful companies, retired executives or foundations and community programs.

The qualities to look for in angels are:

- Motivated by the vision rather than financial returns.

