

# 10 Steps To **REFRAME** Your Marketing Mindset

## 1. Identify Core Beliefs and Values

- Understand their current mindset, values, and beliefs to find alignment points and gently challenge any limiting perspectives they may hold.

## 2. Highlight the Benefits, Not Just the Features

- People resonate more with how a product or service will improve their lives than with technical specifics. Reframe the conversation to focus on outcomes and emotional rewards.

## 3. Create a New "Hero" Narrative

- Help them see themselves as the hero in their story, with your product or service as the tool or guide that helps them succeed.

## 4. Shift from Needs to Desires

- Needs may be functional but desires to tap into deeper motivations. Position your offering as fulfilling their aspirations, not just solving a problem.

## 5. Challenge Scarcity with Abundance

- Reframe limitations like time, resources, or money with a focus on potential growth, investment, or long-term benefits.

## 6. Showcase Transformation Stories

- Highlight case studies or testimonials that demonstrate others successfully shifting their mindset and achieving positive results.

## 7. Reduce Resistance Through Familiarity

- Introduce new ideas gradually, using familiar analogies or comparisons to help them feel comfortable with the change.

## 8. Encourage Ownership of the Decision

- Empower them to feel that the decision to adopt a new mindset is their own, and reinforce how this choice aligns with their personal goals or growth.

## 9. Shift from Transactional to Relational Thinking

- Move beyond “product exchange” to emphasize building a lasting relationship, adding value over time, and supporting their broader journey.

## 10. Encourage Small Wins to Build Confidence

- Use small, actionable steps or “quick wins” that reinforce the positive effects of the new mindset, creating a foundation of confidence and trust.