

Don't Be the Hero

#TechBytes is a nine-part video mini-series that shares nine simple steps any business can apply to generate qualified leads and a steady stream of top-of-funnel prospects.

“...the convention in the marketplace is that the brands who are advertising position themselves as the hero... [but]...your customer should be the hero as a result of being transformed using your product or service. The transformation promise will generate you more leads than anything else. Here's the point - position yourself as the guide” ”



While every great story needs a hero, if maximising market share and lead generation are your objectives, then you should not be it. Instead, the hero should be the customer, and the story should paint a picture of how the customer overcomes a challenge in their business - is transformed - as a result of using your technology product or service.

In this narrative, you are the guide - a trusted advisor/partner to your customers and prospects. The result - the hero transformation process. This is what customers resonate with and which ultimately generates leads for your business.

This flies in the face of advertising conventions and requires a fundamental shift in thinking, because as a brand and marketing team, you need to move away from 'us' and focus instead on 'them'—your customers and their needs, challenges and concerns - and better yet, on a journey of 'us' - a mutually beneficial partnership with a fairy tail ending!

Here is Episode 5 of #TechBytes

[Don't Be The Hero by #TechBytes - powered by Digital Kungfu](#) from [Digital Kungfu](#) on [Vimeo](#).

Watch **Episode 1: #TechBytes:** [The Need for Speed for B2B and Lead Generation](#).

Watch **Episode 2: #Techbytes:** [Sell different, not similar](#).

Watch **Episode 3: #Techbytes:** [Niche Down](#).

Watch **Episode 4: #Techbytes:** [Know your story](#)

Download the full white paper "[Inside B2B Lead Generation 2019](#)", researched and produced by [Digital Kungfu](#), a purpose-built lead generation company for tech businesses.

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