

The Secret is in the JOURNEY

(Open minded marketing for sustainable relationships)

Scott Cundill | Founder Majestic Interactive & Majestic3.com





Introduction

Scott Cundill is an entrepreneur in the world of Internet Marketing, with 17 years to his credit.

Scott has taken the big banks to Court for not acting in the best interests of the people. He represents his country in Shaolin Kung-Fu and boasts many gold medals. He is the author of “How NOT to Start and Run Your Own Business” and “7 Ways to Double Your Sales.”

After working with literally hundreds of businesses, Scott and his team have developed the Majestic3 system with success rates so high that people are saying they’re too good to be true... at first.

What you will read in this book is a logical and proven approach to business communication. It is unconventional and requires an open mind.

Your business probably occupies at least three quarters of your waking life and is therefore a living, growing manifestation of you. I want YOU to be successful! Use my methods, because they will make your world a better place and I know that this book will show you a better way.

Scott Cundill – Founder & CEO Majestic Interactive





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Intrusive advertising is extremely annoying.

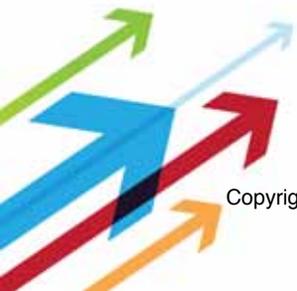


Response rates are low and the return on investment is generally very poor.

There is a better way to market softly, naturally and with far higher response rates.

The Majestic Way

A better way to treat your customers.





The Secret is in the Majestic Journey...

When the first settlers approached the shores of America, the natives did not see them. Even though they would look out in the general direction of these enormous ships, all they saw were miles and miles of empty sea. How could they miss something so big and so obvious to us, when it was right in front of them?

When you look at your business financials and sales figures, do you see nothing but empty sea? The natives did not see the ships because they were not conditioned to see them. The notion of a ship that size was so far out of their range of comprehension, so far outside their boundary constraint, that their mind struggled to comprehend the ship's very existence.



It's like that with so many people today. If you expose them to a proven truth that goes a little too far beyond their ordinary every day understanding, their mind simply doesn't get it.

For example, tell an engineer that you have increased the efficiency of his particular device by 8%. He will scrutinise your findings closely, he will meticulously check your figures, and then he will test and re-test for himself.

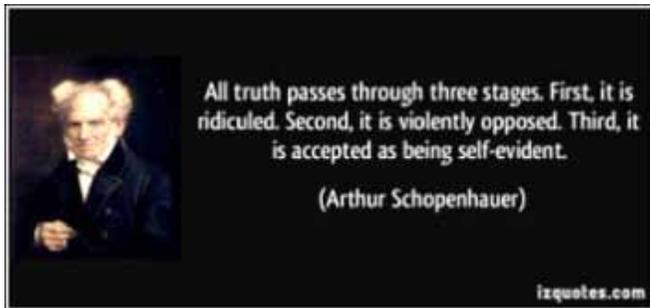
Now tell the same engineer that you have increased the efficiency of the device by 800%. He will laugh at you and call you a crazy lunatic.





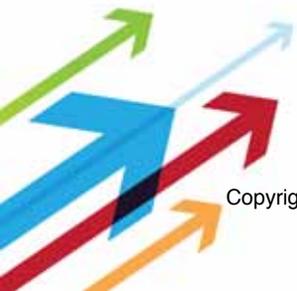
When we tell business owners and marketers that The Journey will increase the efficiency of their communication by 1,200%, it is hardly surprising that we get a similar response. They don't believe us.

This short e-book will introduce you to Majestic. We have been optimising and perfecting this technique for 12 years. Using a process called The Journey, we are resetting the foundation on which conventional business operates.



Once you have implemented the system and the technique that goes with it, you will wonder why other savvy business owners have not yet caught on. Be glad they haven't!

Let's get started...





Why doesn't conventional thinking work anymore?

Conventional thinking is unnatural. Everything is about sell, sell, sell!

You are constantly told to “Advertise and get your name out there!”

A sale is not your first priority, it is your third priority. Your first priority is to build relationships.

Building relationships, authentically, is about building trust and respect.

From trust emerges your second priority – data, which translates into information about how your product or service can specifically help that person.

Once you have the information you need, only then should you offer a product or service.

Until you know your prospect, do not, under any circumstances, try to sell him anything.





Stop Harassing People

Conventional thinking says: “You must collect data about your customers. Go buy a database or secretly track which pages and websites they visit. Then annoy the heck out of them by following them around Google and YouTube, serving them ads based on what you think they need.”



The closing of a sale and the process of data gathering should be natural. In other words, do not try to elicit data from people against their will or without their permission.

Like Dale Carnegie said: “A man convinced against his will is of the same opinion still.”



There is a better way.

If they trust you, a customer will openly tell you what they need and want.

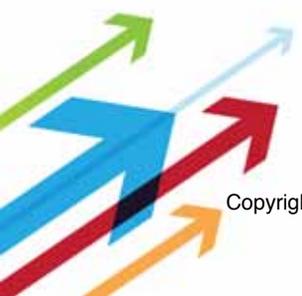
The natural process is to first build the relationship. Then the prospect will give you the information (data) you require.





Finally, you use that information to diagnose and identify a suitable product that meets their specific requirements.

That's when they buy from you - no pushy and manipulating sales methods are required.



Great Scott

Sunday, July 20, 2014

Stop Bowing to Social Media

If you are one of those social media bunnies who is convinced that facebook, twitter, G+, boobtube, halfwit and brainless are the only online marketing forces around, then you are sadly mistaken.

Email marketing is 13 times more powerful than social media.

