

# CREATING YOUR MARKETING PARADIGM SHIFT

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**Paradigm shift:** a buzz phrase worthy of exploring. What is it? How do we create it for ourselves as a coach and/or as an entrepreneur?

A paradigm shift isn't just a change- Change is the end result of a paradigm shift. An authentic paradigm shift is about TRANSFORMATION.

Change results in using different means to the same end. Transformation results from shifting into different attitudes and mindsets. Change rarely leads to transformation, but transformation always leads to tangible change.

Look at it this way. The form of our thinking already exists: hence, **information**. Growing means we need to actually change the form itself, hence, **transformation**.

A paradigm shift starts with examining the way we think and what we believe. And so it is with marketing. We think that a paradigm shift in marketing would mean DOING more or better things like using updated technology, smart phones, web strategies, blogging, and social media.

But transformation, which is more about how we are BEING, happens in the mind and heart. How do we foster that?

Jack Mezirow, the 'father' of Transformative Learning said that learning occurs when we rethink our frame of reference, challenge our assumptions and beliefs, and decide to make a conscious plan for redefining our world—"becoming critically aware of one's own tacit assumptions and expectations and those of others and assessing their relevance for making an interpretation."

First, an individual has to become aware of holding a limiting or distorted view. If the individual critically examines this view, opens herself to alternatives, and ultimately changes the way she sees things, she has transformed some part of her personal paradigm.

What is tricky about transformation is that we equate past experience with TRUTH. A bad experience buying a car or renting an apartment means sales

people and brokers are shady. Disappointment the first time we actually saw the burger from that infamous commercial means that marketing is tantamount to deception.

What are your ingrained perceptions of marketing? What feelings come up when you think about having to market yourself?

It may take a significant event, like not being able to sustain your business, to lead you to question your assumptions and beliefs about marketing. In my 30 years of marketing experience, I've come to see that there is a way to transform mindsets of FEAR into COURAGE, SCARCITY into ABUNDANCE, CONFUSION into CALM, PERFECTIONISM into ADVENTURE, IMPATIENCE into EASE.

Without a paradigm shift in your marketing mindsets, you'll be caught in the same old struggles as before. Your business will be stagnant and your efforts will yield meager results.

What would be possible if you approached your coaching practice with these mindsets transformed?

**Rather than being STOPPED BY FEAR, enthusiasm would propel you forward to speak about what you do with confidence.**

**Instead of making excuses such as not having enough time to try new things, you'd use courage to explore new ways of marketing.**

**"No" would not derail you, and you'd understand that making mistakes is HUMAN and OK.**

**Marketing would stop being this thing you hate, and resurrect itself as something you are excited to do.**

**You would adapt new tools, strategies, and ideas to make your messaging memorable.**

**Your marketing would lead you to new experiences, people, and conversations that you had never imagined.**

**You would give up your fixed belief of marketing being hard and take on  
the  
ease and grace of marketing yourself authentically.**

An authentic paradigm shift allows you to see a truth that already existed, but was mucked over with years of negative experiences.

True transformation happens when we get CONSCIOUS. It leads to lasting change that you can truly build the future on.

Are YOU ready to give up old mindsets in favor of ones that work?