

MARKETING MASTERY

The Will and Marketing Wisdom of Jesse Grillo

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Marketing Mastery is intended to be a resource. Something you will read through and then keep in your tool box, returning to it repeatedly.

This book is not an academic research paper. It's an operating manual. You'll find wisdom and practical advice front and center as I explain marketing.

The mental models I draw from include marketing, persuasion, psychology, rhetoric, and more. Connecting them in a way that is highly actionable.

Most of the techniques are evergreen and universal. Meaning they'll last forever and can be applied to any marketing campaign.

This knowledge is what I've used to build a successful marketing agency, profitable marketing campaigns for my clients and is what I've taught thousands of students through my teaching program.

As long as marketing is involved, this book will be your guide.

I Pillars

Mental Models

A concept, framework, or worldview that you carry around in your mind.

Charles Munger created mental Models. He is worth 2.3 billion dollars and is the business partner of Warren Buffett at Berkshire Hathaway. He says that knowing different mental models is probably why he's so successful.

Mental Models are chunks of knowledge from different disciplines that can be simplified and applied to better understand the world. They help identify what information is relevant in any situation and the most reasonable parameters to work in.

Every discipline of thought has its own set of mental models. They are the essential tools, concepts and ways of thinking for specific fields. Examples of mental models include the scientific method, supply and demand or the compound effect.

Combining the right marketing mental models produces more successful businesses and more profitable marketing campaigns.

The last few years of my life have been devoted to identifying and learning the mental models with the greatest positive impact on the marketing campaigns managed by my agency.

F. A. I. R

Framing, Advantages, Ideas, Results

These four marketing mental models will be some of the most important to remember whenever you think about marketing. Each will be explained in greater detail in later chapters.

Framing

Remain objective and frame everything through the eyes of your customer.

This involves removing your ego and understanding as much as you can about your customers.

With this mental model, you can apply your customers' way of speaking, create visuals they will respond to and connect with them on the marketing channels they are most likely to frequent.

Advantages

What advantages can you bring to your current marketing efforts?

What customer demographics/information do you already have that you can build on? Even if they're not from your company.

Do you have an oversupply of product inventory? Consider running a campaign offering upsells or free samples.

Have a high profit margin? This gives you the flexibility to A/B test different discount offerings.

Have a physical storefront? How can you collect in-store visitors' information to be used in your marketing efforts?

Ideas

Being a marketing master is not about coming up with good ideas.

It's the ability to collect and catalog the best ideas (**swiping**) and blend them to create better ideas.

Results

Think about all marketing efforts as a return on investment.

Not Social media growth

Not building your list

Not brand building

These things can be important, but the target is always a return on investment.

Instead of asking...How do we build our social media following?
How do we increase traffic? How do we grow our brand awareness?
Ask, how can we increase revenue?

Using this mental model, these other benefits will come as a natural byproduct.

I want you to think about the F. A. I. R mental model whenever you're building any marketing campaign and try to apply these concepts.

Think about your marketing campaign and ask yourself...

Is it framed through the eyes of your customer?

Are there any advantages you can bring?

Have you researched and collected the best ideas similar to your marketing campaign?

Is your marketing campaign built to deliver a return on investment?

You'll soon discover there are many valuable marketing mental models you should consider.

However, these are some of the most powerful and should always be kept in the forefront of your mind.

Smoke and Mirrors

Marketing is a waste of time and money.

That may seem controversial to see from a marketing “guru,” but unless your marketing efforts result in sales, it is a complete waste.

Your focus is always on sales. Not marketing.

Forget about likes, links, opens, shares, reach, visibility, views, and engagement. Every one of them can be faked.

Websites like Fiverr, Legit, Freelancer and Blackhatworld have services for everything from fake social media followers to running programs to click on your competitors ads, draining their ad spend. I am not sharing this information so you can order these services. I am sharing it to give you a new **mental model**.

Most marketing is smoke and mirrors. What is hard to fake is actual sales.

New metrics are smoke and mirrors. Likes, views, viral; engagement, re-tweets, minutes of views.

These metrics are not a result in and of themselves. If it is not profitable, it's not a result.

Can it prove it created sales? If not, cut it out of your marketing strategy.

Every marketing investment should be held accountable in dollars. Statistics without sales results are just smoke and mirrors.

The minute you focus everything on this single and only way, you convert every marketing investment into profit.

There is no such thing as “good” or “bad” marketing investments. There are situationally profitable and unprofitable investments in marketing .

Money wasted on smoke and mirrors marketing does not stop with the dollars lost. It does much further harm in terms of “lost opportunity cost. “

There are a lot of big lies in marketing...

You’ll be told that a new marketing channel requires new or different strategies, tactics, and messaging.

This is often how marketing “experts” sell themselves while evading accountability. It is mysticism.

They may argue new rules and new metrics, but there is only one metric you're allowed to count: return on investment.

There are essentials for all ad messages that never change regardless of the media involved.

Don't advertise just because... There is a new marketing channel.

You think you should.

Others are doing it.

Never advertise defensively in reaction to competitors, randomly, or against sales slumps.

Advertise to support a complete framework of goals and objectives. One that delivers you the highest return on your marketing investment.

Most businesses believe they must advertise in many kinds of media to promote image, brand, and presence.

Most companies fail in their first few years. So why would you want to ad copy the marketing by the majority when the facts show it fails them?

Many corporations have many reasons for the way they advertise and market with nothing to do with getting a customer or making sales.

Corporation Marketing

Appease its board of directors.

Look good to Wall Street.

Branding.

Win marketing awards.

Starve out competitors.

Sell something.

Your Marketing

Sell something. Right now.

Corporations often use “mass advertising” practices that have them losing money.

Many businesses will ad copy this system, thinking that “if it works for them, it's got to work for us.”

Never jump into a type of marketing because everyone else is using it.

The more productive answer is to develop a marketing system that grows sales in an organized way.

A system that gives you reliable and predictable results so you finally know when you invest X dollars, you can expect Y number of sales.

A marketing system that enables you to better target the most valuable customers for your business, so you're not wasting resources chasing “would-be” customers who will “never be.”

A marketing system you can comprehend and control.

With this new way of thinking...

Never run marketing campaigns to grow your social media following. Social media followers are not customers, and the majority could be fake accounts.

Instead, run campaigns focused on driving sales and increasing your return on investment. Then scale those campaigns.

A percentage of those you're marketing to will overflow and follow your social media channels. A nice bonus to your profit-driven marketing. **Never** focus on non-targeted traffic. You only want to run ads to potential customers most likely to purchase your products or services. Everything else is a complete waste of money and time.

A single website visitor that makes a purchase is more valuable than a million website visitors that don't. The million visitors are worth nothing. Whatever was paid for them is a loss.

Never permit any advertising, marketing or selling investments to be made without directing accurate tracking, measurement and accountability.

Sales rule. Period.

The only thing that matters is that for every dollar you spend, you can clearly identify how much comes back.

Customers

Most marketing that fails focuses on the product. Most marketing that succeeds focuses on potential customers.

You must understand in depth who your customers are.

The more you're able to learn about your customers, the more profitable all aspects of your marketing will become.

Once you know exactly who your customer is, then you'll be able to make your marketing attractive to your customer base because you'll be using...

The language they relate to.

Images they'll recognize and respond to.

Marketing channels they frequent.

You'll want to know demographic information like...how old potential customers are how much money they have

whether they are married or single

liberal or conservative

what religion they are

Open the document containing your previous customer's information and answer these questions...

What major city or state has more of your customers living in it than any other? Research their area. The politics, geography and landmarks.

What's your top-selling product with customers in this area?

What coupon is used by these customers the most?

What's the average purchase amount for these customers?

Are the majority of these customers men or women?

What marketing channel was used to obtain these customers?

What are their **pain points**?

Demographic information is important, but we want to go deeper.

Customer psychology delves even deeper because it explains “why” potential customers buy. It includes information like habits, hobbies, spending habits and values.

Demographics and customer psychology will allow you to create your ideal customer profile- a detailed picture of potential customers you would like to work with now and in the future.

How do you determine the psychology of your potential customer market?

Here are questions to ask yourself:

What keeps them awake at night, staring at the ceiling, unable to fall asleep as it relates to your product or service?

What are they frustrated about?

What is causing them pain right now as it relates to your product or service?

What is the biggest problem you can solve for them?

What do they secretly, privately desire most?

For each of these, there's usually a deeper reason than what the surface answer might be.

How do you determine your potential customers' answers to these questions?

Based on their demographics, immerse yourself in their world. Do what you can to get inside their heads until their deepest needs and dreams become evident to you.

If you've been in their business, walked in their shoes, laughed and cried with them, then you'll understand their deeper reasons.

Tapping into that deeper reason is where you want to connect with your potential customer.

Then create an emotional way of connecting to the potential customer using terms and phrasing that resonates with what's going on inside their heads.

You want to solve their problem, not just sell them something.

