

**Subject:** [Mobile] #1: Mobile Marketing Isn't About Mobile

**Body:**

## **Lesson #1: Mobile Marketing Is About People, Not Technology**

Hi [Name],

Welcome back to the first lesson in Mobile Marketing 101 (Mobile 101).

Before we get into the nuts and bolts of mobile marketing I first want to lay a solid foundation to build on.

Without this fundamental principle everything else you learn about mobile won't matter. And as ironic as it may seem it has nothing to do with mobile marketing but everything to do with people.

Bestselling author and marketing expert, Seth Godin posted this on his blog:

*Do you have a people strategy?*

*Hard to imagine a consultant or investor asking the CMO, "so, what's your telephone strategy?"*

*We don't have a telephone strategy. The telephone is a tool, a simple medium, and it's only purpose is to connect us to interested human beings.*

*And then the internet comes along and it's mysterious and suddenly we need an email strategy and a social media strategy and a web strategy and a mobile strategy.*

*No, we don't.*

*It's still people. We still have one and only one thing that matters, and it's people.*

*Figure out the people part and the technology gets a whole lot simpler.*

I couldn't have said it better. Technology is great but it's simply a tool to connect us to people. Business has always and will always be about serving people.



So as we talk about mobile marketing I will continually challenge you to ask the question, “Will this help me to connect and serve my clients better?”

If the answer is no then be careful about pursuing it – whatever *it* may be.

And this principle can be applied to just about every other aspect of your business and marketing.

It will help you avoid the new-shiny-thing syndrome that distracts so many business owners. Saving you both time and money.

Don’t worry, we’ll get into the meat of mobile marketing beginning with the next email but this is a necessary foundation to lay before we start to build.

And if you’d like to take some action in this area I highly recommend reading (or rereading) the bestselling book, *How To Win Friends and Influence People* by Dale Carnegie (to download a free copy [click here](#)).

Stay tuned next week for **Lesson #2: The Current State of Mobile.**

To your success,

*Steve*

Steven Hudson

P.S. did you create that folder in your email account marked “Mobile 101”? That’s where you can file all the emails that start with [Mobile] in the subject line.

