Peter Sandeen Interview

DARYL: Hello everyone, thank you for joining us today. My name is Daryl Urbanski and today we are fortunate to have Peter Sandeen with us today. He has two very important skill sets that increases clients’ incomes exponentially. He focuses on values propositions, articulating what you have to offer to your ideal client and conversion optimization; that is once you’ve got a captive audience, how do you convert those into leads and sales? He was actually the secret man in one instance. He snuck in the back door of a major international agency and world player to get their clients results for them, but because of agreements signed, that’s all it can be said. If you go to his site, there is more information on it. Peter, thank you for joining us today.

PETER: No problem.

DARYL: How did you get into this?

PETER: I started as a copywriter. After I had done that for a while, it was after some months that I started to think ‘maybe I should get into conversion optimization and maybe learn other stuff as well leading to conversion optimization and I went into that. I found it very rewarding and did it for a very long time. However, at some point there was this one thing that almost always made the biggest results and it was how well, how clearly, and how strongly was the value proposition coming for cause. Basically how good reasons were the businesses giving to people to do what they wanted those people to do. If they gave those people very lousy reasons to do something, they won’t do it. Even if you have good reasons but they are not communicated well, they won’t do it.

DARYL: Do you remember whose quote it was that said, “Sorry, I would’ve written you a shorter message, but I didn’t have the time”?

PETER: No, but that’s one of my favorite quotes. I do remember Seth Godon said something very similar. Sorry, it was someone commenting on Seth Godon. “It’s easy to write long posts; it takes a lot more effort to write as short and as straightforwardly as Seth Godon does.”

DARYL: Exactly. What was the next stage?

PETER: The conversion optimization was pretty long and copywriting is a big part of that. People often think of copywriting as writing those 30-page direct mail letters. Sure, that’s copywriting, but even if you were writing a headline for your landing page, that’s copywriting. Anyway, I found it more interesting than just copywriting because it fit my personality and how I wanted to work better because I didn’t want to just write; I found it more rewarding the big process of increasing the conversion rates overall.

DARYL: What was the greatest challenge that you felt/faced in your progression in your business? What were some of the learning curves you had to go through?

PETER: The biggest challenge had been in my head, like personal beliefs around success and all these different things. I think they come from upbringing and culture. As far as the business side, it’s actually transitioned quite smoothly. Though I made some pretty clear transitions, I thought it out as a copywriter. Even though they are connected, they are seen as two different things. You can easily hire someone as a copywriter and another person as a conversion optimization expert. My main focus right now is the valley proposition development and building market strategies. I know this is pretty hard to swallow and I don’t mean this quite literally; what you believe and what you expect is what mostly commonly will be your reality. Where you are now is based on what you believe and what you expect in the past.

DARYL: How did you overcome that?

PETER: A big part about getting over limiting beliefs is it’s not insanely difficult because you see it as the reality, but that’s the problem; you see it as reality. The first thing to do is list the limiting beliefs, then argue with it, and then replace it with another belief and continue that until you believe in the new belief.

DARYL: What was one of the biggest limiting beliefs that you had to overcome?

PETER: There are too many to pick from. It’s hard to articulate them now since I’ve worked so hard to erase them. One was if I was really successful, it will alienate me from people I want to be closer to because of their views on success. It would push me away from them. I think it might have been Henry Ford that said, ‘Your goals should be so high that people should see you as insane.’ That’s good because I like to hang around with insane people. The point is I have a belief that I will get there and I keep reaching towards it. I can see that it’s a big goal, but it’s not like the end. One thing I struggle with is that I should enjoy the ride or the journey. Once you get there, it’s not like what you imagined. I think one thing that’s at least fairly inter-versal is instead of having goals of ‘I’m going to make this much money’, rather have the goal on how you’re going to feel when you’re working towards that. Having that as the primary focus as the main ride.

DARYL: What would you recommend to someone who is struggling to get to the next tier with either their marketing value, their property proposition, or more sales?

PETER: Focus. Focus about what you do, who you serve, what your strategies/tactics are like, what you should spend your time on, what you should use. Just focus on all these different things. The two categories that boil down to focus: there is the problem of trying too many things without really mastering any of those things, so not having a crystal clear marketing strategy.

DARYL: We got cut off, which is so weird. We still have the recording so it’s okay.

PETER: Why don’t you just ask the question again and I’ll start that?

DARYL: Sure. What do you recommend for your clients who are just starting or are struggling?