Swiping

Every idea is a mix of previous ideas.

How does a marketing master look at the world?

They figure out what's worth copying.

A marketing master understands that nothing comes from nowhere. All creative work builds on what came before. Nothing is completely original.

If we're free from the burden of trying to be original, we can stop trying to make something out of nothing, and we can embrace influence instead of running away from it.

The master marketer is a collector.

Your job is to collect good ideas. The more good ideas you collect, the more you can choose from to be influenced by.

Keep swipe files to keep track of the stuff you've swiped from others.

They can be digital and physical.

See something worth copying? Put it in a swipe file. Need a little inspiration? Open up a swipe file.

Outright plagiarism is illegal and immoral. However, extracting parts 'n' pieces from successful models and creatively adapting them is legal, ethical, and smart.

Create a swipe folder and a swipe text file on your computer.

Then go to the websites of the top brands in your industry and collect unique ad copy to your text file.

Save unique images to your swipe folder.

Find ads from these brands and extract the valuable parts.

Save direct mail advertisements and print ads to a physical folder you can pull from ongoing.

Create a dummy email account and sign up for the newsletters for these brands. You'll then have a catalog of newsletters to reference whenever you're considering any marketing.

When you're working on any aspect of marketing, you can review these samples for inspiration and ideas.

You can also use swiped ads as a layout. If they use a long headline, make your headline long. If they use a lot of captions, then you create several captions.

Over time, build up your own swipe file of ads, direct-mail pieces, web content, and other examples of marketing that are successfully generating sales from the same potential customers you want to influence.

A/B Testing

When two or more versions are shown to potential customers to see which will drive more sales.

Success with marketing is not made from what you think. It comes from what you know.

Facts matter. Opinions don't.

Getting to the facts is often only possible by A/B testing variations. This applies to all elements involved in your marketing campaign. Images, ad copy, landing pages, etc. .

No matter how much you know about marketing, all potential customers have blind spots. And you may not know which elements will resonate best with potential customers at a certain point.

Assembling marketing from your **swipe file**, **customer demographics** and other data points can greatly reduce the A/B testing needed.

However, A/B testing needs to be run on all elements of your marketing campaign. Blind spots will be revealed, and your efforts will become more profitable.

Bringing the Pillars Together

Before your marketing campaign goes live, ask yourself...

What mental models were you using to build this campaign? Was F. A. I. R applied? Is the campaign focused on a return on investment?

Does it contain any Smoke and Mirrors that can be removed?

Is it seen through the eyes of your customer?

Have you created a swipe file of the top brands in your industry?
What ideas did you pull from it in this campaign?

Are you A/B testing to reveal any blind spots?

II

Persuasion

Alliteration

A series of words that all begin with the same letter.

Peter Piper picked a peck of pickled peppers.

Sally sells seashells by the seashore.

How much wood could a woodchuck chuck if a woodchuck could chuck wood?

Alliteration is a good tool for attracting a reader's attention because potential customers notice when several words start the same way. It's also a smart strategic step for making what they just read more memorable.

Alliterative phrases read aloud or silently both enhance the memorability of the copy.

Authority Bias

Potential customers are hardwired to recognize and respect authority.

The direction provided by an authority can shortcut our own decision-making. When the source of information or instructions is an authority figure, we are more likely to accept and act accordingly.

Tapping into the Authority Principle is an easy way for you to prompt automatic action and to differentiate your marketing message from your competitor's.

Authority comes in many forms. There's always something that you can say about your company to establish your authority, size, position or intention, more expertise, knowledge and authority in a specific category.

Ways to apply the authority bias in your marketing...

Use important titles, such as Doctor, Attorney, President, Director, Dean, etc

Mention if your product, service, or company was written about in business publications or professional journals or was featured in popular magazines, blogs, or news programs.

Include any awards or certifications your company, company's founder, or product has won and any recognition bestowed on them.

Include trust badges, such as safe payment and accepted payment badges, on your landing pages and website.

Highlight lists your company's been included on.

Feature endorsements you receive.

Mention your company's background.

Create content that positions your company as an expert. Choose authority wording like world-renowned, recognized expert, definitive authority, proven, time-tested, best of breed, established, reference brand, often quoted, and award-winning.

Also use authority wording in your branding and products.

Feature positive star ratings you've earned.

Use authority figures or symbols of authority.

Create marketing communications that look and sound authoritative. These can trigger compliance.

Some authority figures are widely recognized, and others are contextual. Don't overlook contextual authority figures

Your authority does not have to be a household name. Someone can be considered an authority based on where they work or the experiences they've had. Consider applying these types of authorities.

Autonomy Bias

Potential customers have an innate desire to be in control of themselves and their surroundings.

Potential customers innately desire the ability to make their own decisions and to act with a certain level of independence. When potential customers have it, they feel happier, less stressed, and more satisfied.

When potential customers have choices, they feel in control. If you can give potential customers the opportunity to co-create or to make choices, they will find it appealing.

It is usually a mistake to provide only one option. When possible, offer two or three. This will prompt potential customers to choose between them instead of focusing on whether they want to respond.

However, providing too much choice, or providing choices not easily distinguishable from one another, can put off customers.

Ways to apply autonomy bias in your marketing...

Highlight any relevant aspects of autonomy because this will help them resonate with your target.

Emphasizing it is your potential customer and not you who is in charge.

Use empowering language such as “Take control,” “Puts you in control,” and “Regain control.”

Invite customers to choose what they want.

Consider a slogan that highlights control. Like “Have it your way.”

Offer two or three product or service level options instead of just one.

Make sure the choices you provide represent clear, easily distinguishable options. If potential customers cannot easily differentiate between choices, that can prevent them from making a decision.

Use color, position, and size to nudge potential customers to make your desired decision when you offer options.

Chunk similar items into groups or categories to reduce choice overload. Highlight your most important features or choices and provide drop-down menus or links for others.

Employ the illusion of choice, offer two options that both result in a positive sales outcome.

Give customers control through back buttons, undo buttons, and confirm before purchase buttons.

Provide easy-to-access assistance and guidance to make customers feel in control as they make buying decisions.

Availability Bias

Potential customers will judge the likelihood of an event happening based on how easily they can recall a relevant example.

If a potential customer can readily call to mind an event, that makes the event seem as if it happens more often.

An effective marketing message will bring instances to mind which will help convince prospective customers they should make a purchase.

Potential customers will use the ease of retrieving an example as a sign of the frequency or probability with which that thing occurs.

If it is difficult to think of an occurrence, potential customers will assume the event does not happen a lot, and will probably not happen to them (therefore, they won't need what you're selling).

However, when they can easily think of an instance, when it's readily available in their memory bank, they'll feel this means it's more commonplace and has a greater likelihood of occurring to them.

Repeated exposure to information, even about an occurrence that does not directly affect a person, can influence that person's perceptions of the information and its likely frequency.

Recent memories can be easier to retrieve, and because of this, potential customers may overweigh their value.

The ease of retrieving information is more impactful than the amount of information retrieved.

Frequency, recency, and quantity contribute to availability.

Ways to apply availability bias in your marketing...

Before asking for the sale, you can lay the groundwork by prompting your potential customers to think of instances in their lives where your product or service would have fit in nicely. The quicker they think of them, the more likely they are to also think they'll need what you sell.

Prompt a customer or potential customer to think of a time when having had your product or service would have been really beneficial.

Ask your potential customer to list the top three ways your product or service could be useful to them.

The key is to trigger availability bias by causing potential customers to estimate the likelihood something will happen that would make your product a smart purchase.

A good way to increase potential customers' fear of a bad outcome is to remind them of a related incident in which things went wrong; a good way to increase potential customers' confidence is to remind them of a similar situation in which everything worked out for the best.

It's a mistake to list features and benefits without setting the stage. By starting your message with an availability trigger, you can immediately make your potential customer more receptive to it.

If you describe something they want to avoid, availability bias can work nicely with **loss aversion**.

If the event or example was especially noticeable, vivid, or emotional, it would have a better chance of coming readily to mind.

If it is something that happened recently or something that the potential customer recently heard about, it will also be more likely to be recalled.

If the situation is something that your customer or potential customer is very familiar with, either through personal experience or

repeated exposure, it will also have a greater likelihood of springing to mind easily.

Prompt potential customers to recall a time when, if they'd already owned your product or service, it would have been advantageous.

Get them to imagine a time when your product would fit nicely into their work or personal lives.

Focus your marketing, so you are well known for one thing. That way, your company will come to mind when potential customers think of that particular attribute.

Make your messaging consistent. And persistent. You want your product or service to feel familiar to your target.

Include instances, examples, and stories in your marketing that point to your product as the obvious answer.

Link a common saying to your marketing messaging.

Take advantage of a current event that connects to the product or service you sell.

Make sure your marketing paints a vivid, emotional picture of what owning your product would be like.

Get potential customers talking about your brand. The more often potential customers hear or see it mentioned, the more familiar it will feel.

