

3D Marketing

Isolation Concept

Case Study - The Mona Lisa

The Louver Museum in Paris has done something that is an example of **perfect** marketing. Perhaps perfect is too strong a word but it is a close to perfect as just about anything that I have seen.

They have created a **must-do-must-see** for anyone entering the Louvre. It is fascinating.

They have created something that causes people to make a mad rush to see.

If a tourist visits the Louvre Museum and then **misses** the Mona Lisa they feel quite strongly that they have truly missed something.

When they walk up to the Mona Lisa and see the crowd of people gently pushing and maneuvering to get a closer look or patiently waiting to move a bit closer then they know that their visit to the Louvre has been worth it.



Crowd at Mona Lisa – Louvre Museum

Even if they pay the full price of admission and then miss everything else **except** the Mona Lisa they are still satisfied. They are fulfilled. The price of admission is only related to the Mona Lisa.

The price of admission is “worth it” by seeing only **one** painting.

How did this come about?

This is marketing genius by the marketing experts at the Louver.

How did this one piece out of 380,000 pieces of art in the Louvre Museum become such as focal point? Why do most tourists pass 34,999 pieces of art which are on display at any given time to see a singular piece of art?

Is it the best work of art (some will certainly argue otherwise)?

Is it the biggest (at 30 x 21 inches then this is clearly No)?

Why is there such an appeal?

The Mona Lisa Principle

Did Leonardo da Vinci create the aura and mystic surrounding the Mona Lisa? Did he paint it to have such an appeal?

Or did the marketing genius of the people at the Louvre create the tremendous interest in the Mona Lisa?

Moreover, how does any of this relate to your business or your products and services? If you apply the Mona Lisa Principle will you be able to harness some of the same type of appeal that the Louvre and the Mona Lisa enjoy?

Here is our analysis.

The key aspect of the success of the Mona Lisa is ‘isolation’.

Isolation means that you put a spotlight on one of your products or services. A single product or service gets the spotlight. This is niche marketing but now with the focus on the product or service rather than on the niche. This is extremely powerful.

The Louvre Museum has put a spotlight focus on the Mona Lisa and it works wonderfully for them and their customers.

Imagine a niche market focus and a product isolation focus!

The niche market focus is tourist interested in fine art. The product isolation focus is the Mona Lisa. It is brilliant!

To establish your isolation product or service you need to make sure that your customer or potential customer knows that this product/service is the most critical of all. That without this particular product or service, the customer will be missing out on something incredibly important – perhaps even something vital. Something that if they don't experience it will mean that they have missed something significant.

But “hold on.” – you might be saying – “Wait a minute!”

How can one product or service be the most important? Surely there is not one product or service that's more important than all the others. You may be protesting right now but let me explain.

First of all you are right. One product or service is most likely not the most important, better or more vital than all your other important products or services. Your protest has been heard.

In fact, I will argue that the Mona Lisa isn't more important than all of the other 379,999 objects of art at the Louvre.

It has been made to be the most important!

As a result, most tourists will pay the full price of admission to enter the Louvre, view a few other works of art incidentally on their way to see the Mona Lisa and go home. And they will go home satisfied.

This is a super marketing approach.

So how do you go about isolating your most important product or service?

More importantly how do you decide which products or services to put to the side from a marketing perspective and which single product or service in particular to highlight?

The answer is: Pick any product or service.

- Pick a product or service that you like.
- Pick a product where your energy for it is very high.
- Pick a service that provides you with many compliments from customers.
- Pick a product or service that helps to differentiate you and your business in your niche market.

Once you select one then create an aura around that product or service.

I would state further that it would be good work for you to select a product that you have high confidence in and that you know is a strong product in your marketplace. You must be confident and proud of the product that you put under the spotlight.

Some Specific Examples

A Service Business with an Intangible End Product: Consider a service business with an end product that is information-based. The end product is knowledge or expertise or skill transfer and this is rather intangible. Let's say you run a business that deals with information and furthermore that you conduct seminars and workshops to provide and transfer your knowledge and expertise to your clients.