PETER: I think I should start from the beginning. I think it always boils down to focus in many different ways. Whether it’s focus on what you should do, your strategy is, what things you should be communicating, whatever it is you want to focus on. There are kind of two categories: the first is lack of focus which leads to trying too many things. Trying blogging and other different ways of advertising and other things, which means you don’t have a specific marketing strategy. The second is lack of focus on what you are really trying to make people believe, see and understand about you. What are the key ideas that are most likely to make people want to buy from you? That’s what marketing is supposed to do. If you don’t have the focus on those things, your marketing gets easily diluted. You’re trying to get across so many ideas that it’s really hard to believe and understand any of them. That’s what value proposition means to me; it’s a term that has many different definitions and they’re mostly kind of vague and the more detailed ones are one that you can use as an internal tool at some boardroom meeting. But when it comes down to just ‘what are the key ideas that are most likely to make your target customers want to buy your products and services,’ it’s a very practical thing.

DARYL: Do you have any tips for that?

PETER: There are three things you should look at. I have a URL on it and it’s petersandeen.com/value; it’s a quick exercise to show these three things you should be focusing on. First: how much do people actually want that thing that you’re talking about? If you were talking about being healthy or the evaluation, they would want the evaluation instead of other things. Second: how unique it is. If people can find the same thing from all your competitors, it’s not a reason to buy from you. It has limited value in marketing. There are exceptions and you can use ideas to your use. The third point: how believable the idea is. You can have something that people want, can only get it from you, but won’t get it if they don’t believe it. Only things with these points will make people want to buy from you. That just helps you get focused and that’s what I try to be about.

DARYL: Do you have any favorite quotes that you would recommend that would motivate you?

PETER: Overall, I think my favorite was something that a friend of mine said, I think it was a proverb and it doesn’t have anything to do with business. “The most important thing in life is gardening and even that’s not very important.” That means it’s a great reminder that it’s very easy to get detached from right now and just think about what was before. What is my emotional state now instead of just being driven by big goals? I don’t remember who said this, but the best quote is, “You can’t be everything to everyone, but you can be something to someone.” It’s similar to ‘if you don’t pick a target, you won’t hit anyone.’ The common objection through this idea is that they may say “I have two distinct groups of customers and I work with both of them.” That’s great, so see them as two different targets and make two different approaches to them. Have the expectation that you have to do everything twice. That’s likely to get you further. It’s okay to have more than one target, but that’s pretty rare.

DARYL: Do you have any favorite books that we can recommend to people?

PETER: If I only can choose one, I would say Robert Cialdini’s “Influence”. Not because it would be the best marketing book related ever, although it is very close to the top; I think it’s one of the most fundamentally valuable ones. It gives very practical ideas and ideas on how people reach conclusions. The better you know people, the better in marketing you are. I think it’s one of the first books that you should read marketing wise, although it doesn’t talk much about marketing.

DARYL: Can you tell me a bit about what you are doing now and what are you excited about?

PETER: One thing that is happening right now is I’m finishing a new version of my website. I rarely urge people to completely redo their websites, but I actually am at a point where I needed to restart from scratch. That’s a big project I’ve been working on for a long time; it should come to a close tomorrow or in a few days the latest. I’m planning a new training course which will be on marketing strategies. It is something that is actually really rare. They are usually about one specific strategy. This would help them figure out the perfect strategy for them. I don’t know how long it’s going to take, but it’s been at the back of my head for a long time.

DARYL: How did the idea of that course come about?

PETER: It’s something that I have to help almost every client; a simple, clear marketing strategy. Whenever I ask my clients on their marketing strategy and they give me pieces of strategy like Twitter, Facebook and webinars. But actually, social media doesn’t really help with marketing. I don’t see how people think it’s that simple. People need help learning it.

DARYL: That sounds like a great approach to it.

PETER: I have built a training course on how to craft your own value proposition and the point is ‘among the course, you can’t get my personal support; I am just watching in case a person gets stuck on a question.’ The point is you can do it on your own. I just don’t think there is a way to do that on marketing strategy. I don’t know how much time it would take to do it alone from scratch. Learning how to use a tactic you can do on your own.

DARYL: Where can people go if they want more information on it from you? Is it petercandeen.com?

PETER: Yes, that’s a good place to go, but the course isn’t ready yet. I just started building it.

DARYL: This has been an awesome call, thank you so much for joining me today.

PETER: Thanks for having me.