Be where your customers and potential customers are. Make sure they encounter your marketing message as they go about their day. Show up in the places they'll be. (**Omnipresence**) Use retargeting to stay top of mind with them.

Link news stories, current events, and common sayings to their products to make them more readily recalled.

Use imagery to quickly and effectively prompt availability bias. Using examples especially noticeable, vivid, or emotional will have a better chance of readily coming to your target's mind.

Because

Always give a reason.

Potential customers are more likely to comply with a request if it's accompanied by a reason. You need to include the reason their customers should respond to their messages, even if you think it's obvious.

Potential customers will feel they have a reason for taking action, and as a result, it can trigger an automatic, hardwired human response.

When potential customers hear the word “because” they agree before even processing the words that come next.

Try and make the reason a legitimate one. Include in your request the word “because.” Doing so can greatly increase the likelihood that your potential customers will automatically say yes.

Not every reason will require a corresponding reason to believe. The key is to put yourself in the mind frame of your potential customer and evaluate the marketing message the way they will.

If your message or offer may elicit a “sounds good, but. . .” reaction, overcome it by providing the reason.

Ways to use because in your marketing...

Tell customers why they should respond, even if it seems obvious to you. Provide a good reason, but it does not have to be an amazing one.

Link your reasons to other triggers like social proof, information gaps, or authority.

Tie your reason to timing.

Personalize your reason (for example: because you're a new customer or because customers like you requested).

You can create a reason using words other than because. Try since, as a result, due to, so, and therefore.

Use the reason to neutralize objections.

Immediately legitimize your request by beginning with a reason.

Pair your reason with a reason to believe that adds context.

When constructing your reason, consider how differentiating and motivating it is.

Choice Architecture

The way choices are presented influences the decisions a potential customer will make about them.

By architecting choices, marketing masters can drive action.

This can include...

- The number of choices you provide
- The order in which you list those choices
- What information your design draws attention to
- The words you describe various options
- The ease that potential customers encounter when completing your order form

Your potential customers will have a natural tendency to go with the flow or with the suggested or easier choice. As a marketing master, factor this into the options you provide and the way those options appear.

Descriptive words, plus the order in which potential customers encounter choices, will also affect decisions.

Ways to apply Choice Architecture to your marketing...

Giving potential customers an easy way to choose an action or payment that would happen later, one that runs on autopilot, can motivate more of them to commit to that specific action.

Position the desired option as easy, simple, beneficial, and requiring little effort. These are likely to appeal to your customers.

Never lead with your lowest price. Instead, put your highest price first. It will serve as the anchor or reference against which all

your other prices are evaluated, and those other prices will appear more attractive.

The defaults you set up will have a strong influence on your customers' decisions. Rather than opting out or opting in, potential customers will often opt to just go with the flow-which will be the default.

Potential customers stick with defaults. Research shows they may think of the default as an implicit endorsement.

Positioning the desired option as fun and easy can make it more likely to be chosen.

Potential customers rarely have the time to think through options, so they'll take the path of least resistance.

When employing choice architecture, marketers should never force their customers' hands. Customers should always be able to make a different choice than the one you want them to.

Removing friction and simplifying options can help potential customers make the choice you hope they make.

All elements influence choice. Even if you believe these are of no significant consequence, small details can have a major impact on potential customers' behavior. Carefully consider your defaults.

Cognitive Fluency

Easier to read statements are judged to be more truthful.

Potential customers prefer things they feel are easier to think about and easier to understand. Not only do they prefer them, but potential customers are also more confident in their ability to make decisions about them.

When things don't feel easy to think about, that disfluency functions as a cognitive alarm that gets potential customers to slow down and reassess a situation. That can lead them away from their initial decision to buy a product or sign up for a service.

While the words you choose are important for cognitive fluency, so too is the way you display them.

Cluttered layouts, not enough white space, and typefaces that are difficult to read can also impact potential customers' ability to process your marketing messages.

Resist the urge to cram as much information as possible into an ad, letter, or email and the temptation to use unusual typefaces for large swaths of text.

While an unusual font can attract attention, it can also impair readership.

Your potential customers will believe information displayed in a difficult-to-read typeface will be difficult to do.

Marketers should note that legibility of type is not just a function of the font. The contrast between the color of the type and the color of the page or screen it appears on also makes a difference. And that difference in readability can affect your sales.

Try to get your message across in a simple, easily absorbed way.

Jargon and buzzwords are toxic. Stay away whenever possible.

Watch out for acronyms, technical terms, and words that may be confusing or unfamiliar to your target.

Choose words that are accessible and easy for your customers and potential customers to understand, even if you are writing to an educated or professional audience.

Don't try to impress your audience by using large words and technical terms. Marketers sometimes think this helps to position them as experts. However, it can backfire. It can even backfire when your audience should be familiar with the terms or when targeting highly educated potential customers.

If you deliberately want to slow down your reader so they do not miss or forget a point or to prompt them to make a more considered decision, you can introduce some disfluent copy. However, know that your readers will have to be very motivated to stay engaged, and you'll risk losing them.

Compromise Effect

A potential consumer is more likely to choose the middle option of a set of products over more extreme options.

Consumers find it difficult to assess or compare the relationship between various attributes, which hinders their ability to make a rational decision.

A product will have a higher chance of being chosen from a product choice set when placed in the middle.

The mediocre option does not necessarily mean it is inferior. Use this tendency for potential customers to select a mediocre option by offering two extremes.

Put the “compromise option” in the middle. When designing your pricing plan, place the compromise option (or your main option) in the middle to give it special attention, making potential customers focus on it more than the other extreme options. More potential customers will be more likely to take advantage of this featured option.

Accompany the option you want potential customers to choose with extreme options on both ends.

The compromise effect is most effective when the options available on the lower and higher end are extreme. If it's difficult to clarify between all the options, or if they are too similar, they might confuse users.

Consistency Bias

Once potential customers make a decision, they typically remain consistent with it.

If you can get one “**yes**,” they are more likely to get subsequent ones. This is true if your initial request is somewhat small. Use the consistency principle to ladder up to their ultimate ask, making it much easier to get an affirmative answer.

Maintaining this consistency is easy. It requires no subsequent thought time or further analysis. It also feels right. There's a certain comfort in doing something again or in the same way. And it doesn't subject us to the personal or professional embarrassment of being accused of flip-flopping. Potential customers like to be thought of as following through on what they say they will do and of being a potential customer of their word.

There are many ways to trigger commitment and consistency. You can do so in a single communication or over a series of them. And you can aim for immediate agreement, **yeses**, or a commitment that will pay off in the future.

Potential customers like what they say and do to be in sync, especially if what they have said was public. When those two things do not match, potential customers can experience **cognitive dissonance**, which is psychologically and physically unpleasant.

Potential customers will often change their behavior to match what they have gone on record as saying.

Ways to apply consistency bias in your marketing...

Invite potential customers to take a poll or survey before asking them to purchase. Encourage follows, likes, retweets, and views, which are easy ways to say yes.

Ask for other low-commitment first steps-such as downloading a white paper or guide, watching a short video, or signing up for an e-newsletter.

Encourage potential customers to pre-register their interest before a product comes out or before your event registration is open.

Offer trial memberships, starter kits of your products, and free limited functionality versions of your service. This will not only activate the endowment effect (see Chapter 2), it can also trigger the commitment and consistency principle, paving the way for your next ask.

Let potential customers “test drive” or try it before they buy.

Offer a satisfaction guarantee or return policy that will encourage potential customers to make a purchase.

Remind potential customers they previously said yes to you or made a smart decision by buying from you. Once they've made the commitment, they're more apt to keep it.

Point out how a prospect's values are in sync with yours or how your product supports what they care about.

Get your potential customer to sign a petition or to publicly register their interest or support.

Send abandoned cart emails, return-to-finish messages, or alerts that something your potential customer viewed is now on sale/running low in stock/just added a new feature, color, or size.

Market add-on products that complement a recent purchase and upgrades to services you offer.

Retarget potential customers who spent time on your website but left without purchasing.

Use softer language that doesn't sound final and decisive (which can scare potential customers off), such as try vs. subscribe, or get started vs. buy, or take the next step vs. enroll.

Emotions

You sell on emotion, but you justify a purchase with logic.

Every decision is an emotional decision at some level

Whatever your logical reasons are for acting, you only feel compelled to act on them because of emotion.

We can only be rational and logical after we have been emotional.

The primary mode of the brain is to feel; the second mode is to think. Our first response is the fast, feeling. Our second response is the slow, conscious portion of the brain that does the “thinking.”

Your response follows your emotions. Our thoughts and actions are rooted in what we find attractive, not necessarily in what is logical.

Appealing to emotion is typically more powerful than appealing to reason. If a topic makes someone feel emotional, they will rarely be interested in the data.

Most potential customers believe that the reason is the one that benefits them: the one that satisfies their desires.

Every word has an emotion associated with it and tells a story.

