

# **The Maven Matrix Manifesto**

*Being the most trusted advisor,  
go-to source, and thought leader*

# **Maven Matrix** **(11 Tactics)**

## **1. Gain Your Market's Trust**

- ❖ Clearly articulate your market's hopes, fears, and problems. Feel its pain. Identify gaps in service or quality. State the problem better than anyone.



# Maven Matrix

## 2. Establish Your Maven Persona

(See “24 Common Maven Characteristics”)

- ❖ Memorable personality traits that make the maven more human and familiar in the eyes (and more importantly the minds) of the marketplace.

# Maven Matrix

## 3. Vision for the Marketplace

- ❖ Why the company exists? What is the ultimate goal of the maven? What's the dream/cause that others want to be a part of? Shape your vision, hopes, dreams.

Example: Kinder Reese

# Maven Matrix

## 4. The Creation Myth

- ❖ The STORY about the beginnings of the maven and their brand (“drive” motivation)
  - where did it start?

Why?

# Maven Matrix

## 5. Predictable Behaviors

- ❖ Unique things you do or say that your market expects. In other words, they are predictable – and just like you can predict how a loved one or close friend is going to behave, you want the market to feel they can predict your behavior.



# Maven Matrix

## 6. Polarizing Point of View

- ❖ Views that will resonate with your target clients but might offend others. It separates your market into believers and non-believers. The denunciation of companies and practices in your market that are cheating your customers out of the value they should expect<sup>+</sup>

# **Maven Matrix**

## **7. Special Phraseology**

- ❖ Your iconic phrases and terminology that makes you utterly unique in your market.

## **8. Communications Channel**

- ❖ The communication channels that the marketplace grows accustomed to when receiving information from you.

# **Maven Matrix**

## **9. Velvet Rope**

- ❖ The elements that make your clients, prospects, and staff feel special, better than outsiders, part of a special group.

## **10. Client Evangelists**

- ❖ Techniques to motivate your customers to spread the good news of your superior service.



# Maven Matrix

## 11. Mentor and Advisors

- ❖ The guides who understand how to anchor you in the minds of your prospects as the preeminent authority and trusted advisor in your niche.



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# **24 Common Characteristics**



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# **24 Common Characteristics**

## **1. Confident, Tycoon, Big Business Builder**

(i.e: Donald Trump) Workaholic

## **2. The Puppeteer Behind the Scenes**

(i.e: Henry Kissinger) Calculated, mysterious

## **3. The Researcher**

(i.e: Rich Schefren) Curious, hard-working, impulsive, and truth finder.



# **24 Common Characteristics**

## **4. The Well-Placed Intelligent Source**

(i.e: Bill O'Reilly) Shows you what's happening behind the scenes.

## **5. The “Self-Made” Man/Woman**

(i.e: Carl Icahn) Determined, persistent, proud of accomplishments, has high expectations of others.

## **6. The Contrarian**

(i.e: Sam Zell) Distrustful of anything big



# **24 Common Characteristics**

## **7. The Eccentric**

(ie: Richard Branson) Enthusiastic, make your own rules.

## **8. The Iconoclast**

(i.e: John G. Spurling of University of Phoenix)  
Not concerned with tradition – doesn't respect authority unless deserved.

## **9. The Angry Man**

(i.e: Jim Cramer) Argumentative



# **24 Common Characteristics**

## **10. The Prodigy/Genius**

(i.e: Bill Gates) Introverted, super intelligent, confident and aggressive.

## **11. The Fun Guy**

(i.e: Terry Bradshaw/Charles Barkley) Optimist, happy, sees the good in situations.

## **12. The Voice/Face Behind the Orchestra**

(i.e: Steve Forbes or Chase Revel) Organizer



# **24 Common Characteristics**

- 13. **The Synthesizer** (i.e: Tony Robbins)
- 14. **The Importer/From One Industry to Another** (i.e: Jay Abraham)
- 15. **The Outcast:** (i.e: Jeffrey Katzenberg)
- 16. **The Common Man:** (i.e: Howard Stern)
- 17. **The Intellect** (i.e: Newt Gingrich)
- 18. **The Advocate** (i.e: Vic Conat)



# **24 Common Characteristics**

**19. The Mad Scientist** (i.e: John Kim from Bell Labs)

**20. The Supreme Possibility-Optimist** (i.e: Zig Ziglar)

**21. The Futurist** (i.e: Faith Popcorn or John Naisbitt)

# 24 Common Characteristics

## **22. The Absent Minded Professor**

(i.e: Albert Einstein)

## **23. The Wizard (i.e: Steve Jobs)**

## **24. The Family Man (i.e: John Chambers of Cisco)**



## Examples of Well-Known MAVENS:

- **Fred Smith** of Federal Express developed his Vision of reliable overnight document delivery anywhere in America.
- **Tom Monahan** developed his Vision of the way pizza delivery should be and turned it into a slogan and a promise: *Hot pizza in 30 minutes or it's free.*

# Examples of Well-Known MAVENS:

- **Larry Page** and **Sergey Brin** developed their Vision of a search engine for the Internet that could quickly retrieve the most relevant web pages and started their company in a friend's garage in 1998.