When you combine the Journey process with email and then include social media, you have a very powerful formula. But time and time again, most of your leads will be qualified (not necessarily generated) by email. Email is the number one way to qualify prospects.

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The discovery of a lifetime

12 years ago I made a discovery. This discovery was so simple, yet so effective, that it changed my life forever.

When I tell business owners, marketing managers and sales reps that it is very possible to achieve marketing responses over 1,200% above the norm and to revolutionise their sales in a matter of weeks, most look at me with glazed eyes. Even when I present them with no less than a dozen case studies, I often wonder if perhaps they don't want to believe it.



And the secret?

It is very simple. It's called a "Journey."

It all began 12 years ago. I had a database of people who subscribed to my newsletter and I wanted to make money, so I did something terrible. I decided to sell insurance into it. I was young and naive.

The "normal" approach is to send out an advertisement and get the usual 1% response rate. However, I knew this response wouldn't be good enough. Instead, I created a Journey. I did not realise it at the time, but I was thinking differently.

This particular Journey was a digital sales pitch - a series of communication episodes with a specific call to action: the prospect was asked to complete an online form. The Journey would automatically and continually follow-up with the prospect in a subtle, but effective way, until they completed it.



You and I are taught to think in two dimensions: that an advertisement should generate a response. This is quite linear and forced, thus it tends to be less effective. A Journey is multi-dimensional. It could take weeks or months to get a response, but the response will come.



“Nice, but we’ll need an environmental-impact study, a warranty, recall bulletins, recycling facilities, and twenty-four-hour customer support.”

My first Journey consisted of four emails.

- The first email came from me, introducing the financial advisor I was working with and I spoke very highly of him.
- The second came from the financial advisor himself with a request for the reader to complete an online form.
- The third came from the financial advisor again, reminding the prospect to complete the form if they had not yet responded.
- Finally, the last email came from me, following up politely, to make sure that all was well.

Now this is the kicker: the fourth email received the highest response!

Most companies only send out single-mail blasts. They do not create Journeys that contain multiple episodes. Can you already see the difference?

Overall, we received an 11% form completion rate; a rate that is historically considered inconceivable in direct mail responses.



And this wasn't an ordinary response rate, because they physically completed a three-page online form requiring detailed personal information.

This was lead generation and lead qualification at its absolute best.

I knew I was onto something...





The Human Element

Majestic3 has several magical abilities that set us apart. One of them is our ability to start clients, customers and prospects on “Majestic Journeys.”

Another is our proprietary methodology:
Relationship --> Data --> Sale

But the most important ingredient is our human element. When it comes to sales, no machine can replace a human being.

I study traditional Shaolin Kung-Fu that gives me an affinity and insight into human connections. I would like to share with you some of my favourite short videos on super-human achievement:

1. [Cutting a speeding bullet in half, eyes closed, with a Samurai Sword](#)
2. [The extreme, Deadly Shout](#)
3. [High diving into just 30 cm of water](#)
4. [The power of a feather](#)

Majestic3 is NOT just ‘some system that we dump on you.’ A real human being (hard to find these days) works closely with you to customise the platform. We also help write the content for your Journeys and study and optimise the responses.

Please enjoy the power of the human spirit in the links above. And remember, no piece of technology can, or should, ever replace your humanity.





The Journey

The Journey is a communication technique coupled with a supporting software system. These electrical and magnetic forces harmonise, allowing Majestic to naturally nurture prospects and customers.

The purpose of the Journey is to build relationships.

Whether they are existing customers or new prospects, it really does not matter. Journeys work across all facets of your business. Operational Journeys are particularly effective.

Imagine a series of episodes with each new person starting on episode one. A few days or weeks later they receive episode two, then episode three and so the Journey continues. A Journey could contain email, text message, a phone call, a survey or any actionable item.

It creates a continuous conversation between you and the other party. Once they perceive you are offering them real value, their trust in

you grows and they willingly contribute to the conversation by giving you their data.



Instead of sending out a monthly newsletter or product information or special offer, try sending out a Journey.

Different Journeys could have different topics, so you are creating the ultimate tapestry of great communication.

Journeys are dynamic, multi-dimensional organisms that seek out and nurture prospects who then become long-term customers. Journeys are versatile, taking care of all





kinds of business administration issues like surveys, training and data capturing. They are used to book and manage events, generate referrals and handle complaints.

However, most vitally, Journeys are used to build relationships and generate trust.

To be absolutely frank, your typical bulk advertising is an embarrassing joke when compared with a well-crafted Journey.





Juani's Journey

Here is an example that illustrates the Journey.

No fancy graphics, no hard sales. This is about one human being relating to another. It is very important that you write your Journey and engage with someone as a human being and NOT just as a logo or brand name. You should never mention a product, a service or even a price inside an email until you have received information from the prospect.



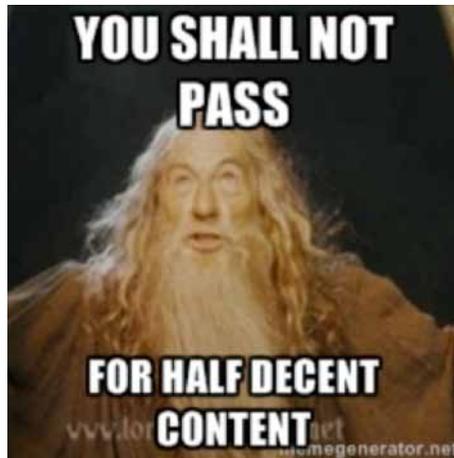
Juani decided to write an e-mail to the contacts in her database. At first, Juani thought she didn't have a database, but she did.

She talks to friends, family, friends of friends and friends of family every day. So she needed to write something that resonated with them - something that she could send without feeling guilty about "selling" to them.

