

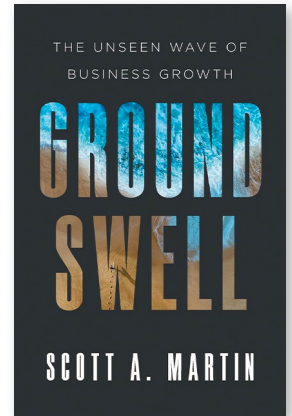


Executive Book Summaries[®]

Groundswell

The Unseen Wave of Business Growth

by **Scott A. Martin**



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THE SUMMARY IN BRIEF

There is no shortcut to achieving lasting business growth, even if that popular Instagram guru swears by it. While quick fixes or hacks that promise 100x growth may yield short-term results, they end up jeopardizing the foundation of a business in the long run.

Groundswell: The Unseen Wave of Business Growth introduces us to the revolutionary concept of Groundswelling, a systematic approach toward engaging audiences to ensure long-term, sustainable business growth. The pages within outline four comprehensive steps to planning, creating value, scaling marketing efforts, and building a loyal customer base.

Author Scott A. Martin urges readers to shift their focus from quick-fix marketing solutions to achieving sustainable exponential growth through solid strategies that help prioritize purpose and relationship building. The author takes us on an entertainingly educational journey of finding our hidden potential, overcoming the growth dilemma, operating with patience and authenticity, and building lasting customer loyalty.

IN THIS EXECUTIVE BOOK SUMMARY:

- The importance of prioritizing sustainable growth strategies over short-term hacks
- The definition of groundswelling and how it creates lasting business growth
- The four steps to creating a groundswell
- Achieve exponential growth by prioritizing purpose and relationships

Introduction

The tide is rising for forward-thinking founders, discerning entrepreneurs, and brave brands who desire sustainable growth marketing. This new approach I call Groundswelling—a powerful, yet currently unseen wave of elegant business growth—is actually not that new. I have just identified the patterns and modeled them into a framework that helps impact creators and entrepreneurs who crave building something that lasts.

There are five sections in this book: Origins, Build, Give, Grow, and Transform. “Origins” is the why and the back-story that gives the entire book context. “Build” is where I explain the profound benefits of starting your process with strategic planning, active strategy, and building demand.

“Give” is the start to building momentum and generating initial growth to meet the changing business landscape. “Grow” will be a reference guide you’ll revisit and reread. Use it to hold your team or stakeholders to a new standard and to transform typical growth into transformative growth. “Transform” explains the ultimate growth loop—how to go beyond loyalty and create exponential growth while decreasing energy and costs over time.

The common theme across each section is simply a journey toward business sovereignty, going from dependency on traditional, costly marketing methods to independence and elegant growth.

Part 1: Origins

Chapter 1: Waves of Hidden Potential

Surfers, like entrepreneurs, are passionate about catching their next dream wave. And entrepreneurs, like surfers, possess a clear vision of the future they seek—but they’re often at the mercy of their environment when it comes to bringing that vision to fruition. We know we want to ride a wave, but the waves are hard to catch and can be temperamental. In surfing, the most common of these temperamental waves are called wind swells. The more desirable waves, called groundswells, are bigger swells from a larger storm farther away. Groundswells are a surfer’s dream, and to experience them requires lucky timing.

In the past, our longing for waves could only be fulfilled by waiting or endlessly staring at the horizon. If you live where the water is cold, waiting for waves can be very chilly. But lucky for us all, the world has changed. When avid

surfer Jack O’Neill invented the neoprene wet suit, surfers across the world could surf in cold waters. When Kelly Slater joined Adam Fincham—a surfer and engineering specialist in geophysical fluid dynamics to build a surf pool that would create perfect waves that could be surfed on indefinitely, surfers no longer had to wait for waves to surf because they could build their own!

Whether you’re a business owner or a marketer, it’s time to reimagine your mindsets and practices related to growth marketing. Give yourself permission to question the way things have always been done. Join the ranks of passionate entrepreneurs who, like Jack O’Neill and Kelly Slater, dared to do something no one had seen before.

