

# 3 UNBREAKABLE LAWS

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## OF ORGANIC MARKETING

### 1) Focus more on being interested than interesting.

Good marketing isn't about you, it's about the people you want to serve.

If you struggle to feel interested, ask yourself why and consider a change. If you can't or don't want to change, then at least cultivate the discipline of *\*showing\** interest, even if you don't feel it now.

You may find the feelings will follow in time.

### 2) Be consistent with when, where, and how you show up.

Both humans and their algorithms value consistency.

Slowly over time, your consistent presence will establish a beachhead of trust with your Market, and this is a *\*must\** for you to build on.

Without that trust, your chances will simply slip away, back into the ocean of online noise.

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### 3) Engage, educate and entertain the people who matter.

When you can make your Market stop and take notice, offer something to help them grow and do it in a way they enjoy, you'll do more than just capture their attention.

You'll inspire their action.

Ready to take YOUR next step toward bigger Purpose,  
better business and True Success?  
Schedule a free Strategy Call at [phillipgonzales.com/call](http://phillipgonzales.com/call)  
and continue your journey today!