This is the ORIGINAL email she wrote:

I would like to take some time to personally welcome you to the new services of "Meant For Events." We specialise in children's parties, offering them the best birthday, ever! At these events everything will be provided for and the host will come as a guest and enjoy the time together with friends and family. Meant For Events will also arrange for the venue to be cleaned up after the event, so the guests can rest assured that all will be taken care of.





I replied to her: “You need to write something about YOU Juani! Write something interesting that tells them about the real, human being called Juani who cares and has feelings and emotions just like they have.

Don’t mention a product, a service, a price or a benefit.”

I begged her “give me hope, Juani! Give me hope, Juani! Give me hope Juani, before the morning comes.”





She wrote back with this, complete with spelling mistakes and all the imperfections that make us human:

I never had such a love for children before I had to redefine who and what I really was. A car accident changed my life forever; both for the good too. My passion for children grew – I learnt how to connect with them on their level. AND THEN... and then I had my own little bundle of joy. Her crying at night, her nappies, going to the doctor etc. All that and more couldn't take away the abundant joy she brought to my life – she was a very easy baby actually. And now she's almost two years old and still very cute. Nowadays, she'll come to me and in her little own way kiss me on the cheek and put her head on my shoulder as if to hug me, but there was experience that I had to have before this all and realised that every child is special in his or her own way.

I also worked at a couple of nursery schools before I had her, and experienced the joy of working with other little bundles of joy; that when I came to school they would come running to me hugging my legs simply because they couldn't reach my chest. And when they captured my attention with small things that

would brighten up your day, that could've been so easily overlooked if you didn't really care about them ... and then you get that gentle smile and a touch of a hand with a voice that says "teacher, I love you" and whether they know the true meaning of the word love or not doesn't matter, it touched your heart and you'll always love them.

I do admit that this particular example is exaggerated.

Most business owners and sales reps will not communicate this personally. However, it serves as the perfect example to highlight the idea that sparks a great Journey.

It is impossible for someone NOT to engage Juani after writing this. So her next step would be to write an article or two to her database, educating the reader with her intimate knowledge of the childcare industry. And while she does, she asks people for information and their children. She uses this information to put together a specific and individualized proposal that offers them a service that fits perfectly with their needs.

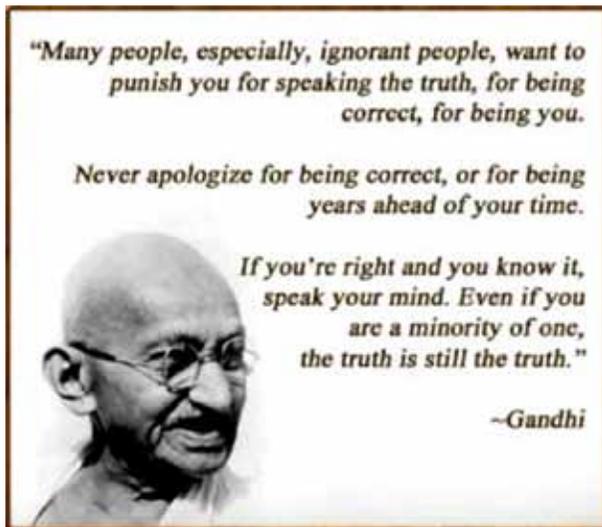
This is Relationship --> Data --> Sale, the foundation of Majestic3.





You are not in the business of selling. You are in the people business. Relationships should be the primary focus of your day-to-day business.

Like it or not, you do need to put aside whatever product or service you are selling and focus your business squarely on communication and relationships.



Think about this:

- If a person is not prepared to give you information about themselves or their business, are they going to spend money with you? **No.**
- If you are unable to determine which particular product or service is best for that individual, are they going to spend money with you? **No.**
- If a person doesn't trust you, are they going to spend money with you? **No.**

Until they trust you enough to give you the information you require, do not sell to them. Resist the urge to ramble on about your business and how great you are. Instead, ask questions to identify how you can add value to their lives.





In other words:

DON'T SAY: —“I am an interior decorator”

✓ASK:

“Which is your favourite room in your house and why?”

DON'T SAY: —“I am an insurance broker”

✓ASK:

“Which university do you want your kids to go to?”

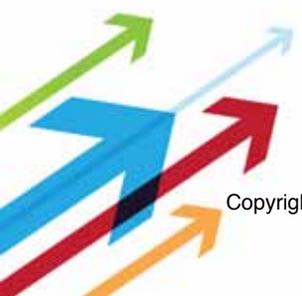
DON'T SAY: —“I own a toy shop”

✓ASK:

“Why do you think kids today love PlayStation so much?”

You ask these questions to prompt a discussion around your area of expertise, and to learn about the person you are conversing with.

This dialogue (not a monologue) helps you understand the person you are connecting to. Once you have built the relationship and extracted the information you need, diagnosing their problem and offering a solution is easy.





I have always had a serious issue with the word “relationship” because not even the so-called “experts” can define it properly. A relationship is very simple and very natural. It comprises three parts:

i) **Personal Touch.**

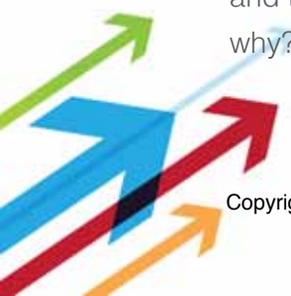
A relationship occurs between two human beings. It does not occur between a company name and a human being, between a logo and a human being, or between a computer-generated character and a human being. When these relationships do occur, they are synthetic relationships. They are not natural.

ii) **Regular Contact.**

Relationships require work. However, you don’t have time to communicate regularly and authentically with every person that you come into contact with. But you need to. Even if most of this communication is automated, it is critical that you communicate regularly with as many people as you can - and you need to communicate in such a way that you are adding value, even to the point of teaching, instead of selling.

iii) **Credibility.**

A person may love what you have to offer. The price is right and they need it. Yet they still decide to buy somewhere else... why?



