

MASTERSWITCH 3 LTD

March 1, 2022

Innovation In Immigration

Genuine innovation in immigration has not presented itself since the advent of internet web portals enabling clients to check the status of their ongoing applications and for corporates to at-a-click access enterprise compliance data and initiate new cases online.

There has been little, if any, innovation in respect of winning new client relationships and genuinely interfacing the professional practice of immigration into the fabric of the internet.

Our Pathway To Innovation

In 1996 our principals Stephen Barnes and Martyn Penny wrote, then hosted on the internet, version 1 of the Hong Kong Visa Handbook. This DIY guide to the Hong Kong visa process was offered 100% for free and led to the creation of new client relationships as we inadvertently harnessed a fundamental truth of how the modern Connection Economy works. In 2015, we formally recorded this phenomenon in a series of videos called THE POWER OF FREE.

The Power of Free

In preparing to produce these videos, we documented the underlying reason why and how THE POWER OF FREE works in professional services practice. At the same time, moreover, we expanded on additional lessons learned since the establishment of our present immigration practice the Hong Kong Visa Centre in 2011 which was launched at the same time as The Hong Kong Visa Handbook version 2.

These additional lessons took in the ideas of Seth Godin, Charlie Munger, Don Tapscott, Clay Christenson and Kevin Kelly amongst many others. In 2011 we understood the POWER OF FREE would work; what we were looking for, however, was a bullet-proof business model integrated into the fabric of the internet.

Notwithstanding the noise of the importance of technical SEO and the rise of social media we knew one core truth:

If you consistently produce and publish the highest quality content in your immigration niche or jurisdiction which answers questions and helps to solve problems you will win relationships via the web ahead of your competitors who do not harness the internet in this fashion. Moreover, if you use the resulting platform to encourage your website visitors to ask their own questions, not only do you have an incessant source of new material to keep your website live and current, but eventually the majority of all the natural language questions that can ever be asked will be so asked and you will be the resultant owner of that Wikipedia-type platform on the web and go on to dominate organic Search.

Intelligent Content Marketing

From 2015 on, we anticipated this know-how would eventually be capable of monetisation but at that time did not yet have a clear pathway to this end. We subsequently couched the resulting business model as Intelligent Content Marketing.

The Encyclopedia of Intelligent Content Marketing

As we continued to learn and publish our applied experience along with the POWER OF FREE series of videos in a website platform, we went on to call THE ENCYCLOPEDIA OF INTELLIGENT CONTENT MARKETING.

By 2017 it had become clear to us that our business model 'had legs' and was capable of application to any professional service enterprise which had applied knowledge as its core value proposition. The 'trick' lay in an appreciation that in today's Connection Economy there are only 2 types of customers: those who want to pay and those who do not want to pay. By using Intelligent Content Marketing, you can harness one to win relationships with the other.

Membership of the Encyclopedia of Intelligent Content Marketing is 100% free.

100 Day Jumpstart

To this end we then set out to create the means to impart the knowledge of Intelligent Content Marketing in a structured and scalable fashion such that, from a standing start of zero, any expert know-how professional service provider, could be up and running with their own niche platform within 3 months. Between 2017 and 2020, therefore we produced the 100 DAY JUMPSTART.

The first 30 days of the 100-day structured programme is 100% free and access to the remaining 70 days requires a paid-for membership of the MONOPOLY Tribe (see below).

Immigration Practice Makeover

In 2021 we honed and fine-tuned our proposition specifically to empower an immigration practitioner in any national jurisdiction to emulate the Hong Kong Visa Centre 4 x website platform under a guided process generating revenues within 6 months and fully consolidated on the web within 12. We called this module of the Intelligent Content Marketing platform PRACTICE MAKEOVER.

A very high value standalone service, we will sell Practice Makeover to a single immigration practitioner in every jurisdiction and on an exclusive basis.

The MONOPOLY Tribe

Over the last 7 years as we built out the Intelligent Content Marketing platform, we subscribed to the philosophy that the means to monetise our applied know-how and experience would emerge over time. By mid-2021, we finally had the knowledge and insight as how we should go about this monetisation project and what the resulting proposition should look like.

We called this service and product offering The MONOPOLY Tribe.

MONOPOLY describes the how you can create the conditions in any professional service niche for a 50% eventual market share of all revenues that can be won organically via the internet in that niche. It is a truism that you can only ever really win 50% of the market in any business and the word monopoly in this respect speaks to this likely outcome over time.

Tribe describes the resulting community of interest.

Experience has proven to us that the adopters of Intelligent Content Marketing will require a certain kind of support to harness and adopt this modern business model. To this end, The MONOPOLY Tribe proposition has anticipated the support required over a 12 months adoption, build and launch time frame and accommodated a service proposition which suits market need perfectly.

tribal ASSEMBLY

TALK2US

YOUR QUESTIONS ANSWERED!

MONOPOLY THE PLANNER

CASE STUDIES

tribe for

DISCUSSION

100 DAY JUMPSTART

LIFT OFF!

an immigration practice makeover

MONOPOLY tribe

encyclopedia

POWER OF FREE

APPRENTICE

JOURNEYMAN

MASTER

MS3

intelligentcontent.marketing