Chapter 2: The Growth of Dilemma

Most businesses that chase growth with aggressive campaigns typically create only a quick temporary uptick in sales. When the campaign is over, sales fall back to baseline. And when measuring success based on numbers alone, this short-term growth spike doesn’t tell the whole story. Chasing fast growth stunts and impairs true growth. Learning to balance short-term cash-flow needs and long-term profitability might be one of the most important concepts for business owners, and the marketing teams that support them, to master.

The healthiest and most sustainable growth ideally happens within an infrastructure that strikes a balance between short-term tactics and long-term strategy. Building a sustainable brand requires an updated approach to marketing—one that combines common-sense thinking with proven strategies. Sustainable growth is not just about numbers, likes, shares, and sales. It’s about people. Now, this doesn’t mean that you shouldn’t invest time in the latest digital platforms, like Facebook or TikTok. These and other trends can be tools, but they cannot be the backbone of a sustainable marketing strategy. Instead, intelligently invest your time in them, which includes being prepared for them to change. Go in with your eyes wide open. Be sure you’re building with value in mind.

Chapter 3: A Contemporary Vision for Growth

Think about why you first went into business. Was it just to turn a profit? Was it growth for growth’s sake? I highly doubt it. You probably wanted to build something of your own.

Something real that matters. Something that will last. To get back to the heart of your business requires changing the way you think about marketing. It requires an intentional shift from aggressive tactics to positive, value-driven actions. A shift from targeting and acquiring to connecting and serving.

A groundswell is about moving from selling to sharing.

Imagine a long-term growth strategy that allows you to be relationship-focused rather than transaction-focused—where customers regain their humanity and get to become people again, not just numbers or dollar signs. Imagine a focused and strategic plan that is not just one channel, campaign, or funnel, but a diverse ecosystem, founded on the strategic principles, core values, and unique value proposition your brand brings to those you serve. Imagine intentionally building momentum and engineering growth through giving—where content and community add value to the lives of your audience without interrupting or selling. This sustainable approach to marketing and growth is what I now call Groundswelling.

Groundswelling is extremely purpose-centric; the connection to the product, and every interaction with the brand, is in alignment with your values. A groundswell is about moving from selling to sharing. From guessing to investing. From capturing to captivating. From transactions to transformations. There are four phases of a Groundswell include Build, Give, Grow, and Transform. Once initiated, each phase naturally leads to the next. However, no phase ever stops. This rolling progression continues to feed itself, creating self-sustaining growth.

Chapter 4: Finding Your Epic Origins

Marketing is no longer about getting an ad in front of potential customers, so they know that you exist—It's about what you have to say, what you're about, and what you have to offer in the transaction and beyond. For that reason, it is essential to understand the motivation for growth and impact beating at your core. This is your epicenter—or Epic Center—where all hidden potential originates. Consider carefully: Once you set out from your Epic Center, where is your hidden potential going to lead?

To generate the congruency of your vision and values—the potential of your Epic Center—you must articulate the specific transformation and impact you want to achieve. You need to put the X on the map, so to speak. That X is a declaration of your Epic Outcome—your Impact. Your Epic Outcome is not just the destination or result you want; it is

your North Star—the guiding light that keeps you on course. At any time, you can pause and check in with yourself: Are we heading the right way? Is this taking us closer to or further from our Epic Outcome? What impacts do we want to have?

Finding your Epic Outcome is beginning with the end in mind. What is in your mind in terms of what you want to feel? What impacts do you want your brand to make on the world? What does the impact on your culture look like? Your clarity may begin at either point, with your Epic Center (motivation to begin) or your Epic Outcome (the articulated outcome you want to achieve). But you can leverage one to help you find the other. Knowing why you're beginning can help you find direction, and knowing where you are going allows you to map backward to connect it to your core purpose and motivation. The space in between is where your hidden potential is revealed. One thing is clear: there are multiple waves of impact on the journey toward your Epic Outcome.

