



## **Roman Marketing: or, How to Build Your Own Empire in 5 Easy Steps**

Article Source: <http://www.mrfire.com>

**Related Keywords:** business marketing plan, marketing for small business, e business marketing, marketing a small business, small business marketing plan

Long before the movie "Gladiator" hit the theatres, millions of people have been fascinated with ancient Rome. More than 15 centuries after its fall, the Roman Empire continues to profoundly influence world history. But few have ever explored how Rome marketed itself to greatness. It wasn't all blood and guts, gladiators and chariots, togas and swords. There was a strategy and a mission, too.

After all, how could an ancient class of poor farmers rule most of Europe? Why would people leave their farms and their families to travel into unknown territories and fight barbaric wars? They were basically self-sufficient. They didn't even have a need for money until the third century. What's the deal here?

Roman Marketing was the key. In short, it was a powerhouse strategy practiced by the greatest emperors to instill hypnotic confidence in soldiers, allegiance from the public, and victory over almost all enemies.

And you can use it today to build your own empire.

Here's how Roman Marketing worked:

1. Create a mythology.

Rome did not have an inspiring past. Since it lacked the rich mythological sources of the ancient Greek, Rome filled in the holes by making up their own culture. They created their own legend. They told stories of Rome being founded by the survivors of Troy. Another story said Rome was founded by Romulus and Remus. These stories awakened a sense of the heroic in people. It gave them pride and confidence. It helped soldiers agree to fight for a country that was "the glory of Rome." Battle wounds became symbols of pride. It's no accident that Rome's principle god was Mars---the god of war. With that kind of deity on your side, why \*not\* go into battle?

2. Share your wealth.

In the early days of Rome, citizens had no choice but to serve in the army. And they might serve up to 20 years. Why would they agree? Because Roman leaders made it worth their while. Soldiers were given land and later, when it was useful to have, money. Whenever an enemy was defeated, the goods were divided among the soldiers as well as the leaders. A happy soldier was a loyal soldier. Generosity was a trait adored in Rome. In later years, when greedy Roman leaders were more reluctant to share their wealth with their troops, soldiers were more reluctant to fight---and Rome fell.

3. Rouse the public.

Ancient Rome knew the value of songs, parades, monuments, paintings and displays in creating loyalty among the public. Many Roman leaders wrote books which conveyed their views as well as gained them popularity. Roman writers used drama and poetry to spread the fame of Rome. These public shows were designed to entertain the public as well as convince them of the greatness of Rome. They worked so well that the public eagerly awaited celebrations. Some of these events lasted for days. One lasted 123 days.

# **Online Business in 7 Days?**

**Our E-Book reveals the  
Secrets....Do you Want them?**

On Sale Now, Only.....\$29.95

**[Click Here - Now!](#)**

4. Discipline yourself and your employees.

Roman soldiers worked hard, fought hard, and knew the value of discipline. Self-control was worshiped. But discipline didn't always mean punishment. It meant following a lifestyle proven to get results. That method included hard training as well as daily relaxation. Soldiers relaxed before battle. Evenings were a time of quiet. Even business dealings were not discussed over dinner. Leaders saw that followers were given time to renew themselves. A rested warrior was a strong warrior. Soldiers were trained to follow proven rules designed to do one thing: Win at all costs.

5. Lead by example.

Julius Caesar remains one of history's greatest commanders. He led by personal example. He would address his troops as "fellow-soldiers." He knew the names of every one of his soldiers. He often led battles from the front lines. He let his own confidence filter through the ranks. He also befriended the masses. He gave food to the poor. He provided banquets and receptions, complete with entertainment. He had his face stamped on Roman coins as a reminder of his leadership. He even brought the first hippopotamus from Africa, all for the purpose of winning loyalty so people would follow him wherever he wanted to take them.

How can you make Roman Marketing work for you today? Let's see...

1. Create stories about your business.

When you talk about people you have served who love your product or service, you create a sense of loyalty among your employees and a sense of desire in prospects. You create a culture. A mythology. Stories sell.

2. Share your profits.

Share your profits with your employees, with your community, or with other worthy causes. When you share your wealth, you open your mind psychologically to receive more, and you create good will among the people you touch. All of this is good publicity for your business and you. Sharing sells.

3. Awaken the public's support for your business.

Let the public know when you do good deeds, help people, share wealth, invent something or do something that helps your local area or the world in general. Support the world and it will support you. Publicity sells.

4. Discipline yourself and your employees.

Be at work on time, create and implement a plan that brings you new business, focus on a goal and work till you achieve it, and be sure to also relax and spend time with family and friends. Create a set of principles that work and follow them. Discipline sells.

5. Lead your people.

Let customers and employees see your own enthusiasm for what you do. They will model your behavior. Act with passion and be congruent and you'll win their hearts and minds. People want to be led. Leadership sells.

Compared to the atrocious warring times of ancient Rome, today we live in paradise. But here's the best news of all: When you apply the secrets of Roman Marketing to your own business, you'll find that you won't have to do something nearly every ancient Roman had to do: Fight to win.

~~~~~

**About the author:**

Dr. Joe Vitale is the author of way too many books to list here. His latest title is "The Attractor Factor: 5 Easy Steps for Creating Wealth (or anything else) From the Inside Out." Register for his monthly complimentary ezine at <http://www.mrfire.com/>

His Executive Mentoring Program is described at <http://www.joe-vitale-executive-mentoring.com/info.html>

Your reading an article from Vasrue.com, INC – see more at <http://articles.vasrue.com>, education through reading. Build your business, advance your career and find hassle free travel adventures through the Articles of Vasrue. Visit today!

~~~~~