

THE EXTRA POINT

BY JERRY ROBERTS



1684 In 2025: Are Perfect Plans and Doing More Your Answer?

Today, we close off our series featuring the ideas of an old marketing friend, ideas that fit his business and are likely a good fit for what you do. I'm Jerry Roberts, and this last segment deals with a topic we've talked about before, chasing perfection; and the concept that we always need to be looking to do a little extra if we really want to be successful. We'll jump into all that, next on the Extra Point.

Most people, from time to time, make a plan. It could be for work, or for something we do in our off hours. We put in all the details, we tweak it, tweak it again, and again, and we know it's going to work exactly the way we've drawn it up. It's a work of planning art, dare I say perfection? Then, it doesn't work. Now what?

Here's the problem. While we were spending so much time trying to perfect the plan, we sacrificed something important for success. That thing is momentum.

What if we had spent less time making the plan and the rest of the time taking action, as in "imperfect" action? How far down the road might we be?

This comes straight from the marketer. He was the guy who planned every product creation and marketing campaign in major detail. While doing that, he saw that his competitors were able to launch two during the same time frame. He found out that their secret to doing that had to do with less planning and more momentum.

Does this mean you shouldn't plan with care? No, you should. Does it mean you should ignore details? No, details can be important.

What it boils down to is that you have to know when enough is enough, and to just get going. Learn as you go, and make adjustments as needed.

My marketing friend, when he figured this out,

started using a strategy that many big online marketers use for creating their products. Instead of making the product and then putting together the advertising program to sell it, he would buy ads to sell it and — if the sales met his expectations — then he would make the product. If the campaign flopped, he'd refund the purchases and move on to the next idea.

The second part of our conversation is about doing more. Do we need to impress our bosses or our clients with a lot of extra effort?

Give me some room on this one, because I've always been an advocate of doing more, but doing it when there's a strategic advantage and it gets you on the boss's radar screen.

Some people do more to gain advantage, and others do it because more is what's needed at the moment.

The marketer would say that you only do more when you're already producing top results in your basic work.

He would tell the product creator to improve the products he already has, or to improve the marketing plans for those products, because he/she is missing out on a lot of sales.

What I tell young people is to master the job they were hired for before they ask for more to do. Is "master" too strong a word for you? Okay, how about get really good at it? How about being the best there is at that job for your employer?

If things aren't going well at whatever you're already doing in your job or life, the last thing you should do is spread your focus even more thinly, and make more demands on your time.

Today's message is simple. Progress will beat the pitch for perfection in almost all cases; and becoming great at one thing is far more effective than developing average skills in many things. (Con't.)

What are you good at? What would it take to make you great?

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