They don’t trust you. Nature has provided us with three amazing ways of generating trust:

- a. By demonstrating that you are authentic and real.
- b. By positioning yourself as an expert in your field.
- c. By leveraging credibility from a third party (this where things get very exciting later on in this book.)

Now the principle of Relationship \times Data \times Sale can be understood. Right now you are focusing on SELL, SELL, SELL. That’s nuts... you should be focusing on building authentic relationships. The output of a relationship is information (DATA) and you use that information to diagnose the SALE.



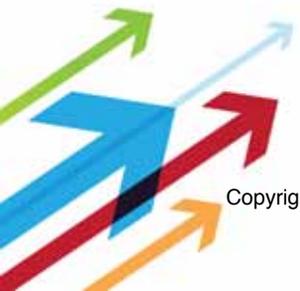
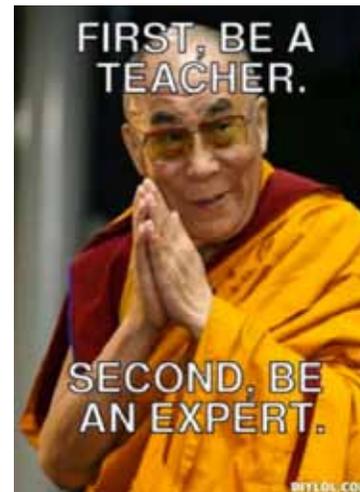


If you write Journeys and remove the concept of sales pitches altogether, the response rates go through the roof.

If you include value-added information like articles, tips and insights to your Journey, you will be perceived as an industry leader, expert or pioneer.

Your journey is designed to GROW the relationship you have with your database.

You do this because you ultimately want to generate referrals.





Stop Being a Salesman and Become a Teacher

A beautiful old Chinese Proverb says:
“When the student is ready, the teacher will appear.”

We have so many teachers around us. That is not the problem. The problem is that we forget that we are also students. So many people think they know everything. This is why being a teacher, and being a student, are symbiotic. You cannot be one without the other.

Think about someone you’ve known for many years who has a “normal” life: married with a steady job, a few kids, nice house and car. Think about them three years ago. How much have they really grown since then? I bet they’ve hardly grown at all.

Young children love and respect their parents because, during the first few years of their life,

their parents are seen as new and exciting. In the second period of their life the child continues to grow while the parents usually do not. The child feels stifled, frustrated and irritated. Then they start to shut out their parents.

By the time the kid hits their mid-teens, which is the time of their life when they crave a role model, it is no wonder they want nothing more to do with the usual Dad and the same old Mom. Instead they turn to Beyonce for guidance and enlightenment.

Now ask yourself, what teachers do YOU have in your life? And do YOU have the humility to be a student once more?



Your business should NOT be built around your product or service offering, it should be built around the relationships you have with the people around you. This can only be done if you formalise these relationships into a database and communicate with them regularly. These relationships are dynamic and grow over time.

Write a Journey. Teach people what you know about your particular industry or niche. Each person that comes into your life gets started at number one on that Journey. Watch them travel, episode by episode, along your path.

Every time you meet someone who has any interest in you or your business, start them on that Journey. The biggest asset of your company (your relationship with your database) will grow and you will add value to their lives.

This entire process is AUTOMATED. Once it is set up, it all happens seamlessly in the background. I call this FaFing – Firing and Forgetting.





Relationship --> Data --> Sale

Here is the secret key to running a successful sales communication programme.

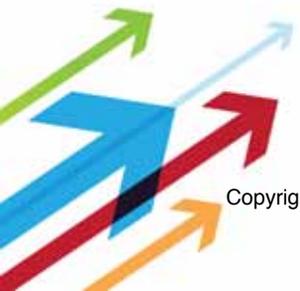
It works like this:

People are far more likely to buy from you when they have a relationship with you and they trust you. Having a relationship with someone means sharing information (data). As you generate more information from a prospect, you use this information to determine which product or service best suits their need.

This is the natural way of selling.

We always say: "Sell like a doctor." A doctor listens while you spill out your problems. He then diagnoses your situation and shows you precisely what he believes you need. Then, with a 99% success rate, you take his advice and buy. This is why doctors have a 99% closure rate. They do not advertise cough medicine at 20% off the moment you walk in the door. This would be crazy!

Relationships come down to one word – communication. If your communication is authentic, informative and not sales pushy, then people will respond to you. As your Journey of relationship building grows, people share more about themselves.





Sales Reps

Sales reps don't like admin. This is why one of the common applications of Majestic is the improvement of communication between management, sales reps, prospects and customers. Tracking and measuring leads, allocating them to sales reps and then tracking the sales pipeline is typical Customer Relationship Management (CRM). Fine, we get that and yes, it's important, but it lacks a critical component.

How in the hell could a person enjoy being awakened at 6:30 a.m. by an alarm clock, leap out of bed, dress, force-feed, shit, piss, brush teeth and hair, and fight traffic to get to a place where essentially you made lots of money for somebody else and were asked to be grateful for the opportunity to do so?

- Charles Bukowski



Facebook/TheIdealistRevolution

CRM absolutely and positively must be able to communicate and nudge the prospect towards the next step in the sales process.

Sales reps need to know that communication is going out on their behalf that will encourage their prospects to convert. Only then will sales reps truly work with a CRM tool. In other words: help your sales reps to FaF with confidence.