Every good ad is an emotional outpouring of words, feelings and impressions.

In writing ad copy for an advertisement, you often get your reader in an emotional frame of mind because of the environment you have created, and logic becomes less important.

Your marketing does not have to be correct logically. As long as it conveys the message emotionally it is often more effective than a logical message.

Our brains process emotions faster than rational thought. Emotions also focus our attention and help us remember.

Emotion leads to action, while reason leads to conclusions.

Ways to inject emotion into your marketing...

Prompt your potential customer to imagine how good it will feel to save time and personal effort by using your product or service.

Use pictures and colors to elicit an emotional response.

Point out the painful situation your potential customer can avoid by adopting your product (loss aversion).

Make your customer feel special or superior because they use your product.

Proactively help your potential customer before asking them to buy (reciprocity).

Emphasize that your potential customer will make a popular choice no one will blame them for (social proof).

Tell the story of how someone became a workplace hero thanks to your product or service (storytelling).

Focus on the experience of owning or using your product, along with its features and benefits.

The critical point for marketers to remember is that emotional responses drive buying behaviors.

When you're developing your marketing messages, you must inject as much emotion as possible.

Endowment Effect

Potential customers place more value on what they already own. Potential customers often demand much more to give up an object than they would be willing to pay to acquire it.

The pain of giving up something we own drives up that price as compared to the price of acquiring it.

Potential customers focus more on what they may lose rather than what they may gain, and they assume other potential customers will see the transaction from the same perspective they do.

Ways to apply the endowment effect in your marketing...

Tap into input bias: The more work you put into something, the more ownership you feel for it.

Invite customers to become co-creators, offering them some ability to influence the end product they purchase, for example, by customizing the design or configuring the components from an available list.

Offer a free or discounted trial of your product or service. Once potential customers use it, they will think of it as theirs.

Inform potential customers who've subscribed to your e-newsletter but have stopped opening it that you'll be removing them from your email list unless they begin to reengage.

Notify customers who have earned membership in a specific recognition tier that if their level of business declines, they will drop down to a lower tier and lose the benefits they enjoy.

When presenting options, lead with your most robust one. Once potential customers read about everything included in it, they establish mental ownership. When they read about the next, less robust option, they will feel like they are losing benefits.

Getting potential customers to imagine owning your product. Simply imagining ownership feels to potential customers like they do own the item. They are reluctant to give it up.

Offering a return policy or guarantee can prompt potential customers to give a product a try, intending to return it if it doesn't work out, but once they take possession, the endowment effect can kick in.

Exclusivity

Wanting to feel special and privileged is a desire craved by everyone.

Exclusivity elicits many psychological rewards including a sense of belonging and importance.

When your product is exclusive, so are its benefits. Being one of the few to have access to these benefits puts you in an elite group, creating a strong sense of belonging and community.

Being a part of this group and having access to these benefits gives people a boost of confidence. They feel important and at an advantage.

The less available something is, the more attractive and special it looks. (scarcity)

Using exclusivity in your marketing can help you build an engaged and loyal customer base. It can also give you more freedom with how you spend your energy and time in your business.

Don't say yes to most potential customers. Say yes to only a tiny group of people who represent your dream customer. When you're selective about who you're willing to work with, it creates a heightened sense of desirability.

By having high standards and being exclusive, the customers you pick will consider themselves lucky to gain the opportunity. They're invested in your services, motivated, and willing to pay premium prices.

This should all be based on delivering genuine value. Your clients should feel fortunate because they are fortunate.

A big benefit of being exclusive is that you can afford to give your customers the attention they need. You're not stuck stretching

yourself thin over too many clients, some of whom may not even be a good fit.

Focus on your dream clients. The ones you feel confident about helping. The ones you love working with.

Your customers are not very interested in your methods. What they want to know is can you get them to their desired outcome. If you can promise the outcome, your business is much more valuable.

Employ exclusivity in your communications by using VIP codes, restricted phone numbers or web pages, special discounts and offers, advance or exclusive access, status-conveying groups and membership tiers, badges and cards that offer recognition, personalized messaging. Use words and phrases such as secret, sneak peek, just for, reserved, sourced from the top 1 percent, white glove, handcrafted, unique, unlike other companies, you've achieved, you've unlocked, you've been selected, and you have been invited.

Ways to use exclusivity in your marketing...

Provide potential customers with a VIP code or a personalized identification number that is associated with their special offer and tell them not to share it with anyone else.

Offer them access to a phone number, landing page, or specific web pages reserved for certain members only.

Give them special discounts, upgrades, complimentary services, or free gifts.

Grant them early access, inside details, or a special preview for something that they care about or something you're about to launch. Let them know they are entitled to express processing, complimentary shipping, faster response, or a similar service because of who they are.

Pepper your ad copy with words and phrases such as secret, a sneak peek, a behind the scenes look, the truth behind, the untold

story, the real story, confessions of, what they don't want you to know, what they won't tell you, never shared, not previously revealed, what very few potential customers know, an insider account, and similar terms that suggest you have information they won't find in other places.

Make your channel exclusive.

Use language that makes potential customers feel special, such as reserved for, only for, just for, especially for, private, select, not available to the general public, and not everyone, to underscore exclusivity.

When describing products, use phrases that highlight scarcity, such as sourced from the top 1 percent, found only in one part of the world, and made from the highest quality, to set your offerings apart. Customized, and best in class.

When describing services, use phrases such as white gloves, concierge.

Inject exclusivity into your product or service descriptions by using language such as handcrafted, artisanal, craft, one-of-a-kind, collector's item, special edition, limited edition, rare, rarely seen, small batch, one of the few, award-winning, unique, and singular.

To emphasize that what you sell is better than the competition, choose phrases such as unlike other companies, uncommon in this category, unusual for, not typically available, and difficult to obtain.

Make your customer or potential customer feel special by pointing out they've been selected, chosen, pre-approved, or that the usual requirements have been waived for them. Remind them that although they qualify, not everyone does, that this is a members-only benefit, that they are one of only a certain number of potential customers that are eligible, that they have already been accepted, or that they are invited.

Choose empowering verbs that speak to exclusivity, such as you've earned, you've unlocked, you've achieved, you've been granted, and you've gained.

When laying out your proposition, invite potential customers to be one of the few or to be among the first or to get the product or service before anyone else or before their friends.

Create customer tiers, groups, and categories with desirable sounding labels, like silver, gold, and platinum, and congratulate your potential customer on obtaining this advanced status.

Offer charter memberships or memberships in private groups.

Send your potential customer special recognition like membership cards, badges, and icons they can display.

Personalize your messages by the recipient's name or their initials or by their expressed interests or previous behaviors, so your message feels exclusive to them.

Framing

Framing the same information differently can drive different reactions to it.

Use framing to change the way potential customers think about a product, service, or need.

By framing the options to underscore what someone may miss out on, you can trigger loss aversion and prompt a positive response.

Examples...

Potential customers may seek a 95 percent fat-free product and avoid a 5 percent fat product.

A cheap product can be framed as a bargain.

An older style can be framed as a classic.

A company that offers limited services can be framed as a specialist.

yes or no buttons

The key is to frame the no option in a way that points out the folly of not saying yes.

For example, one button could say, “Yes, I want the white paper now.”

The other button could say, “No, I don't need to know what my competition is doing.” When the choices are framed that way, it can be much more difficult for your potential customer to say no.

Ways to apply framing in your marketing...

Reframe potential drawbacks, so they're viewed in a more positive manner.

A basic version of a product could be framed as having all the functionality with none of the distracting add-ons.

Refer to the cost of your service as an investment versus an expense.

Choose your descriptive words carefully because they will influence your target's perceptions and actions.

When using yes and no buttons, use the ad copy on the no button to frame the consequences of not saying yes.

Test framing your product in terms of the experience that customers will have with it versus the money they'll save on or with it because experiencing a product can foster an emotional response to it.

Use framing to get potential customers to see things in a new way or in a marketer's preferred way.

And they will respond to messages framed to direct how they see and think about a product or service.

Homophones

A homophone is a word that sounds like another word but has a different meaning and spelling.

For example, write, and right are homophones.

When potential customers see or hear one, it can cause them to think of the other and any behaviors associated with it.

Homophones can prompt potential customers to think of the other word in the pair and actions associated with it. That's why bye-bye or goodbye can prime someone to buy.

Hot State Decision Making

When potential customers act in a way that addresses that immediate feeling and that feeling alone.

Hot state decision-making explains why potential customers purchase more food if they go grocery shopping when they're hungry. Why a flash sale can prompt an impulse buy. And why donors can be moved to contribute to a charity after reading the evocative story of a particular victim.

When potential customers encounter promotions while shopping, they are compelled to act on their visceral impulses. Hot states lead to a reduction in immediate self-control. Many marketing campaigns emphasize immediate action with hot phrases like “One day only!” and “Call now!”

Catchy slogans, such as “Just Do It” and “Obey Your Thirst,” tap into these visceral states and motivate immediate consumer behavior.

