

THE  
**MORTGAGE**  
MARKETING  
**FORUM**



# **7 Habits & Marketing**

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# Overview

7 Habits of Highly Effective People is an internationally renowned book by Stephen Covey.

And you can use the principles to think about your marketing.



# 7 Habits & Marketing

1. **Be Proactive** - make change happen and be human
2. **Begin With the End in Mind** - focus on outcomes
3. **Put First Things First** - do the right things right
4. **Think Win-Win** - be helpful
5. **Seek First to Understand, Then to Be Understood** - know your customer
6. **Synergise** - be creative by maximising diversity of thought
7. **Sharpen the Saw** - ensure marketing messages are still relevant

# Habit One: Be Proactive

Focus on what you can control, rather than what you can't.

You can't control the economy. You can't control interest rate changes or movement in SWAP rates.

But you can **control your marketing**. And how effective it is. So be proactive and make that happen - as you can make that happen.

Be proactive. Don't wait to be asked. Tell others how you are going to deliver more effective marketing in 2024. Tell others what you know. Tell others how you need to **adapt** and do new things because the market has changed.

Get on the front foot. Make change happen. And make your marketing human and put people before products.



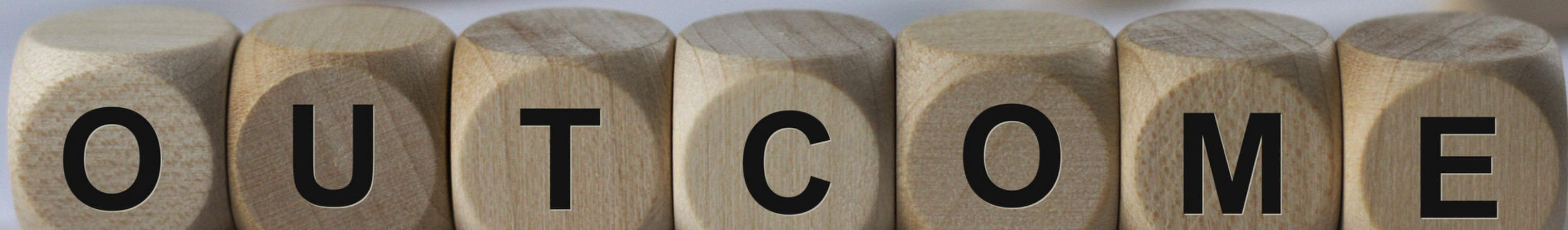
# Habit Two: Begin with the End in Mind

If you don't know where you are going, how will you get there?

Make sure you have goals that are SMART.

And determine your **desired outcomes**. Because this is where you begin - with your desired outcomes.

Then you can work backwards to determine how you will achieve this, perhaps with some lead metrics to ensure you are on course.



# Habit Three: Put First Things First

80% of your success will come from 20% of what you do. So focus on those things that are **most important** and deliver the best results.

Focus on the activities that are working to your goals and don't be afraid to say no to something that is not doing that.

This is all about **delivering marketing** that is **effective** - by doing the right things. And be efficient at delivering the right things.

It is too easy to just “do things” when it comes to marketing. Do the right things right.

	<b>Effective</b>	<b>Ineffective</b>
<b>Efficient</b>	<b>Do the right things right</b>	<b>Do things right</b>
<b>Inefficient</b>	<b>Do the right things</b>	<b>Doing things</b>

# Habit Four: Think Win Win

There are two elements to this.

Firstly with your **internal stakeholders**. When getting buy-in, always think about “what is in it for them”. Many campaigns fall down at this stage, when stakeholder buy in is required. And what is in it for them should be the delivery of company goals.

Secondly, there is your **target audience**.

You need to put yourselves in the shoes of your audience. How do they “win” from what you are offering them?

Be **helpful** is the trick. Solve problems, not push products.



# Habit Five: Seek First to Understand, Then to Be Understood

Arguably the **most important** of the Habits for marketers.

You need to **listen to and understand** your audience. Understand their needs, behaviours, motivations, their attitudes. Their perceptions of your brand.

You need to understand what they **think, feel and do**. And what they say about your brand. The more you understand, the easier it is to be understood. Invest well in your research and data analysis and you **generate more effective marketing results**.





# Habit Six: Synergise

This is the power of collaboration.

And it is about diversity of thought. Because We all see things differently. This is a good thing.

Use the strengths of others. Be it your team members. Your agencies. Your Mortgage Marketing Forum. And combine it with yours to deliver greater results.

Because **creativity is the engine room of marketing** and to get the real power of this - synergise for better results.



SYNERGY

# Habit Seven: Sharpen the Saw

What worked in the past, may not work in the future. Because the market changes.

You need to keep abreast of the market. And your marketing sharp.

Blunt marketing must work a lot harder than that which is sharpened.  
So do an audit of your marketing activities and see what worked the best.

Make sure **your messages are still relevant** for a changing market.

Make sure your own creative mind is refreshed. Because it is creative thinking that will really lead to the best results.



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