The Majestic3 system is about authentic communication, akin to a great painter who refuses to use anything but his own paints. The great writers of history mixed their own ink and the greatest archers forged their own bow and arrows. When it comes to communicating via the Journey process, we have the right tools for the job.





Time for Transparency

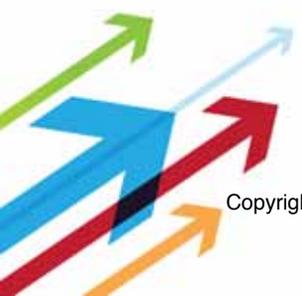
Remember that book “How to Win Friends and Influence People” by Dale Carnegie? Look at the title closely... “Winning friends?” “Influencing people?” Not exactly the most honourable intentions are they?

There are three ways to get a person or a group of people to do what you want:



1. Beat them into doing it.

Our planet's history is filled with this and it's called slavery. In the same way that we crack a whip over animals to get them to do what we demand, that's what was happening on this planet not so many years ago. Look back at military conscription - "You WILL go to the army, or you WILL go to jail." Humanity's past is filled with stories of beating people into submission and we still use this method today - sometimes even on our children. This fear based approach is no longer appropriate.





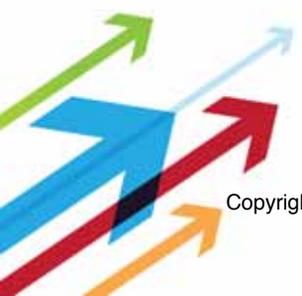
2. Trick (or manipulate) them into doing it.

This technique is very popular today, used by politicians and big corporations. We send people to fight a “war on terror” because of the threat of an enemy that probably doesn’t even exist. We’re so cool because we drink Fanta. And the most blatant example of covert manipulation – getting men to wear pink shirts! (Joke)



3. Create an environment that they choose to be a part of.

Now this is more like it! If you can create a space - a real time and a real place that is happier and more prosperous, then more and more people will want to be part of it. They will be attracted to you, not because they have been forced or tricked, but because they know and trust that by being a part of it they will grow and prosper. They’ll come because they choose to.





The third way, and the best way, is the Majestic3 way.

We are constantly growing, evolving and improving the various components of our system, our support and our training.

We want it to be so good that it adds real value to your life. We combine our technology and our Journey technique with the notion of collaborating and working together instead of competing with each other.

This is Majestic3 in action.



Great Scott

September 12, 2014

Never Buy a Database

If you're thinking about buying a database, just shoot yourself.

Have we really stooped so low that we are willing to pay money for other people's information? If you have a trusted relationship with the person, they will happily give you the information for free!

If you want to access a database (and you should, because that is by far the best way of bringing in new business), then find a database that already has a

strong relationship with its owner. The OWNER of that database (the one who has the relationship) then communicates with their database and endorses / promotes YOUR business. This is done in a very clever way that doesn't jeopardise the relationship.

Any qualified leads coming from their database are then cloned into your database to be started on your Journey.

Wonderful!





The Power of a Form



I tingle with excitement when I think about the prowess of an online form.

Majestic3 combines multiple online forms to create an information gathering machine.

Forms are the “data” component of the Relationship --> Data --> Sale methodology.

They are the sexy intelligence gathering centre point around which a business runs.





Forms can do all this:

1. Forms [qualify and pre-qualify leads](#). They can appear on your website or they can be placed as links inside emails.
2. Forms are used for [online surveys](#).
3. One of the best uses of a form is to [RSVP](#) to an invitation.
4. Sales reps or engineers out on the road use forms to [report back on activities](#) such as meter readings. They can be filled out on tablets or mobile devices.
5. Your PA at the front desk can use a form to quickly [log calls and take messages](#). Therapists use this same technique to load patient details directly into Majestic.
6. Keep a short form on your cell phone to [capture new leads](#) at sales meetings and trigger a communication Journey to each one of them.
7. [Update Details](#) forms allow clients and customers to keep their data fresh in your database so you don't have to.
8. Forms can be used to [update or trigger an event or Journey](#). For example: a mechanic can trigger an event called "Parts Arrived" which sends an SMS to customers notifying them that their parts have arrived. They can also be used to log support queries or complaints.
9. Prospects can [book appointments](#)
10. Online [order forms](#) for your products and services.
11. [Request a quote, brochure or price list](#).
12. Ask for [referrals](#)
13. [Entry or registration](#) forms.
14. A form can be used as a [mini website](#) or landing page that can be fully tracked and measured. Just like my previous book at www.7waystodoubleyoursales.com.
15. Forms are used as [payment gateways](#) for once off payments or to collect debit orders.
16. Forms are used internally to acknowledge or [trigger operational events](#).





Majestic handles every single one of these forms and more. They are always pre-populated so that a customer never has to submit their information more than once.

And... guess what... The customer will fill in their own data so you don't have to.

Bottom line: online forms rock! You should be using them all the time in your business.

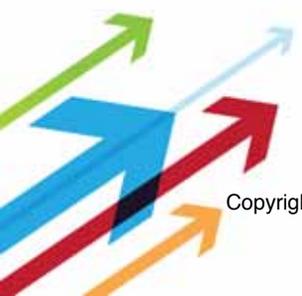


Bring out your dead

When I sent the article on the right to my database as part of my Journey, I personalised the subject line. It would add the name of each person it was sent to, such as “Bring out your dead Scott!” or “Bring out your dead, Martin!”

Imagine my surprise when I received a surprising polite response back from Richard who had received the letter with the subject line “Bring out your dead Dick!”

...sometimes you have to be a little careful with personalisation.





White Space

Listen very carefully... here is an advanced secret.

