

The Individualization Obsession of Mike Giles

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Nate speaks to Mike Giles of [The Prospecting Wizard](#), who shares our obsession with injecting humanity into business. Pull up a chair and have a listen to find out where Mike has successfully added crazy levels of individualization to his marketing efforts and what he's working on next.

Highlights:

- Started as an area manager for a German supermarket chain – after a profiling tool told him he would make a good manager ...a Royal Mail (UK version of our Post Office).
- Turns out, that wasn't his forte. At all.
- Joined a small company which became the fastest growing franchise in the UK
- Learned “American style” marketing – through playing around with more creative strategies, measuring what worked and what didn't.
- After leaving that business, transitioned to applying his hard earned marketing chops full time with The Prospecting Wizard, intentionally keeping a tight focus on their human style strategies.
- Worst advice: Go and become a manager at the post office, courtesy of extensive psychometric testing.
- Better advice: Sometimes even seemingly good authoritative advice isn't going to work for you. Nobody knows more than you do what you're interested in.
- Spending the first 5 years after school “learning what I

wasn't very good at."

- Best advice: Focus on one thing and do it really well.
- Boring-in-a-really-good-way advice: A mechanical approach to business – create systems, put it on paper, and delegate.
- In his business, the creative part happens at the top when a new client comes on board. Once that's done, you apply the appropriate systems.
- The big trick: How do you create a system for, replicate, and scale extremely individualized outreach?
- Putting yourself in the shoes of the recipient: does this message feel like a real 1:1 email? Does it feel like you'll be engaging with the sender on a human level?
- Mike's current big project: Genuine / personalized video messages. Scaling personalized video marketing.

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