Part 2: Build

Chapter 5: Patience is the New Growth Hack

Patience is both a mindset and an action. Said another way, it is an act of mindfulness. Mindfulness is not sitting on a yoga mat in some spaced-out state of mind. Rather, it is the combination of specific, focused intention and alert, situational awareness. Intent + Awareness + Action = Mindfulness.

Intent is the reason you take action—the specific result you hope to achieve. When it comes to a Groundswell, your intent is so strong that no shiny new object could distract you or detract from it. Awareness is the observation that leads to understanding. It's knowledge in context: awareness of where you are, where you're going, the obstacles and opportunities that lie in your path, and the actions that are necessary to traverse that path. Actions are the methods we use to achieve our intent. When action is aligned with intent and informed by awareness, it is specific, deliberate, and powerful. This is the culmination of mindfulness.

To build anything, let alone anything that is meant to last, you need a framework to organize how all the pieces come

together. Use this simple Ideate Differentiate Activate framework to help you envision, break down, and construct your desired outcome for each various layer of your Groundswell:

Ideate. The ideation phase is all about the quality of thinking and the time you put into thinking about how to maximize your Groundswell and minimize the risk. Ask yourself: Who can help make this happen? What are my potential blind spots? How can I keep my options open in case I need to pivot my strategy?

Differentiate. This step is where you break apart the key elements into a structure so you can communicate and execute what to do in what order. Ask yourself: What is the focus of your movement, and what is the outcome you aim to have? What Transformation do you want to occur with your audience?

Activate. This is when you move from theory to reality. The first step feels obvious, but it's key. Start. Do something to verify your plan. Test any aspect of the process of your plan. You actually need to set a time and activity you are going to start on. Take massive but strategic action that gives you some feedback as to the potential audience (customer) response to what you are doing.

Chapter 6: A Note About Authenticity

To build a Groundswell, your vision, focus, and actions need to be congruent from the very start. Own your authenticity and your role as the source and storm of your Groundswell. The force of your clarity becomes your brand and reputation. Not only does this propel you forward, but it also creates a barrier to the competition. Those who would try to replicate you are found to be shallow. As they say, "There can only be one original."

Chapter 7: Connection is the New Cash

Business and marketing come down to a remarkably simple principle: humans want to be valued and receive value. Rather than, "How can I sell this immediately?" ask, "How can we serve our audience better?" Rather than, "How can we motivate a transaction?" ask, "How can we help them individually?"

Ideate, differentiate, and activate. Find where your audience is and listen, so you can identify their needs well. Differentiate how you communicate and engage to unlock insights into how to engage customers on a human level. Finally, activate your audience by directly connecting on a one-on-one basis. Have people buy into you versus buying from you by

ensuring your values align with your customer's functional, emotional, and aspirational values.

Chapter 8: Playing the Long Game

Marketing is "playing the long game." When you're building a long game, the metrics start with attention. Then come followers, subscribers, and finally, customers. The entire process has hidden potential to accelerate your growth, but it takes time. To generate a Groundswell, you must first build a connection with a core, loyal audience. This bond is built not through transactions, but through a community of shared value. Think of connection + trust = action. Start your connection with the intention of building trust versus attention, and the audience reaction will be a deeper layer of connection to you and your brand.

In Steve Jobs's words, "A brand is simply trust." Luckily, building trust is as simple as making a promise and following through with it. Doing this time after time demonstrates a pattern others can rely on. Each time you prove them right, you build more trust. The more they learn who you are, the more you earn their trust. This culture of trust is built from three underlying fundamentals.

Clarity is key. Even if your promise is clear to you, if it's not communicated clearly to others, then it's all for naught. Build your crew. If you can build a positive and supportive culture within your business that is based on positive core values, your employees become your biggest asset for marketing. Focus on building a positive partnership culture. By partnerships, we're talking about the variety of lateral relationships that help you and your business thrive, from service partners and suppliers to peer networks, mentorships, and alliances. Fostering peer-to-peer and business-to-business relationships that align with your vision and goals can create mutually beneficial growth and sustainability. Finally, build your community culture. It could be a group that you create, partner with, or support, but the alignment becomes an extension of your internal culture into an external community. It is another avenue where you can demonstrate your values and your value, creating visibility, credibility, and loyalty.

