



By Richard D. Czerniawski

## **SHOWING UP FOR (MARKETING) SUCCESS**

I'm not bragging. I'm just proud of myself for doing what I didn't believe I could do.

My doctor wants me to add five pounds of muscle for better metabolic health—specifically to enhance my insulin sensitivity.

"No way," I told him. How does a 74-year-old who has exercised his entire life, going to add muscle?

He showed me a five-pound model of muscle. It is about the size of a softball—standard, not Chicago-style.

I agreed and committed to his demand, hiring my wife's trainer to help me on the journey.

It's been one year since I've been at it. The other day, I learned that this now 75-year-old has gained four pounds of muscle and dropped three pounds of fat (that I didn't know I had).

How did it happen?

- Well, for starters, I hired a professional trainer to develop my program and ensure I performed each exercise correctly.
- I showed up consistently for my muscle-building workouts every Tuesday and Thursday and worked out on my own on Sunday. (I also do martial arts on Monday and Wednesday and walk three-plus miles about four times per week.)
- However, I did not just show up for my workouts; I gave each and every one my total effort. (Immediately after meeting with my doctor, I was pumped to max my leg workout with my trainer. I overdid it as my quads and glutes are still sore two days later. Thank goodness today I will be training back and arms.)
- Additionally, I put myself in a position to benefit from each workout. Exercise is the keystone habit that leads to other complementary habits.

- I increased my protein intake and added amino acid supplements. I'm also striving to get more rest. I shoot for 7-hours of sleep each night!

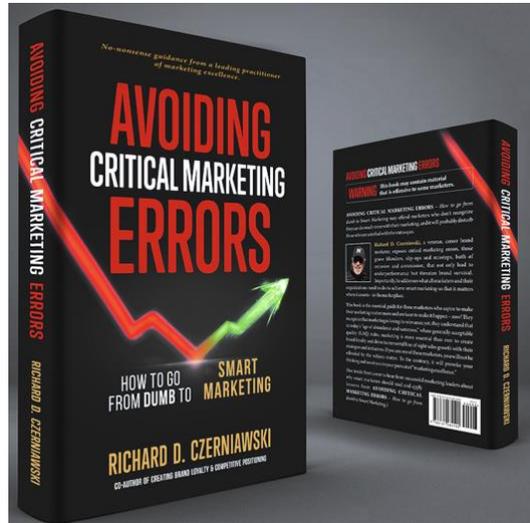
It's all working for me. I'm stoked! I want to crush the additional one-pound gain and shoot for four more pounds of muscle.

What am I talking about? What does this have to do with marketing?

1. Set an ambitious goal for your marketing. Adding five pounds of muscle to my frame at my age is plenty ambitious. What's ambitious for your brand?
2. Develop a plan to achieve your goal. Don't hold back from getting help from others who know more than you and can help you. Collaborate!
3. Show up. Consistency is essential to success. Ensure your actions are consistent with your plan. Stay on track by devoting yourself to doing the right things. Don't get distracted!
4. Perform as your best self. Your intention and effort for each encounter is a multiplier. Find a way to be at your best. For me, it's a pre-workout cup of java. It's also priming myself for the encounter so that I stimulate an additional release of dopamine in facing the challenge. For marketing it's doing the right things in the right way.
5. Don't forget the complementary actions that add to your keystone habit or practice frame. In my case, it has been enhanced nutrition and adequate rest to allow my body to recover and rebuild. In marketing, it's executing the plan with BIG Ideas.
6. When you reach your goal, make it your new standard, and raise the bar!
7. Thank those who have helped you achieve your goal. Appreciate that they helped you get to a place you could not have reached on your own.

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***Do the right things in the right way.*** Please read my most recent book, **AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing.** Learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>. It will help you make your marketing matter even more.



Peace and best wishes in making your marketing matter even more,

*Richard Czerniawski*



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