Potential customers will buy products during hot states through simple reminders of their visceral depletions.

These moments of heightened emotion are propelled by need-based physical drives, such as hunger, pain, and sexual arousal, and have a profound effect on behavior.

When in a hot state, an individual narrows his focus on the immediate goal of alleviating or relieving the visceral deprivation.

Your **emotions**, which dictate your preferences, have shifted and intensified on a particular object. In the moment, you have a greater emotional reaction that motivates.

Ways to create Hot state Decision Making in your marketing...

Use visceral descriptions that include need-based physical drives, such as hunger, pain, and sexual arousal.

Touch on their core **pain points**.

Include reminders of their visceral depletions. Hungry? Feed Your Hunger! Satisfy Hunger!

Information Gaps

If there's a gap between what potential customers already know and what they still want to know, they will try to close that gap.

Potential customers feel good when they satisfy their curiosity. It actually activates the brain's reward center.

If your potential customer is curious about information you have, they probably will be driven to pursue it.

Potential customers will try to satisfy their curiosity. The more curious they are, the more likely they are to act. Once they obtain the information, it feels rewarding.

Ways to use information gaps in your marketing...

Raise some subjects you'd want to know more about, point out a gap in r current knowledge, and prompt you to continue reading to pursue the missing answers.

Delay the filling of the gap for as long as you can, without introducing too much discomfort, in order to keep your visitors engaged. . . To keep them hanging on, really.

Highlight a topic their audience is somewhat familiar with and interested in but doesn't yet have deep knowledge of.

If you can pose a question that they are not certain they can answer or offer information that promises to supplement their current understanding of an intriguing topic, you can motivate them-not just to take action but to do so quickly.

Similar to **stories** that potential customers feel compelled to finish, the information-gap theory can motivate a prompt response from a potential customer.

Once you make potential customers aware of the gap in what they know, they will want to fill that gap quickly.

A well-crafted question is a smart way to trigger the effect of the information gap theory.

Pay off what you promise. While it may be tempting, do not be misleading. Do not resort to clickbait. Do not risk angering or disappointing your customers and prospects. If you do, the approach may backfire. And once it does, you will have rendered the information-gap approach useless for future marketing efforts to that audience. Additionally, you will have eroded the trust between you and your target, and that may be impossible to regain.

It's a mistake to ask questions your potential customer already knows the answer to. Instead, intrigue them with a question about a topic they know of, but are neither experts in nor unfamiliar with.

Frame the information you want to present in a way that piques your audience's curiosity.

Tee up an information gap using superlatives, such as the best, worst, most, last, biggest, only, etc.

Negative superlatives outperform positive superlatives.

Begin a story but delay the conclusion to prompt potential customers to continue reading. Use ellipses like “And the winner is...”

Pique potential customers' curiosity by posing a question or challenging their assumptions.

A/B test a contrarian view.

Invite your potential customer to interact with an app or game that will reveal something about themselves.

Use a numbered list to offer information.

Input Bias

Potential customers often use the time or effort put into something as an indicator of the quality of that thing.

Potential customers will use the time and effort put into the creation of a product or service as a proxy for the actual quality of that product or service. While the two are sometimes related, they are not always. Yet potential customers will rely on this information to make a short-hand decision.

Potential customers may automatically assume more effort equals better output. When involved with the product, they are more likely to see the effort, and their input bias may trigger.

When you involve potential customers in the process of creating your products, they are more likely to convert when you sell it to them.

Give potential customers the option of having your products customized for them. Offering a customizable option involves your potential customers and may trigger their input bias.

You can trigger input bias and therefore increase the perceived value of their products and services by mentioning how much went into developing them.

Isolation Effect

When multiple similar objects are present, the one that differs is most likely to be remembered.

Make your marketing messages strategically different from your competitors' by paying attention to your choice of color, models, placement, size, language, props, sound, and use of motion.

Marketing that strategically stands out will increase awareness, recall, and sales. However, being too different can backfire. Make sure your marketing registers with your potential customer.

The context your message appears in, or what is surrounding it, influences how noticeable and memorable it is. If it looks very much like everything around it, your marketing message can blend right in.

If there is something different about it, something that makes it stand out from its background or apart from the items it is grouped with, it will have a far greater chance of being paid attention to and lodging in your prospect's memory.

The goal is to stand out in your immediate environment, where there may be many unrelated messages vying for your prospect's attention and to stand out within your product or service category, where appearing too similar to your competitors can sink your sales.

It is a mistake to make your ad so captivating that potential customers pay attention to it and remember it, but not the marketing message associated with it. Instead, stand out in a way linked to the message you want potential customers to retain.

Make the option you want customers to notice slightly larger than the ones around it. Or frame it in a color.

Position calls to action with ample white space around them so they are noticeable.

Put key messages like “limited quantities” or “free” in **violators**.

Write a headline contrary to popular opinion or belief.

Labeling

When potential customers are labeled as part of a group, they behave consistently with that group.

This can be true even where a potential customer had not originally thought of themselves as belonging to this group. Even if your potential customer hadn't identified themselves in a certain way, once you plant that idea in their head with the appropriate label, their behavior can change to live up to that label.

To increase sales, label your potential customer as part of a group that would naturally buy your product or service.

Before asking someone to make a purchase, suggest to them they are a good candidate for your product or service. This could get them to see themselves that way, especially if you employ labeling in that suggestion.

Label those customers in a way consistent with the request you're about to make of them. And take care to ensure that any supporting sales arguments you provide come from potential customers or organizations your customers would agree with.

When we believe that something is real, we can make it real with our attitudes and behaviors.

Nobody is immune to the influence of labels. Our identity and behaviors are influenced by the terms we or others use to describe us.

Labeling someone can influence their perception of themselves and their subsequent behavior based on that perception. Attributing information using the labeling technique can influence a person's acceptance of it.

You can use these findings to help motivate the action you want from your customers.

Ways to apply labeling in your marketing...

Refer to your potential customer with a label consistent with the behavior you're seeking. For example, if you're selling high-end cookware, call your potential customer a foodie or a gourmet. Similarly, label your best customers as such. As marketing strategist Gregory Ciotti points out, "Potential customers who are labeled as 'superior' potential customers tend to spend more, and those in the 'regular' class aren't affected. "

When choosing labels to use, make sure your potential customer would not be offended by them.

Labels that flatter can work well. So, too, can labels that attribute certain relevant characteristics to your target.

Consider labeling techniques when naming your products and services to help differentiate them from others in the market and to make them more appealing to your audience.

Potential customers will behave in a manner consistent with the group they've been told they belong to.

When you label a customer as belonging to a group, they will act in ways consistent with it.

Potential customers will accept labels that they'd not previously considered applied to them as long as the label is not one they find disagreeable.

Labels can change how potential customers view themselves and how they subsequently behave.

How you label the source of information can affect a person's receptivity to it.

The way you refer to your products can influence how customers perceive them.

Label prospective customers in a way consistent with the actions you're asking them to take.

Loss Aversion

Inject a little negativity.

Do not discount benefits but tell potential customers what they're missing out on, or what they stand to lose if they don't do what you ask them to.

Highlight the painful situations they can avoid if they become your customer.

You want to balance the benefits you are offering with the losses that can be avoided.

Ways to apply loss aversion in your marketing...

Indicate how many of an item are left in stock.

Tell potential customers that an event may not be repeated.

Let potential customers know that the event won't be recorded, so there is no other way to catch it.

Inform your customer or potential customer that the offer you sent may not be sent to them again.

Allow potential customers to preserve their options by telling them they can decide now and cancel later. Rather than having to make a yes or no decision that is final, they can postpone that decision so, at least for the moment, they have lost nothing. Often when potential customers commit, they do not then go back and change their minds (**commitment** and **consistency**)

Use loss aversion wording like “Take advantage of”, “Get in on” and “Don't miss. “

Highlight deadlines and expiration dates.

Offer a free trial. When something is free, it removes the fear of loss.

Frame your message in terms of loss instead of gain.

Or you could use a declarative sentence that also leans toward loss.

Mere Exposure Effect

We Like Things We've Seen Before.

The more often potential customers have been exposed to something, the more they like it.

The mere exposure effect occurs even if potential customers do not consciously remember that they have seen the object before.

The mere exposure effect has been proven effective in overall retention. Even fleeting, repeated encounters with your marketing can create a warmth toward your brand, which is factored into consumer judgments and behavior down the line.

Even if you don't click on the ad that's been following you around the internet all week, that you've had repeated encounters with it, even if you do not register it consciously, means you're more likely to reach for it than its competitors on equal footing.

While this repeated exposure effect finds an obvious application in online retargeting efforts, marketers can also remember it as they create integrated campaigns across multiple channels by using consistent visuals and messaging. (Omnipresence)

Potential customers have a relatively high level of tolerance for repeated exposure to ads. Don't worry about overexposure, it is rarely an issue.