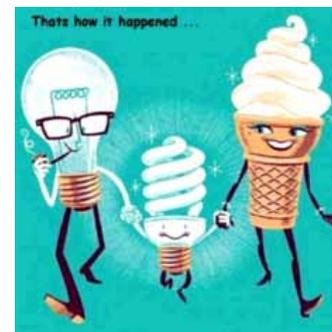
When a customer has paid for an item or they have paid a deposit, but that item has not yet been delivered to them, the power dynamic between customer and supplier shifts. Before they pay, it is the client who calls the shots. They are in control. The customer is always right. However, if they have paid, but have not received, then the power dynamic switches and the power now rests with the supplier. This period of time is called White Space.

Here's your opportunity... create a Journey to keep your customer informed of the white space process. Just before delivery occurs, send them a message (email or text) that says: "Dear Scott, delivery of your motorbike is scheduled for tomorrow. To ensure the efficiency of your delivery, please complete this quick online form. Some of the data has already been completed for you." If you do this, you are likely to obtain a 90% response rate to this message.

Now, inside this form, subtly throw in a few diagnostic questions that could be used to identify other cross-sell and/or up-sell opportunities for other products and services.

After delivery (still part of the same Journey), ask them to complete a quick survey of what they thought of your service. Because you have communicated so well, the response nearly always be positive. And this also just happens to be the perfect time to ask for a referral...

DING! LIGHT BULB!





A CASE STUDY - Dr Erik Hofstee (Erik holds two Masters Degrees and a PHD)

“Running one’s own business has many challenges. I’m convinced that, at least initially, two of the most difficult things to do are, firstly letting potential customers know that the business exists and secondly, establishing a level of trust that will give them the confidence to try out the product or service. After that, it’s down to a good product, excellent service and fair pricing. Majestic3 has allowed me to overcome those first two challenges – and fairly simply at that. And that’s the story I want to share with you.

First a little background information: I have a company, Exactica, which offers an unusual but very necessary service. From Exactica’s perspective the problem was not providing a workable solution. The problem was letting people know that the solution existed. I solved this by giving away the information they needed for free.

Majestic3, used in only a very basic way over a period of two years, has allowed me to help literally thousands of people,

while turning my passion into a sustainable business. At the heart of it is the journey – personal, useful and free.

Anyone doing a postgraduate degree can sign up and learn a lot of what they need to know, both from me and other experts in the field. Sign-up forms are embedded in Exactica’s website and in the actual journey communications. Currently the journey has more than 20 communications, and more are constantly being added.

Because the journey is so informative and completely non-commercial (nothing ever gets sold, nothing gets advertised, nothing gets endorsed) people refer their friends and colleagues. Majestic3’s viral referral system makes sure that that also works smoothly and behind the scenes.

At least half the sign-ups come from referrals, either viral or otherwise.





The only vaguely commercial side to it is that there's a link to Exactica's website (www.exactica.co.za) and that after some time I let subscribers know when there is a workshop planned in their area. But even that is optional; people can opt out of the workshop announcements and still get the free information.

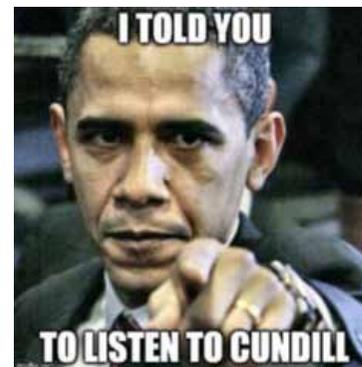
I know I'll never exchange money with many of the people on the Journey. In fact, a fair number of them aren't even in my country. But that doesn't matter; enough of them do buy a product or service, and once they've experienced them they tell their friends. And there really isn't any stronger form of advertising than that. Besides, I like being able to give away information that truly helps people. Add to that that the amount of goodwill created and that the number of people I end up doing business with is way in excess of anything that traditional advertising could offer, and you'll see why I like the system.

When subscribers do choose to buy a product or service, Majestic3 makes sure that all transactions (and just as importantly, post-sales follow ups) are dealt with promptly and professionally. Yes, there's still some hand-work there – that's where the templates come into their own – but it's

much quicker and more reliable than the traditional way. Of course none of this would work without commitment, good products and actually caring about my clients and what I do. But that should be a given in any (small) business.

To sum it up: Thanks to Majestic I get to do what I'm good at and as the word spreads, so does my network. And just as importantly, I end up feeling good about myself and what I do for a living. Virtually every day I get spontaneous emails thanking me, some from people I've done business with, others from people I've never met. Not too many people can say that!"

Erik





Relationships explained to an alien

The word “relationship” is the most important in all of business. Yet it has been trampled upon and ripped apart. If an alien came down to Earth and met a CRM software salesman, the conversation would go something like this:

GLOBLEGLEEP: “Hello there, gracious and most exuberant Human. Fear not, we come in peace!”

CRM GURU: “Hello Alien... sir.... green slimy thing... Why have you chosen me and not the president to make first contact?”

GLOBLEGLEEP: “Because you are more important than the president.”

CRM GURU: “Really? Why??”

GLOBLEGLEEP: “Because your role is that of facilitating relationships with millions of people.”

CRM GURU: “Yes, that is right. I own the biggest CRM software company on the planet. But what is so special about that?”

GLOBLEGLEEP: “According to your Earth language, relationships are the true essence of human to human connections. This is correct?”

CRM GURU: “Yes! Without them we would never work together, play together or love together.”

GLOBLEGLEEP: “So, if you are responsible for the most relationships on this planet, then you must be the most powerful, most beautiful and most genuine human being on Earth.”





CRM GURU: “Thanks!! Well... um... not really. We just provide fancy software for people to store names and addresses and anniversaries and whether they play golf and stuff like that.”

