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Make more profit using our services

## *The Agile' Commandments - Part 1*



Dear :

As I've said elsewhere, Agile' has a set of core principles that we call commandments. Mainly because we happen to have ten of them, and it boggles people's minds when I tell them about the Agile' Ten Commandments.

These are ten ideals that we want our customers to know. They should know them because they see us implement these principles for them in the tasks that we perform for our clients.

Now, to be blunt, it's quite alright to tell people what your ideals or principles (or commandments, or laws, or whatever you want to call them) are. And you don't

have to have ten, although unless you're the CEO of a multi-billion dollar enterprise, I don't suggest more than twelve. As a matter of fact, I think you could get away with as few as three principles - or even just one, if it's exceptional.

But let me explain a few at a time for you. Here are our first five.

- 1. Marketing is a two-way interaction with the public, prospects, clients and peers to present them with the best face of a business.** You do this to inform and persuade them of the benefits of dealing with that business. Use testimonials, PR, and word-of-mouth whenever possible. Paid advertising should be the final step in your process (after you've set up a system to handle the leads that advertising generates).
- 2. All your marketing efforts should be part of a pre-planned process.** You should know what your actions are going to be, and the reactions you expect your audience to take. Injecting "a great idea" in the middle of things can seriously mess up your tracking!
- 3. Implementing a poor plan in a consistent manner achieves positive results quicker than implementing the best plan poorly, or not at all.** Buying plans for a wonderful house, and then not following the building directions, is not as good as building a lean-to that will keep you out of the weather. The best plan is useless without action.
- 4. Repeatedly writing out SMART goals and plans, by hand, is essential.** Write them out daily for at least a month before sharing them. It gives you the time to think, analyze, and refine your plans. It also helps you understand and memorize them.
- 5. Basic techniques practiced in a consistent manner yield positive results.** A system, refined over time by practice, is more effective than thrashing about, trying all sorts of techniques.

We believe that these are essential. We want our clients to know what we do, and why it's important. I'll probably break the next five into two different emails. If you have questions or comments on these, I'd love to hear from you!

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Thanks for joining us. We hope you find our emails helpful and educational.

Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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