

THE ULTIMATE MARKETING ENGINE

by John Jantsch

What is the Ultimate Marketing Engine?

Let's get right to the point, shall we?

The Ultimate Marketing Engine is a successful customer.

Now, you may be thinking, *“Duh, everyone knows that you need customers. After all that's pretty much what every other marketing book says. The customer is king, blah, blah, blah.”*

But I am going to show how most every other marketing book (including a couple I've written) gets this idea terribly wrong.

The school of thought that says the purpose of a business is to profitably acquire and retain customers is not entirely wrong. It's just limiting and hard to sustain.

The Purpose of a Business

What if the purpose of a business was to discover what it takes to make your customer successful? What if then you concentrated all of your efforts on that goal for an ever-expanding roster of ideal customers? What if growth came with your customers, not from them?

Note that my answer to the question, “What is the Ultimate Marketing Engine?” includes not just the word “customer” but “*successful customer.*”

“Successful” may seem like a nice adjective, thrown in to flower up the writing. But it is much more than that. Think about what it takes to help a customer succeed and the key distinction comes to life. Your business succeeds when your customer succeeds.



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In *The Ultimate Marketing Engine*, I take you on a marketing journey. But we won't travel the same old road you have been down before. Rather, I plan to push you to think about marketing from an entirely new point of view that allows you to create ridiculously consistent growth.

Ironically, by focusing your attention on the growth of customer success rather than the growth of revenue, you will ultimately come to experience revenue growth like never before.

The 5 Steps Outlined

Below is a brief overview of the “5 steps to ridiculously consistent growth” mentioned in the subtitle of the book. The book takes readers on a deep exploration of each step and reveals both the strategic reasons behind the step as well as its practical application.

Step 1. **Map** where your best customers are today and where they want to go.

In this step, I reveal the “Customers as Members” point of view. This concept will take us deeply into two mapping processes I refer to as the Marketing Hourglass and the Customer Success Track. These innovative processes will help you better understand what it takes to deliver success to your customers and how to ensure you do just that.

Oh, and as a giant bonus this step will also make your business more profitable, more stable, and more efficient.

Step 2. **Uncover** the real problem you solve for your ideal customers (the transformation they are seeking.)

People don't buy products or services just because they want them. They buy them because they believe they will solve a problem. They get to define what that problem is, but in this step, we will explore how businesses that understand, communicate, and promise to solve the real problem their ideal customers are trying to solve can indeed change the context of how their particular business is viewed and ultimately make the competition irrelevant.



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Step 3. **Narrow** your focus to the top 20 percent of your ideal customers.

There are plenty of customers to go around; you don't need them all. In this step, we will work on understanding who and what makes a perfect customer for your business. Then we will go to work on helping them understand why your business is the only logical solution for them to consider.

Step 4. **Attract** more ideal customers with the narrative they are already telling themselves.

When you know exactly where your customers are and where they want to go, you map the milestones that will get them there and grasp the problems they are trying to solve. You will be able to attract even more ideal customers because you know the story they are telling themselves.

Step 5. **Scale** with your customers by serving their entire ecosystem.

Once you have put steps 1 through 4 into place, you will have built the framework that allows you to grow *with* your customers. This is the key to long term, sustainable growth because expansion comes organically rather than through the discovery of some new sales tactic or marketing channel.

Potential Interview Questions

1. What new ground does *The Ultimate Marketing Engine* cover that makes it different than other marketing books?
2. You introduce a point of view in the book you call Customers as Members – explain what you mean by that.
3. You suggest that traditional concepts of the Marketing Funnel and Customer Journey are limiting – how so?
4. Could you unpack the concept of the Customer Success Track and how a business might apply and use it?



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5. How would someone go about getting started with developing a Customer Success Track for their business?
6. Why do suggest that business owners should narrow their focus to the top 20% of their clients?
7. You somewhat emphatically claim that people don't want what we sell, but isn't that really the point of marketing?
8. One of the things I find odd is that in a marketing book you don't talk about ways to create better websites and more leads until you're about 80% of the way through the book – why is that?
9. You suggest at one point that businesses should find ways to impact their customer's entire ecosystem, tell us what you mean by that.
10. You suggest that content is no longer a tactic but that if used correctly it is the voice of strategy – so then how should a business use content?
11. The notion of storytelling in marketing has become pretty standard advice these days and while I see that you promote that idea as well you've introduced that idea of narrative vs. storytelling – could you explain the difference?
12. Is the final step in the books essentially a recipe for generating more referrals?



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