GLOOBLEGLEEP: [Holding a brochure] “I am confused. This parchment states that you “facilitate the growth of lasting one to one relationships.” This is a statement of great magnificence and reverence. On our planet, only the wisest of our grandmasters could claim such a thing.”

CRM GURU: “Oh, that was Sheryl, she’s our marketing manager. She came up with that line. Cool flyer, huh? See, look here... our software has all these fancy graphs and dashboards and things. Nobody ever uses them, but they look so cool! You have to understand, we are in the business of relationship management software. This has got absolutely nothing to do with communication.”

GLOOBLEGLEEP: “I am confused. How can it not have anything to do with communication? Communication is the essence of all things in the cosmos. Tell me, do all businesses have this thing called marketing?”

CRM GURU: “Of course. Without it nobody would ever buy anything!”

GLOOBLEGLEEP: “And these companies that do marketing, they control all the resources of your civilisation?”

CRM GURU: “Yes, business accounts for almost all of the world’s trade and resource distribution. Clever, huh?”





GLOOBLEGLEEP: [Into Walkie Talkie] MAYDAY!! MAYDAY!!
All the resources on this planet are controlled by people who lie and coerce other humans into buying things that do not do what they promise! Negotiation impossible. REPEAT: Negotiation impossible! Request immediate evacuation!

GISMELGLOOP: [Inside the mother ship] HOLY MANDELBROT! THIS IS MADNESS!!
Quick, beam him up Boobie and power up the Zenon Cloner Force Ray(TM)!!
This planet must be purified immediately before it contaminates the rest of the galaxy!!!

[SSSSWWWWOOOOOOOOSSSSSHHHHHH!!!!]



Within seconds, every person on Earth vanishes and is immediately replaced with an exact replica of Beyonce. All hope for the human race is gone, but the billions of Beyonces live content lives and shake their booties a lot together.

What do you say we boldly go where no other business has gone before and actually create [authentic relationships with the people around us?](#)



Great Scott

September 12, 2014

The Entrepreneur Illusion

Entrepreneur Entrepreneur matters pertaining to Ren
Entrepreneur business? If you are, then foll
you are an entrepreneur imp

You hear this word over and over again, yet few bother to look it up in the dictionary. What is the formal definition of an **ENTREPRENEUR**?

You don't know do you?

The Oxford dictionary definition has **TWO** components:

1. Matters pertaining to business/profit
2. A risk taker

So, are you a risk taker in

Now, ask this question to all the multi-millionaires you know. Is it better to maximise or minimise your risk in business? You'll soon discover that the richer they are, the **LESS** risk they take. In other words the greatest businessmen in the world are **NOT** entrepreneurs.

If you can understand this 'entrepreneurial illusion' then you may just have a chance out there.

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“The movement creates the power.”

This is one of the most important business, and life lessons, that I have ever learned, and it connects beautifully with the Journey technique:

“It is the movement that creates the power.”

When you want to break a board with your bare hands, you should not tense up while your arms are in the air, high above your head. Only the point of impact requires your maximum energy, if you put it anywhere else, it is wasted. Your entire body should be relaxed, and be perfectly connected as your arm drops down. The split second that contact is made with your destination, is the point where you exert power. Some masters are able to break boards holding an egg in their hand, to demonstrate how soft the action is supposed to be. You should only put your full energy into something when everything is in place and you are at the point where it is absolutely going to happen. Until then, keep moving toward your destination like water: relaxed, but purposeful. Be patient and calm, right up until the moment is right. Then strike.



When I asked my Kung-Fu teacher, a 32nd generation Shaolin Monk: “Where does this power come from?” He answered: “It is the movement that creates the power.”

Are you waiting for enough money before starting or growing your business? Will you only stop smoking on a particular date? Are you waiting to finish studying before taking that overseas trip? If so, you are waiting to accumulate the power before you take action towards your destination. This is not the right way of doing it. If you begin the process now, slowly, but surely, each move you make will generate the momentum you need to make it real.





Simple example: If I have a business document that I have to write, but I really don't feel like doing it, I start the process by opening up MS Word. I may stop there and have a cup of coffee or lie down, but that simple act of beginning the process leads me to the next step. Now that Word is open, I may as well quickly load my letterhead... and come up with a heading. Hmm... and come to think of it, let me quickly make a start on the introduction...

This simple act of slowly doing one tiny little step, without any intention to complete the project in one sitting, gives me the power I need to complete the task on my terms.

My martial arts teacher lived and trained in the Shaolin temple from the age of 9. To paraphrase: "Do not try and build up all the energy at once, and too early... Just relax. Start the movement and, with the right technique, you will accumulate a force far greater than you could imagine. When you do strike, focus purely on THAT ONE THING."

If you have a dream or passion, now is the time to start the process. You don't have to quit what you are doing now to make room for it.



Buy the paint brushes and buy the canvas. Buy the paints. Prepare the canvas. Go to a gallery for artistic inspiration. Put off the actual painting as long as you have to, but do the bare minimum to keep you going forward. When you're ready, the masterpiece will take shape.

If you never begin the movement, you will never generate the power required to complete it.

By now you have guessed it... your Journey is the movement that gives you the power to grow your business! And when you are ready, and you know with absolute certainty that you are within reach of what you want, THEN, and only THEN, do you let rip and let nothing stand in your way.





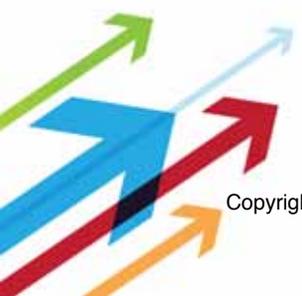
The start of an amazing Journey

Through the 12 years of technical innovation that Majestic3 encompasses, the Journey has, and always will be, at its heart. Journeys can be used for virtually anything from marketing to operations to handling complaints and queries.