Chapter 9: Waves Upon Waves

When you create connections across your entire brand, everyone – from your audience to your employees to your vendor partners to your community – can become wholeheartedly bought in. That is precisely what we're building toward. Energy in a sustained direction over a period of time, like storm winds moving in the same direction, gives ample opportunity

Groundswelling can be as effortless as pushing over dominoes – with effects that are just as far-reaching.

for waves to grow and gain momentum. Momentum is easy to maintain, but takes more energy to initiate.

Groundswelling can be as effortless as pushing over dominoes – with effects that are just as far-reaching. With focus and intention, you take your time to set up all the pieces. Once the Build phase is completed, you just tip and watch momentum do the rest, carrying you all the way to your Epic Outcome. The moment doesn't happen by accident—it's intentionally built, with more time (patience), less friction (connection), and the unseen pull of gravity (trust). With these in place, momentum is not far behind.

Behind each wave is another set of waves until the progressive momentum of your Groundswell can't be stopped. Remember, just because the results may initially be unseen or small doesn't mean that you are not moving in the right direction. Now, built on a foundation made to last, you're ready to tip the domino on the next phase: Give.

Part 3: Give

Chapter 10: Give is the New Get

Something special happens when we give. When you give, you set into motion an invisible dynamic that cannot help but come back to you, and you benefit from the intentional act of giving first. This shift to giving first is foundational for creating a Groundswell.

Let's look at a tangible example of what this means. Let's say our average total lifetime value of a customer is \$100, and the cost of acquiring them (moving them through the four phases of the acquisition funnel) is \$20. From a traditional perspective, that's a profitable model. But what if you could increase their total lifetime value to \$300? It might cost you more than \$20 upfront—maybe it costs you \$100. My argument is that we should be looking at what's possible long-term and investing more upfront to make it happen. Here are three steps to giving you can use at every point along the journey with your audience:

Invite. An invitation is different from an ask. An invitation

feels special and has an element of exclusivity and excitement. It feels good right away. This is the first subtle, but vital, approach to an impactful Give. Invite your audience to share and connect with your value and values, then give them options about what to do next.

Delight. Now it's time to delight your audience with something unexpected. What feeling do you want them to have? Whatever you deliver needs to generate that experience in a way that surpasses their expectations or imagination.

Reward. To anchor and transform the connection you've made, reward your audience for taking action. I'm not talking about a monetary or savings reward, but something that is experiential, meaningful, congruent, personalized, and relevant. Make them feel how much you care and how grateful you are that they're part of your movement.

A great Give sets your values in motion. To reveal your best method of giving, ask the question: What can you give – joyfully – to show people the value you have to offer, rooted in the values that drive your business model?

Chapter 11: When Giving Leads to Getting

Giving value early is like sowing a seed; it's an investment for future harvest. When people give, the other side immediately feels a compelling need to give something back. Focusing on what you can give your audience that will demonstrate your value and values changes the funnel from a push to get into a pull with giving, inviting connection, and building trust with the very people you wish to serve. So, give, give, give— and don't give up. You're well on your way to generating your Groundswell. This is the primer to getting the momentum you need to start getting results.

Part 4: Grow

Chapter 12: Groundswell Is the New Growth

As you've seen, Groundswell growth is not like other growth. Pursuing Groundswell growth quits the getting-as-big-as-you-can-as-fast-as-you-can game and instead seeks to provide as much value as possible for as long as possible.

Focus on growing naturally. Lean into your values and value and seek to communicate them as clearly as possible so your audience can buy in and grow. Focus on authentically making a difference and solving problems.

Don't be afraid to look at your value proposition for additional potential. Stay attuned to the ongoing needs of your audience so you can refresh and innovate deep value they can connect to. Grow intelligently. To be in business, you must have systems. To Grow, these systems must be running well – you've worked out all the bugs and hiccups, and natural growth is occurring. With this foundation in place, you can begin to scale.