To showcase or highlight one specific workshop or seminar topic would be a solid marketing approach. You would define one as being the most crucial or critical. Even within the workshop materials you can isolate certain components as being the most important, by simply giving additional weight to that portion of the learning.

You can provide all the workshop materials at the time of the workshop but conduct the workshop in a manner that clearly shows the most critical part and you would spend most of your time on this crucial aspect of the workshop materials.

A Service Business & Long Term Tangible End Product: I want to examine the construction industry. This is a service business where the end product is something very tangible. Imagine that you are a builder and you build houses.

With this type of business you may be able to focus on the planning process. There are thousands of things that need attention and need some focus while in the process of building a house but you can focus on your expertise of planning and coordination and how this will save time and money and keep things on schedule.

We built a new home while living in Ireland and we and the builder focused on the planning process. The home was completed on time and on budget and all involved were very happy with the outcome. There were few delays and the delays were short and not due to a lack of planning. A builder can focus and spotlight on the expertise and skill with the planning process as a differentiator and this will be a success ingredient for market success.

A Service Business & Short Term Tangible End Product: Let's now examine how a restaurant could use the Mona Lisa Principle. Imagine that you own a restaurant with many delicious dishes.

Should you high-light a particular dish? This would reflect your taste and this would be fine. How about defining the most ordered dish and making this known to all restaurant patrons? Would this bestow Mona Lisa-status on this dish? Would this special dish (and you would be making it **more** special with your spotlight) become a work of art?

Make this dish mouth watering for all to enjoy. Make this dish a trademark dish. Make this dish famous. People will come to your restaurant just for this dish they will tell others about the dish. With that in mind, you may need to name the dish just like the Mona Lisa has been named.

As you can see the Mona Lisa Principle works within both product-based and service-based industries.

What is the focus product for the Global Reach Learning Center? Well it is the GLS -- the Global Learning System. This is the critical product for the Global Reach Learning Center and for the Expert. To have a GLS boosts up any expert to a higher expert level. The GLS is a differentiator in the marketplace, it provides a way to dominate a niche and it is a means of information delivery for the Expert. We put a spotlight on the GLS as this is the ultimate tool for the Expert.

Can you proceed without a GLS? Of course you can. However, the GLS makes things easier. It provides you with Expert status and provides you with a 24-7 delivery system for your expertise and knowledge. It also helps you to retain clients and to attract more clients. It helps you to get paid.

Here are some very important reasons why The Mona Lisa Principle is Important:

- It allows customers to focus. They are not overwhelmed or confused.
- It reduces the frustration of choice for customers. Too many choices and you will lose sales and customers.
- It allows the customer to consume a smaller portion, yet have a richer experience. This can be an important aspect of customer satisfaction.

Don't believe me – Look at Louvre

Look at what the Louvre does with the Mona Lisa. Customers walk past amazing works of art; some people do not even noticing these other works of art. (I have sat and observed this myself).

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Many if not most are focused solely on getting to the Mona Lisa. Instead of getting frustrated with what to see first, the Louvre customers now have a must-do-must see list and the list is very short. This greatly reduces frustration and greatly increases customer satisfaction.

Of course it's not hard to see how this concept applies to a professor, trainer, consultant or business coach. It can also apply to a restaurant, a builder or almost any service provider.

So here's your action plan:

- List everything you 'sell' (whether it's information, training, a service or a product).
- Highlight three of the most important (in your opinion and perhaps get someone else's opinion as well).
- Trim it down to just one (product, element of training or element of service).

Then, consider how to put a spotlight on this one item and use a combination of niche focused marketing.

First, niche focus in the market and . . .

Second, focus on a specific product or service and create Mona Lisa like status for one key element of your business.

You will be doing a service for your business and for your customers.

3D Marketing -- Differentiate, Dominate and Deliver.