



NEWS

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How To Be A Genius At Online Sales & Marketing

Ever wonder how a super genius would approach online sales and marketing? If you've ever felt frustrated with your own limitations - you may have asked yourself - *how would a super genius do all this stuff?*

Turns out the smart folks at MENSA, the society for geniuses, wrote a book outlining what it takes to do super genius level work. Who knew?

Trust me, I'm not a member - I don't even know what MENSA stands for, but I saw the book at Barnes & Noble, and it had a pretty cover, so I picked up a copy.

The first part of the book is an easy to read guide and it explains the top traits of super geniuses. Not just the garden-variety smart folks, we're talking the best of the best - Mozart, Shakespeare, Edison, Tesla, Einstein, and other world-changers. (The second half of the book is filled with tests and puzzles that I didn't understand - so ignored that stuff). Anyway,

As it turns out genius is not just about having a high IQ. There are apparently lots of high IQ people that don't do anything amazing. Let's ignore them.

My theory is that maybe if we ordinary people adapt some of this stuff to our own work - we can "take it up a notch" and move into the realm of the gifted. Okay, probably not, but it's worth thinking about!

So, if the world changing super geniuses were focused on sales and marketing, here is how they would approach it...

Trait #1 - Obsession

The one trait the MENSA people say all world changing super geniuses had was obsession for their work. Their conclusion is that there are no 9-5 geniuses. No part-timers. No "mid-career" executives that people started to label as genius. Geniuses don't sleep in late and go to bed early. You don't half-heartedly get there.

The super geniuses sacrificed everything, including a massive amount of their time and energy so they could perfect

their art, formula, business, craft, or trade.

They were obsessed with overcoming their own limitations related to their subject and did anything and everything to figure out how to improve, learn, grow, redefine, re-shape, and re-creating their topic.

This wasn't about money for them, in fact, many of them were never financially successful. They were unique and special because of their ability to get obsessed, and stay obsessed, with their topic. They could spend hours, days, weeks, years, and even decades perfecting their craft.

Trait #2 - Vision

Arthur Schopenhauer once said,

"Talent hits a target no one else can hit; genius hits a target no one else can see."

The second trait they discovered was that super geniuses had a unique vision for their topic and an inspired "perspective" that they developed for their work.

The world changing super geniuses studied the "best" teaches in their field, learned to master the established techniques and methods, and then they added their own insight to it. They worked until they had developed a signature approach or method.

It turns out the super geniuses all had a period of seeing their topic in a way that no one else saw it. Their vision for the subject changed the world. Their job at that point was to explain and teach their "new way of seeing it" to the world.

Trait #3 - Passing The Test Of Time

The MENSA folks also discovered that another test of true super genius is - the test of time. What they discovered was that there are lots of innovations and smart ideas but within a few years they are

considered "out of date" "uninspired" or "antique notions".

The true test of genius is whether 100 years later people are still saying, "that person changed the history of this topic or field of study". This is a hard one of course, but it helps to step back and ask, "Is my work going to be remembered in 100 years?"

Trait #4 - Inspirational

As it turns out, super geniuses aren't considered super geniuses unless their work inspires the masses. Super geniuses have to capture the imagination of the general public - and get people inspired, motivated, and interested in their topic. As it turns out even super geniuses need a good marketing plan and the ability to be self-promotional in a good way!

Finding Your Super Genius

Let's be honest - none of us are going to be labeled a super genius marketer by the popular press or national media. But we can still apply these lessons. How?

Obsession is just another word for stubborn. Vision is just another word for opinionated. Passing The Test Of Time is just another word for old. Inspirational is just another word for - gracious enough to share lessons with others.

These are things we can do and as we do them we build our online sales and marketing muscles. Go ahead and become obsessed. Try out everyone else's approach and then create your own. Find comfort in knowing you've been around the block a few times. Find the time to help others. If you do these things - you'll be on your way to being a genius at your craft!

Do You Have A Question?

This newsletter is written for you! We'd love to write about a topic of your choosing - so feel free to submit a question today. [Submit it here](#). We are honored to partner with you!

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