The effects of mere exposure are subtle. You will not turn brand hate into brand love by mere exposure alone. However, if potential customers must choose between two brands, each with comparable brand equity, mere exposure to one might tip the balance.

Metaphors

A thing symbolic of something else.

If you are introducing a product that potential customers may not have a frame of reference for, or you are marketing a service that may be hard for your customers to grasp, consider using a metaphor.

A metaphor is a powerful way to make a product or service that is abstract feel more concrete and accessible. It can prompt your customer to see things in a new and different way.

When potential customers encounter a metaphor, different parts of their brain are activated than normally would be, influencing their perceptions of the objects being described.

Nouns

Nouns are specific. Nouns suggest identity. And nouns can help marketers get the behavior they seek.

Nouns create a sense of who someone is, and once that is established, that potential customer knows the corresponding behavior to take.

Referring to someone using a noun is more powerful than simply telling them what you want them to do using a verb. For example, it would be more effective to ask, “Would you like to be a new homeowner? “ than to ask, “Would you like to own a new home? “

Favor nouns over verbs when addressing your customers and prospects. For example, call them chocolate eaters rather than potential customers who eat chocolates.

Referring to your customers using a noun can be more effective than telling them what you want them to do using a verb. For example, call them an owner versus a potential customer who owns.

Using nouns and other specific, concrete language has been shown to increase customer satisfaction and sales.

Novelty

Potential customers respond to things that are new.

And those things don't have to be brand new. They can simply be new to the person, or new twists on an existing product or service

When potential customers are about to discover something new, their brains release dopamine, which produces a pleasant feeling. Potential customers are hardwired to seek information.

Ways to use novelty in your marketing...

Pop the word “new” in your headlines, titles, subject lines, and teasers. A/B test similar words like introducing, announcing, now, finally, soon, innovative, debuting, latest, emerging, never before seen, and at last.

For a verb, choose discover over learn because learn sounds arduous and discover suggests fun.

Lead off your communications with what's new. Don't bury the news.

Use violators, labels, and other visual cues to flag new products, features, and extensions so potential customers can easily spot them.

Create a separate area on your website or in your marketing communications to highlight your new offerings.

Find and market new uses for your existing products.

Reciprocity

Potential customers have a hard time rejecting reciprocity and will feel obligated to buy from you.

Potential customers like to get things, particularly things for free. But behavioral scientists have found that once they receive them, they feel indebted to the giver and obliged to return the favor-even if they never asked for the gift in the first place. Marketers can tap into this hardwired desire to reciprocate and use it to get more than they gave.

You can't trigger reciprocity by offering a gift in return for completing an action. While that can be effective, it is simply providing an incentive. To trigger reciprocity, make your gift unconditional.

Ways to use reciprocity in your marketing...

Email weekly tips to your customers and potential customers that will help them accomplish their business or personal goals.

Send a regular e-newsletter that curates information that will appeal to your target, which will keep them current about a shared interest, or that includes content that you have created specifically for them.

Consider not gating at least some resources on your website, so your potential customers and customers can access tools and advice that they'll find valuable.

Send reminders so potential customers don't miss important deadlines.

Offer free samples, free trials, complimentary assessments or evaluations.

Surprise customers with a credit, discount, or secret sale.

In B2B, recommend or refer other companies you work with.

Recognize your customers' birthdays, anniversaries and other achievements with a small, unexpected gift or a warm acknowledgment.

Provide content that delivers a short entertainment break in your target's day.

Create a library of how-to videos that your customers and potential customers can refer to.

Repetition

The more often a potential customer hears or reads something, the more familiar it becomes. When something feels familiar, potential customers are more inclined to believe it and think positively about it.

Repetition calls attention to the information and makes it more likely to lodge in your customer's brain.

With each repetition of your message, your audience naturally grows more familiar with your product and company. A feeling of acceptance grows. As this acceptance strengthens, an affinity develops. They feel comfortable with you. This comfort leads to greater trust, which opens the door to the sale.

Each ad tries to create marginal differences in consumer attitudes and perceptions. Through repetition, these small differences can build into larger differences and can often tip the balance in your favor.

The more different sources that expose a subject to the same message, the more convinced the subject will become.

Repeat the same words over and over in your ads. If your **call to action** is “sign up,” do not use words like subscribe or contact us. Use the same word, sign up, every time.

Rhyming

Potential customers find ad copy that rhymes more truthful and are more likely to like, remember, and repeat that ad copy.

When your ad copy rhymes, your audience finds it to be more memorable, believe it to be more accurate, and feels more confident in their ability to make a decision about it.

Marketing slogans that contain rhymes are generally perceived as more trustworthy convincing, likable, original, and memorable than slogans that don't contain a rhyme.

Rhyming phrases are more cognitively fluent, which means they are easier for the brain to process.

Things that are easier for the brain to process feel right, and potential customers often assume they are.

Consider rhymes to emphasize a product benefit or answer a common objection.

You don't want your whole message to be in verse. That will cause the listener to focus more on the mechanics of the delivery and wording rather than the message itself.

Consider having a rhyming dictionary on hand when reviewing your marketing campaigns.

Scarcity

Potential customers place more value on things harder to get.

Scarcity increases desirability. Limited times, quantities, opportunities and limited access to information can all motivate your potential customers. So can the feeling they can obtain something that not everyone else can, simply because of who they are or the group they belong to.

As opportunities become less available, we lose freedoms, and we hate to lose the freedoms we already have.

Not only do potential customers want the same item more when it becomes scarce, we want it most when we are in competition for it.

Potential customers want items and experiences limited, and often enjoy them more.

Deadlines drive decisions. By simply having these, you can point to them and let human beings push themselves over the edge so as not to miss out.

Urgency prompts potential customers to take quick action more often.

Ways to use scarcity in your marketing...

Use deadlines and expiration dates when you have them. Response increases as the deadline nears.

If you don't have a hard and fast deadline, imply one.

Show countdown clocks in your email, or on your landing pages and websites. A countdown clock in an email can increase your conversion rate by 22 percent.

Use words that reference time, such as now, today, tonight, tomorrow, minutes, hours, this week only, soon, dated contents

enclosed, time's running out, and right now. The words today, tomorrow, and days left used in an email subject line can lift opening rates by double-digit percentages.

Choose words that suggest speed, such as hurry, rush, immediate, instantly, don't delay, don't be disappointed, flash sale, and open at once.

Write headlines, direct mail teaser copy, and subject lines with words that focus your reader, such as alert, attention, caution, and notice.

Combine urgency with **loss aversion**.

Include language in your messaging that warns the offer may not be repeated, or that this is the only chance to take advantage of it, or that the offer may be withdrawn at any time.

Use phrases such as last chance, final notice, reminder, and second attempt in key pieces of your marketing.

Flag items newly back in stock or expected to sell out and events filling up fast or have only a few seats left. Highlight items only available seasonally. Add a clock or hourglass emoji to your subject line.

Use language that references availability, such as limited quantities and while supplies last.

Indicate when other potential customers are looking at the same item with a finite quantity.

Restrict the number of items any one potential customer can purchase.

Potential customers are far more motivated to hoard a scarce resource than they are to act on something that could help them.

Fear of loss is stronger than the desire for gain.

Having limited releases is a tried and true method of using this psychological bias to your advantage. You can have limited releases for flavors, colors, designs, sizes, etc.

When using this tactic, you must also let everyone know that sold out. That is part of what makes it work so well. This way, even potential customers on the fence, when they see that it was sold out, it gives **social proof** that other potential customers thought it was worth it. And now that the choice has been made for them, they desire it more because there is no way they can get it. So the next time you make the offer, they will be far more likely to take you up on it.

If you are 81% to capacity, then a decent number of potential customers made the decision to work with you, and the closer you get to your arbitrary fullness, the faster the spots will disappear. Only you get to draw where that line is “full. “

You can create scarcity by also capping your service level and saying that if they leave, then they can never return. This type of scarcity makes potential customers think extra hard about leaving. This works best with small groups. As groups become much bigger, the tactic loses some teeth.

Just let them know your limits and let psychology do the rest.

Social Proof

Potential customers do what potential customers like them—and potential customers they like-do.

Sometimes your potential customer will feel pressure to conform or feel they're missing out. Other times your potential customer will look for help to make a choice. What they see others doing can be very influential.

When potential customers are uncertain, they will look at what potential customers similar to them have done and do the same.

When uncertain, it seems like a smart move to make the same choices those other potential customers made. Since making the wrong choice could be harmful, potential customers will take a “safety in numbers” approach.

Ways to use social proof in your marketing...

Show potential customers that many other customers have done what you're asking them to do.

It's a mistake to indicate that many potential customers still do the thing you don't want them to do. Rather than prompting potential customers to take different action, this will reinforce their current behavior.

Feature a customer testimonial, and make sure the testimonial giver is similar to the testimonial reader (for example: they live in the same general area or work in the same industry).