Today, we facilitate thousands of Journeys with millions of readers.

The power that a Journey will give you is amazing, because it allows you to communicate frequently! And, as you know, if you can be: i) frequent and ii) relevant, then you will win the heart and mind of 81% of your target market.





Majestic3.com – “Integrate Anywhere”

In 2013 we made a huge call. We decided to initiate a system re-build.

We had to be big enough to admit that our business was built on a foundation that was losing validity – it was not a truly integrated system. In other words, to integrate with other systems we would have to create an unnatural bolt-on to our existing system. Yes, it would have worked to some degree, but it would not be the essence of what we do.

Very few software systems started off with integration in mind. Collaboration with other systems was not part of their reasoning. Only when the spirit of the Internet truly established itself, did various creators begin to open the doors for people to plug-in. Alas, the limitations of these doors, when not done correctly from the start, are seriously problematic. Nearly all communication tools today are “bolt-on” – they were not created naturally and correctly from the start.



So we decided to build Majestic3 not with an API, but as an API!

What this means is that every single component of Majestic3 can be pulled apart like a jigsaw puzzle, rearranged in any way you see fit, and then plugged either into another system or as part of another system. It also means that you can create your own customised interface, white-label it, and sell it as your own.



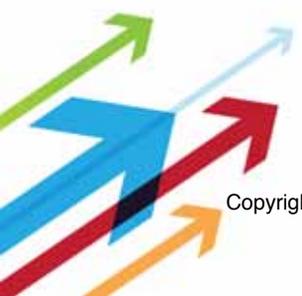


For example, say you are a technical person or a marketing person. You come up with a great idea for using Majestic3 in your industry – the Journeys, the forms, the sales funnel functionality, the pdf writing ability, the calendars, and all the other cool components.

Pick and choose only the components you need or want, customise them and bring them together as your own brand and in your own way. You make a few changes and possibly build some new components. The end product is mostly Majestic3, but you sell it as your own, to your own niche audience in your own niche industry.

You would need to work with a technical person or IT company to make this happen. It is simple for them, but too complicated for someone without a development background.

Normally with software, if you want to make serious customisation changes to the core system, you need to ask the original development company who owns the software to do this. In most cases, this is very difficult and extremely expensive. With Majestic3 you can find a technical partner and do this yourself.





It gets even better.

Majestic3 is a development toolkit that allows a developer or entrepreneur to create an entirely new component for it.

Let's say that you wish Majestic had a plug-in that integrates into a specific accounting package, or CRM system, or point of sale system, or kind of system you may be using. You could build it, and the plug-in would be made available for anyone to purchase in the Majestic3 "app store" (for want of a better term).

Majestic3 would then market your component to our client base at an agreed price. So you could make Majestic3 better and earn revenue by doing so.

Thanks to an incredible team, a very tough decision was taken to reinvent ourselves... and a very good decision it was!

We are very much on the lookout for new partners, just like this.





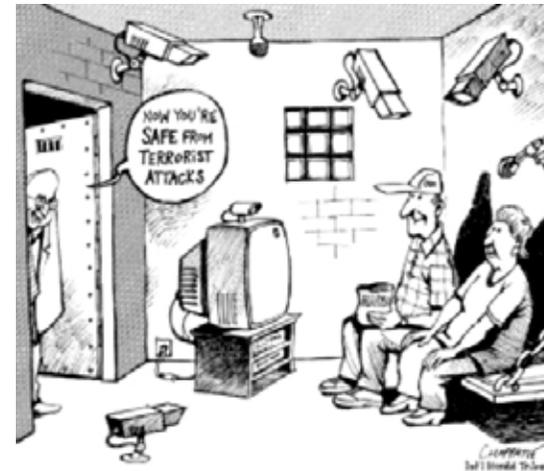
In Closing

The more the world changes, the more it stays the same.
To those who appreciate old fashioned values, they see the world as unstable.

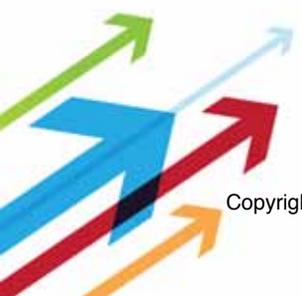
To those who embrace technology, they see the world as a continually changing playground. To those who do both, like us, we see the world pretty much as it is – abundant with opportunity.

One thing is for certain. Data is a currency. However, without a relationship, that currency is worthless.

We see more and more agencies collecting data about us and spying on our every move. Microsoft, Facebook, Google and many others have been exposed as secretly supporting the NSA's "PRSIM" program, uncovered by Edward Snowden. It seems that all around us, corporations and government agencies want to keep tabs on us. Why?

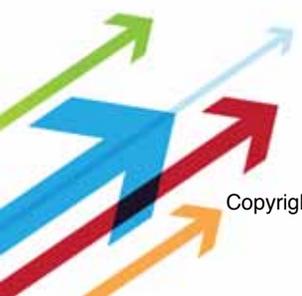


I have been way down into the black hole of The Matrix. I have seen first-hand just how evil and corrupt the legal, banking and political system can be. I realise now that my place is to stand strong and I am here to create opportunities for others. Together we will raise our frequency of collaboration, friendship and abundance. Perhaps that is what I am here to do – help people free themselves, and they can help free me.





And the secret to this freedom is in the Journey....





Contact details

To start using Majestic3 and integrate The Journey into your business or sales process, please contact:

Craig Meiring

t: 011 478 7855

m: 073 595 4326

e: craig@bantermedia.co.za

www.bantermedia.co.za



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