

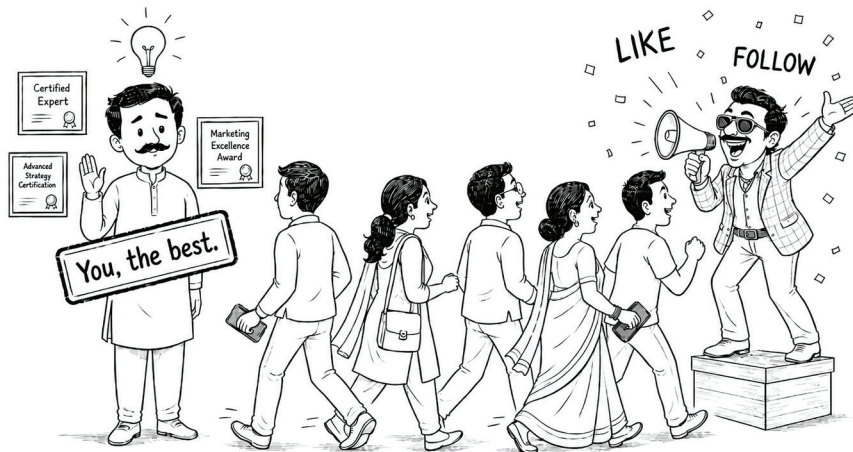
Why I Wrote This Book



I've been in marketing for almost two decades, and in all that time I've met only two types of experts.

The first is brilliant at the craft. The best in the field, and convinced they don't need to do anything else. They do great work and believe that the world will come to them. But it doesn't. And it never has. So the business never grows the way it should, their name stays unknown, and they keep hoping that one day, if they just keep working, people will finally find them. No one can. Not unless they do some kind of personal branding.

The second type is the opposite. Not great at the skill, and not too bothered about the customer, but loud, and shamelessly promoting themselves at every turn. Always on social media, always at the conferences. And somehow, they're the one who gets the premium clients, the one everyone calls successful.



The best known will beat the best

The silent but skilled expert has mixed feelings about this. On one side, a strange kind of jealousy at the self-promoter's success. On the other, the knowledge that they can never get comfortable in shameless self-promotion. They feel it should be the responsibility of the customer to look closer, to do the research, to tell the real expert from the loud one. And it almost feels unfair. But even if it is, unfair doesn't pay the bills, and the market still isn't choosing you as the winner.

This book is for that silent and skilled but shy expert. If you're brilliant at your craft, but you feel you deserve more, more customers, more name, more fame, then this book is for you.

And no, this isn't another book telling you to post more on social media or dance in front of a camera to grab attention. You don't cut through the clutter by adding to it. So relax, there's no embarrassing self-promotion ahead. I found a better way, and I want to let you in on the secret. The secret is Deep Marketing.

After a lot of trial and error, I found something better than social media branding. And everything I'm about to tell you comes from doing it, not theorising about it. I built "Digital Deepak" as a personal brand in the digital marketing space from nothing, trained more than 15,000 students, and made millions doing it, with far more grace than the people relentlessly shouting to get noticed. I was simply patient while everyone else was in a hurry. I went deeper, into how people really decide, and how trust forms between two human beings. All of it crystallised into one method. Deep Marketing.

Done well, Deep Marketing beats the loud ones who only look successful from the outside. This method has worked wonders not only for my personal brand but also for hundreds of expert clients I've worked with.

From you, all I ask is a little patience and an open mind. Read to the end, and you'll see exactly why Deep Marketing beats shallow marketing. Every single time.

Who should read this book?

Deep Marketing isn't for brands that are just a logo. There are other books for that. This one is for people who want to build a strong personal brand, people whose business is built on their expertise: coaches, consultants, freelancers, agency owners, doctors, lawyers, designers, architects. Anyone with a craft who wants to build a business around it.

As an expert, you deserve better than becoming a cheesy, embarrassing salesman. You deserve a marketing system that runs while you're busy with clients, so you can spend 90% of your time getting better at your craft and serving the people who pay you. There's a thin line between being bold in your marketing and being shameless. This book is for the bold and patient.



You Can't Win the Price War

*I*f you've been selling your expertise for a few years, you already know the truth. Convincing the right clients to work with you is hard. It feels like apart from being good at your craft and serving people, you have a second job of selling yourself.

So after hearing “no” enough times from the people you'd most like to work with, a thought creeps in. Maybe I'm charging too much. But low prices and low margins bring in a lot of problems. Without healthy margins you can't serve your clients properly, so one day you burn out and think about quitting. The market needs you far more than you realise.

You might be slashing prices because competitors are walking off with your customers, and it feels like they're pulling ahead while you fall behind.



Amazon beats everyone on price, but Amazon can afford to run its B2C business on razor-thin margins. It's a public company with money to burn. You're an expert. You can't play that game. Cheap doesn't scale, and cheap backfires.

You wish you could sit your clients down and explain, logically, why you're the better choice. But clients rarely decide with logic. They decide with emotion.

And the moment you cut your price to win one, you've entered a race you cannot win. There's always someone willing to go lower. Someone hungrier, more desperate, happy to do worse work for less money. And many clients have not yet learned that cheap is costly and risky in the long run. Everyone is trying to save money, and against their own best interests, many short-term-thinking clients choose cheap.

Cutting your fee won't make a client trust you more, or respect you more. It does the opposite. A low price tells the market you think you're worth less. You didn't win the client. You taught them to expect less, and pay less.

Low price attracts low-quality clients

When you get a client by offering a low price, that's not the client you will enjoy working with.

They think you're the cheap option. They haggle over every invoice. They question every hour. They want changes, then more changes, then a few more, all for free. Slow to pay, quick to complain. And the second someone cheaper shows up, they're gone, because price was the only thing holding them to you.

You end up working harder, for less money, for the people who respect you the least. That's the cruel joke of the race to the bottom. It doesn't just shrink your income. It fills your days with the clients who drain you and leaves no room for the ones who would have valued you.

Such clients do something dangerous to your craft and line of work. You end up hating the work that you do. The very reason you started something of your own, instead of slaving away at a corporate job, is that you wanted to love what you do, right? Premium is what makes that possible.