When it comes to buying from you, make it enjoyable and easy. Make your audience eager to come back because you're always innovating, and you make it dead simple to decide and spend. This is frictionless delivery. Give people exactly – and only – what they are looking for. Finally, remember that your brand is the promises you make, and to rise to a higher standard, you must look inward and be willing to adjust as necessary.

Chapter 13: Patience is Still the New Growth Hack

To grow sustainably, sometimes you have to put in the work even when there's no immediate evidence of result, reward, or response. You have to go on faith. The most beautiful marketing is simple, frictionless, and useful. You know what you're doing and why. Your audience is never interrupted. Nothing is irrelevant. Everything is aligned with purpose – both yours and your audience's. All of this allows you to feel really connected to your good or service, and it allows your audience to feel really connected to their purchase. It's beautiful because it's intentionally aligned on so many levels.

Part 5: Transform

Chapter 14: Beyond Loyalty

What if you could compel your audience to exponentially grow your brand? What if you could build a growth loop powered by the loyalty of your audience? It's entirely possible. After all, exponential, sustainable, healthy Growth is what a Groundswell is all about. But to access this level of commitment from your audience, you must give them a value so compelling that they cannot help but reciprocate. We're not talking about traditional loyalty programs or point systems. We're talking about an ongoing, nurturing connection that results in the granddaddy of value: Transformation.

Transformation is the means and the end of a Groundswell. Here's how to unlock your own transformation design:

- Anchor the name of the Transformation you want to see. (Groundswelling)
- Exquisitely detail the from-to process. (From Marketing to Groundswelling)
- Design the strategy in phases. (Build, Give, Grow, Transform)
- Embark on the stages within the Transformation. (Move, Change, Transform)
- Chart your course with ICE (Impact, Confidence, Ease) from your Epic Center to your Epic Outcome.
- Map how you will guide the experiences that you can individually customize to move your audience to change and ultimately Transform.
- Create captivating and personalized experiences that generate an Epic Outcome for each individual.
- Set sail on the never-ending journey of innovating elegant growth within the business, within yourself, and within your relationships.
- Uniquely and deliberately name the identity of the newly transformed individuals. (Swellpreneurs)

Chapter 15: The Sea of Sameness

Now that we have detailed the identity of the individuals who are transformed, there is a critical distinction in the approach to successfully compelling others to engage with your brand (the key to never-ending growth). If you build your Groundswell all the way to Transformation, the most potentially dangerous Epic Outcome is sameness.

Transformation must, by design, be an individualized experience, and the name/identity should create an inner circle of others who see themselves as part of a new group where they all share in the understanding of the Transformation. The transformed people should also see themselves as having their own experiences they can express and share; their unique story is so captivating because it's theirs – 100 percent, authentically their own wave.

They have set a new standard for themselves to never be the same again – and they see the immense value in the journey so clearly that they onboard, grow, and challenge others to get the courage to bravely embark on their own individual journey. Together, these individual transformed riders of the storm bring others and challenge them to paddle out to catch their own wave.

Conclusion

The final unseen wave of never-ending growth is you. These internal waves of self-reproducing energy are the core of your being, not doing.

Your Groundswell is going to move, change, and transform the world, but a more profound impact is your own Transformation. You are now a swellpreneur and part of an inner circle of maverick marketers, conscious creators, and impact entrepreneurs who are leveraging Groundswelling and transforming business as usual into business as beautiful.

Paddle out.



Scott A. Martin has spent twenty-five years working in all types of marketing as both an agency owner and strategist to national brands and entrepreneurs. He's built a reputation for striking a balance between leading-edge marketing innovation and traditional approaches to deliver sensible, informed, and forward-thinking decisions. As the host of The Groundswell Podcast, Scott interviews the industry's top minds to learn how entrepreneurs and marketers can build sustainable programs that positively impact the world. As a community builder, Scott also develops content and followings around his passions: surfing, surf art, and heliskiing.

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