# Examples of Well-Known MAVENS:

- **Bill Gates** shrewdly purchased an operating system (86-DOS) from a Seattle software company and then licensed it to IBM as the operating system for its new PC.
- **Steve Jobs** and **Steve Wozniak**, co-founders of Apple Computers – how they made personal computers in a Menlo Park garage that became Apple.



## Examples of Well-Known MAVENS:

- **Phil Knight**, a University of Oregon track star, and his coach began experimenting with a waffle iron to make his own running shoes. The company he founded, Nike, ended up bequeathing him a personal fortune of \$9 billion.

# Seven Benefits Mavenship Unlocks For You



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# **Seven Benefits Mavenship** **Unlocks For You**

1. Google, Yahoo and the other search engines will automatically send you thousands of new prospects for FREE.
2. You will enjoy a constant flood of free, word-of mouth referrals.
3. You will bank hundred of thousands of dollars in “FREE MONEY” each year.



# **Seven Benefits Mavenship** **Unlocks For You**

4. Creating highly effective online ads will become a breeze.
5. Your affiliate sales will skyrocket
6. You will turn your fiercest competitors into the most energized and effective sale force imaginable.
7. Many NEW streams of income suddenly begin flowing to you.

# 7 Lessons to Learn About Being a Maven



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# 7 Lessons to Learn About Being a Maven:

1. *Counter Programming*: Understanding your prospects and being willing to respond to and address their fears, confusion and needs.
2. Create a *central theme* to everything that you do.

# 7 Lessons to Learn About Being a Maven:

3. *Future Pacing.* Taking your perspective buyers on a journey into the future and the benefits they will enjoy.

# **7 Lessons to Learn About** **Being a Maven:**

4. Answer this: Today, is your business designed to consistently acquire new clients? Is it designed to keep those very same clients for a very long time? You need a core product or a flagship product that defines your unique positioning.



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# **7 Lessons to Learn About** **Being a Maven:**

5. You can self-proclaim your expertise and then assume the mantle of defender of any un-served or underserved market niche and as long as you can deliver on your positioning.

# 7 Lessons to Learn About Being a Maven:

6. Take an inventory of yourself. Before you look outside, look inside. What are your unique abilities and gifts? How do you harness/optimize?
7. Depict yourself as somebody that sees things at a deeper level of analysis, research, relevancy, and understanding than anybody else.

EXPLAIN OPTIMIZATION

# **25 Maven Character Blocks**



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# 25 Maven Character Blocks

- The personality building blocks.
- You don't need all of them. You need the right combinations.

# **25 Maven Character Blocks**

1. Your trusted advisor for life, this is the personality trait of the Maven who wants to help you, wants to help you for a lifetime.
2. Here's what you're not being told so here's the truth as I see it and what action I think you should take because of that.



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# **25 Maven Character Blocks**

3. Congruity of positioning and communication.
4. Extolling your own achievements or value.
5. Listing flaws to prove that you're human too.
6. You have to start looking at the relationship you're building as a long term investment you're making in the marketplace.

# **25 Maven Character Blocks**

7. The Maven trait that recognizes the long-term strategic gain that his/her clients are after.
8. Knowing your own strengths and weaknesses.
9. The preemptive approach. It's the Maven who shares what the industry norms are – but they are the first to do it.

# 25 Maven Character Blocks

10. Celebrate your own strengths and weaknesses.
11. The maven wants you to control your risk pointing out the overlooked risks and dangers, that other people don't share.
12. Use as much research and data as you can



# **25 Maven Character Blocks**

- 13. Have a clear and easy to identify voice and style.
- 14. Acknowledge you're human. Most people respect and relate so much better when you don't act like you're perfect because it doesn't exist.



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# **25 Maven Character Blocks**

15. Challenge the status quo thinking.

16. Don't overplay your hand. It means is there's a sequence, an order, a progression that you need to develop.



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# **25 Maven Character Blocks**

- 17. The maven that reveres their own brand equity and continually adds to it and uses it as a vehicle to reassure clients and prospects.
- 18. The Rothschild Factor
- 19. Associate with people who have incredible trust and respect.

# **25 Maven Character Blocks**

20. The Maven whose power derives from his group.

21. Enter into a committed relationship with your market.

22. Never minimize your brand.

# **25 Maven Character Blocks**

23. Acquire the knowledge to specialized partnerships. This Maven brings breakthroughs.
24. Hire the best, pay them richly, but pay them strictly on performance.
25. You can be shy and quiet and not be invisible.



# Mavenship

- You have two choices:  
Mediocrity or Mavenship
- “To be or not to be a Maven, that is the question.”



# Develop Predictable Behaviors of a Maven:

- **Develop a unique style of communicating.**
- **Become a Polarizing Figure:** have a strong point of view.
- **Use a Signature Communications Channel:** a special way of communicating with your marketplace that is unique to you as a Maven.



# Develop Predictable Behaviors of a Maven:

- **Create Client-Evangelists:** Consumers today make most of their important decisions by seeking the advice of an expert or a trusted friend.
- **Accelerate the Process with Mentors:** Many people have stumbled upon the secret of mavenship - through trial and error.