For a testimonial to be most effective, choosing one in which the customer admits some earlier hesitation or skepticism before revealing your product was a great choice.

Highlights potential customers who aren't similar to your target, but rather who are potential customers your potential customer likes and admires.

Highlight positive ratings, and remember that a potential customer is often more likely to purchase a product with an average star rating between 4.2 and 4.5 than one with a 5-star rating. The thinking is the less-than-perfect rating is more believable.

Tell potential customers that customers like them also purchased certain other items.

Flag the number of a product sold, the number of potential customers currently looking at it online, or the percentage sold out.

Choose reassuring modifiers such as often, typically, usually, generally, and common.

Market to affinity groups.

Encourage referrals from your customers.

Provide case studies and a list of satisfied customers.

Highlight the number of users, subscribers, retweets, views, likes, followers, downloads, etc., you have.

Use descriptions such as popular choice, fastest-growing, most requested, best-selling, previously sold out, expected to sell out, and back in stock.

In B2B, show client logos and logos of professional associations you're associated with and a list of industries and customer titles you serve.

When appropriate, mention the number of years you've been in business or how much your company has expanded since starting.

Use language such as most potential customers, many potential customers and potential customers like you.

Status Quo Bias

A preference for the maintenance of one's state of affairs.

Despite our quest for **novelty**, and our **reluctance to leave something that we started incomplete**, potential customers usually prefer not to change what we have or the way we do things.

Potential customers prefer the status quo to exerting the energy to act. Marketing masters can use this to their advantage, presenting the desired behaviors as the default or the path of least resistance.

Potential customers are also driven by the **fear of loss**. If a potential customer tries something new and does not like it, they feel they've given up the previous product or service that made them happy. Sticking with what they know guards against this potential loss.

Potential Customers don't like change if they have invested a lot of time, effort, or money into a project, product, or cause. Having sunk all those resources into it, they are reluctant to walk away.

Another reason may simply be habit or convenience. Once a potential customer is used to doing something, it can easily become second nature-something they do with little thought or consideration.

Ways to use the status quo bias in your marketing...

Frame the choice you want your customers to make as the standard one-the one typically chosen.

Position the desired customer action as popular and attractive.

Have the path of least resistance lead directly to what you want your customers and potential customers to do.

Make it easy for customers to do what you want them to do and harder for them to do what you don't want them to do.

Remove points of **friction** that might interrupt or derail your customer from completing an action you want them to take.

Carefully consider your defaults. Because no design is neutral, make sure your defaults favor your marketing goals.

Precheck desired options.

When communicating with customers, including the number of years a customer has been with your company.

Have inertia work in your favor. Make “doing nothing” actually result in the behavior you seek.

Create “sticky” products or situations. For example, banks should focus on getting checking account customers, and subscription companies should strive to get a credit card on file for auto-renewal.

You can tap status quo bias to help bolster customer loyalty and retention...

Remind potential customers of how long they've relied on your product or service and how many years they've invested in the relationship with your company.

Point out to them that remaining with you is easy and requires no additional effort.

Suggest that switching to a competitor could leave them feeling dissatisfied and missing the convenience you offer.

Overcome status quo bias by providing a strong reason or a compelling incentive to act.

Storytelling

The stories you use in your marketing can prompt potential customers to invite you in without even realizing that you come bearing a sales message.

When you choose the story, you control the narrative-influencing how potential customers think of your brand.

To drive action, build the story potential customers will tell themselves about your products.

Stories that are personal and emotionally compelling engage more of the brain and thus are better remembered than simply stating a set of facts.

Stories stoke **emotion**. And emotion drives decisions. Strong stories key into emotions in a deep and profound way; potential customers identify with them in a way they don't identify with raw data.

A fact wrapped in a story is 22 times more memorable.

Potential customers identify with whoever the story is about and put themselves in their shoes.

When done correctly, stories hit the human brain with an incredible impact, most of which is felt on a subconscious level. It also activates the pleasure centers of the brain which makes you want to hear more.

Well-designed stories are the most effective vehicle for exerting influence.

Rather than try to bombard your potential customer with all the pertinent information or argue them into buying, you can draw them in and make them part of your tale. Storytelling is especially effective

if you're dealing with difficult-to-convince potential customers. They rarely disagree with their own conclusions.

Consuming stories influences our beliefs, teaches us facts, alters our future behaviors, and changes our personalities. Stories effortlessly bypass logical and conscious defenses and shape our closely guarded core beliefs.

A story is the only way to activate parts in the brain so a listener turns the story into their own idea and experience.

When one potential customer listens to another potential customer tell a story, their brains actually synchronize. The neurons in the listener's brain fire in the same way as the ones in the storyteller's brain. Stories can literally put you and your customers on the same wavelength.

Stories can create empathy and emotional connections. As your customers get more involved in your story, they undergo a process called narrative transportation. They are transported into the world of the story's characters, and they experience what those characters are feeling.

Telling a story can effectively sell your product, create the environment or get the reader well into your ad copy as you create an emotional bonding with your prospect.

When your potential customer reads your story, it engages their brain differently than if you were just feeding them facts and figures. When a potential customer gets involved in a story, more parts of their brain are engaged. If the story involves smell, the olfactory cortex will get activated. If it involves motion, their motor cortex will get activated. The end result is that the more parts of a person's brain that are activated, the better they will understand the information and the longer they will retain it.

Since emotions drive decisions, and marketers seek decisions, creating communications that prompt potential customers to

experience emotion is very important. The stories you tell can make potential customers feel what you need them to, to make a purchase.

Ways to create stories and use them in your marketing...

Often the best stories are told in the first person and sound like a personal message from the writer to the prospect. Other stories are told in the third person, but because they are in story form, they still sound personal and very compelling.

Start strong-make sure you grab the attention of your audience. Choose a subject they will find interesting and compelling. Hint: it's not about what you're selling, it's about what the product you're selling can do for the potential customer who buys it.

Good stories are relatable and forge connections. Potential customers trust stories they can relate to.

Choose specific nouns and powerful verbs that help readers envision the action.

Write in an active versus passive voice.

Structure your story to follow the dramatic arc: exposition, rising action, climax, falling action, and resolution.

Storytelling can be an effective approach for non-profits. The key is to resist the urge to talk about all the potential customers your organization helps and instead tell the story of just one person.

This is the Identifiable Victim Effect. Potential customers are more likely to feel empathy and as a result, to help, when they hear about the plight of one potential customer versus that of a bigger, vaguer group of potential customers.

Use a story to broach a difficult or delicate topic.

Tell the story of how your company came to be. Birth of a product stories can also make excellent marketing content.

Product usage stories can be very powerful, whether they introduce a new product, feature different ways to use an existing product, or highlight customers telling a story about their use of a product.

Tell “customer as hero” stories, accounts of how your customer succeeded with the help of your product.

If you're in a competitive marketplace, tell your single differentiator story. Find the one story you can talk about that sets you apart.

Stories that define a company's standard of customer service can be very powerful and very effective.

Surprise

Surprise focuses attention and intensifies emotion, both of which make what surprised the potential customer more likely to be remembered.

Potential customers are more motivated to attain uncertain rewards, surprises, versus certain ones, this is because uncertain rewards are more exciting.

Ways to use surprises in your marketing...

Use contests, spin to win games, scratch to reveal, and other ways that will surprise potential customers.

Have your marketing appear at events and locations where your potential customer goes but does not expect to see you, or at times that will surprise them.

Send customers and potential customers a mystery offer to create surprise.

Surprise customers with an unexpected discount or gift.

Temporal Landmarks

Transition periods during someone's life.

A temporal landmark is a time that stands out from most other times and holds special meaning.

They act as points of transition. Potential customers are more open to starting new things at these times because they feel they have a greater likelihood of accomplishing them.

Consider creating marketing campaigns that coincide with temporal landmarks.

Think in terms of the beginning of seasons, quarters, semesters, months, pay periods, and weeks. Also, personal milestone events, such as birthdays, anniversaries, graduations, the start of a new job, the move to a new city, marriage, the birth of a child, the purchase of a home, retirement, etc. .

Potential customers put off behaviors when they perceive the payoff to be too distant. If the reward is distant, help customers envision themselves in the future as being very much like the potential customer they are in the present. Make a distant reward seem closer.

Certain marketing requires overcoming temporal discounting. Examples include weight loss, anti-smoking and college enrollment.

In these cases, promote potential customers to see their past selves and their future selves as being separate. You want someone to feel that who they were yesterday is not who they are today, and that the potential customer today can accomplish more because of this transition point they have hit.

Ways to apply Temporal Landmarks in your marketing...

Send communications at the start of the week.

Take advantage of holidays.

Consider non-holiday special days, such as Tax Day and back-to-school day.

Time your B2B communications to use temporal landmarks such as the start of the fiscal year, the end of a quarter, and the beginning of a company's busy season.

If you have the data, don't overlook personal landmarks, such as the anniversary of when someone bought a house, won an award, or adopted a pet.

Allow customers to delay their payments.

Offer instant gratification, including overnight shipping, immediate downloads, and ungated content.

Discount your product by providing a mail rebate. Saving money prompts potential customers to purchase right away, but some may not get around to requesting their rebate. will

Highlight ways you deliver immediate value, even if the ultimate value your product or service provides comes later.

Violators

Elements that disrupt the design layout and get noticed.

They create cognitive awareness of new information that marketers insert into the message.

They're effective in announcing “new” product features and special promotional offers such as coupons, free offers, rebates and sweepstakes.

An unexpected website popup that shows after you're on a website for a certain amount of time is considered a violator.

Violators commonly are starbursts, color bars or strips, and splats. Each is a way of highlighting the information you want your potential customer to notice most.

Zeigarnik Effect

Potential customers remember unfinished tasks better than finished ones.

Those tasks can nag at potential customers until they are completed.

Ways to apply the Zeigarnik effect...

Send abandoned cart emails, return to finish messages, or alerts that something your potential customer viewed is now on sale/running low in stock/added a new feature, color, or size.

Bringing Persuasion Together

Review your marketing campaign before it goes live.

Do your ads...

Contain a series of words that all begin with the same letter?

Show your authority?

Make potential customers feel like they're in control?

Help potential customers easily recall a relevant event?

Give a reason? Have choice architecture that will drive sales?

Have easy-to-read ad copy? Show the product as the middle option between 2 extreme options. Encourage potential customers to remain consistent? Invoke emotions in your potential customer? Focus on what the potential customer may lose?

Offer something exclusive? Framed in a way that drives conversions?

Contain words that sound similar to words you want your potential customer to take?

Put potential customers in a hot state?

Have gaps between what potential customers already know and what they still want to know?

Involve potential customers in the process of creating your products?

Strategically stand out?

Label your potential customers as part of a group?

Inject a little negativity?

Have repeated exposure?

Contain a metaphor? Use Nouns?

Showing something new?

Give an unconditional gift?

Going to be seen by your potential customers multiple times? Contain rhymes? Show the scarcity of your products? Put social pressure on your potential customers? Have your desired behaviors as the default or the path of least resistance?

Tell a story?

Surprise your potential customers? Address temporal landmarks or will be show at those times? Have elements that disrupt the design layout? Remind potential customers of unfinished tasks?

If any of these persuasion elements are not in your marketing campaign, consider making variations of the ads then A/B test to ensure you're getting the most profitable results.

III

Principles

80/20 Rule

80% of your results come from 20% of your efforts. 20% of your results come from 80% of your efforts.

You can identify the 80/20 rule in any part of your business. Once you've learned to recognize it, you can't not see it.

It's not the exact number 80/20 that's the rule; it's the principle of positive feedback, which is when behavior is rewarded so that it produces more of the same behavior. Sometimes it's 60/40 or 70/30; sometimes, it's 90/10 or 95/5. The exact numbers aren't so important. But it's always there.

Find the small things you can do, in very little time, with little money or none, to have a big impact on the potential customers around you.

You'll easily assign dollar figures and instantly know which opportunities are worth pursuing and which ones waste your time and money.

To see cause and effect in your business as it really is, shift your business thinking.

80/20 says if you hire 10 salespeople, two will generate 80 percent of the sales and the other eight will generate only 20 percent of the sales.

That means the two are SIXTEEN TIMES as effective as the eight. That's right—a good salesperson isn't 50 percent better, he or she is 16X better. That means there's huge leverage in 80/20: much to be gained if you pay attention, much to lose if you don't.

A fifth of your customers are responsible for four-fifths of your profits, or something similar.

Sometimes 20 percent of core customers actually account for fully 100 percent of profits, and the rest you would be better off without them.

20 percent of the 20 percent of customers are ultra-valuable, at least potentially. Four percent of the customers may account, or could account, for 64 percent of profits.

If you know who these customers are and provide them with what they want, you have only to double sales to them, and you have another 64 percent of revenues.

Often these sales are not consummated simply because you don't have the expensive products that these ultra-valuable customers want to buy. Sales and marketing, therefore, begin with product development for your very enthusiastic customers.

You can't charge several times as much for the same product. You have to

provide equivalent value, so if a product is 10 times as expensive, give at least 10 times the value.

But often, it costs you less than 10 times as much to provide that value. And it is easier to grow by **selling more to your existing happy customers** than it is to find new customers who will love what you do.

Customers are unequal. If you have 30 customers, you're tempted to treat them all the same. Well, they're really not the same. Odds are 20 percent of your business comes from just one of them.

This principle of inequality applies to almost everything in your business.

80/20 applies to everything in the world that has positive feedback.

Top performers are not twice as good as average performers. They're more like 100 times better.

Look at your top 20% of customers. How do their demographics differ from the other 80%? What marketing could you implement that would focus on the top 20% they would respond to?

80/20 isn't a mere rule of thumb, and it's not just for business. It's a law of nature.

Ad Budgets

They Are Stupid.

Successful marketing is the buying of money at a discount.

Having a set marketing budget every month will deliver lackluster results.

You want your marketing campaigns to deliver a return on your investment. Then you want to spend, collect, spend what you collected, collect on that spend, spend the now-greater sum you collected, and so on.

You want a return on investment and a return for reinvesting. It's a compound effect.

Media bargains may present themselves, and if they do, you don't want a budget that restricts you.

You must know what you are getting for your ad dollar and when you are getting it.

This is about actual, factual measurement return on investment. You must know what you are getting for your ad dollar and when you are getting it. That means profit-driven marketing, not brand-building or image advertising.

You can't intelligently manage risk if you can't accurately count.

Branding

An instant message that communicates what a potential customer or product or business is about.

Branding is an overflow effect of profitable marketing and should never be directly purchased.

Run marketing that delivers a return on investment and receive brand-building as a bonus. Never pay for brand-building and hope for a return on investment as a bonus.

Most businesses that are not an established brand do not need brand-building. Yet many pour money and energy into becoming known instead of making money. This is a mistake.

Most businesses act as if they are an established brand, wasting real estate on their ad space with oversized logos and clever slogans that the market doesn't even notice.

This results from the masses copying the masses. Which is always a no-no.

Most of the marketing you see is brand-driven advertising.

A lot of traditional brand-building you see and might be tempted to copy is done by very well-financed corporations with already established brands. Either promoting a brand or reinforcing an already recognized and established brand.

Because the majority of all the marketing you see is this kind, you are naturally oriented toward doing that advertising. But if you don't have an established brand, do not copy what they do.

Copying what the big companies do to build their brands can bankrupt you.

A lot of business owners get sold on getting their name out there. Hoping for visibility and name recognition. This is a mistake and is doomed to fail.

One of the biggest and deadliest marketing mistakes, especially by potential customers with brand on their minds, is trying to appeal to everybody. “Everybody” is a whole lot of potential customers.

For profitable marketing in both the short and long term, focus on the best, most obtainable customer, not the idealized brand.

Ignore the brand marketing examples and focus on profit-driven marketing.

By ramping up the proceeds of profit-driven marketing, you can spend more, in more places, more often AND achieve ultimate brand domination.

Build your brand one sale at a time.

Create wise strategies to develop and build brand identity and equity without direct investment.

On its back, your brand can evolve.

You already have the answers to your branding questions...

They're in your **customer demographics** and your most profitable marketing campaigns.

Buying Stages

Specific steps your potential customers take before making a purchase.

The “3 Cs” dictate your particular Buying Stages:

COST: how significant is the purchase

COMPLEXITY: of your product or service - how much research and education will be needed to make the decision

CHANGE: how much your product or service changes the way your potential customers do things – how much research, education, and time might be needed to make the change

The more costly, complex or change...

The longer the Research and Evaluation phases in the process

The longer your overall sales cycle

The more complex your Buying Stages

The greater your potential customer's need for content

Buying Stage 1: **Education**

The buying process starts when one of your potential customers recognizes they have a problem, learns of a possible solution or better way of doing something, or is “inspired” to improve or change something.

That usually starts some research. For inexpensive purchases, potential customers might want to know what's available.

For more expensive purchases, potential customers may want to become educated on the topic or category, understand the possibilities and options available, and try to identify what they want or need.

Prospects want to learn about recommended features and benefits they should look for.

Early education content to consider...

Explain how to solve a pain point

Compare different ways to solve the pain point

Help the potential customer do a simple self-assessment to determine the right solution and/or features

Suggest the key features to look for in a solution, so you dictate the list of criteria that all options must meet

Early education content may help you reach your potential customers before they consider your competition. If you can be the company that educates potential customers on how to solve a problem and what to look for in a solution, you set yourself up to be at the top of a prospect's "short list."

Buying Stage 2: Identify brands

Prospects have chosen the type of solution. Now, they need to identify products or services from specific companies.

The potential customer might compile a "short list" of companies to consider.

This is the phase where most companies focus their advertising, website Content, and Offers by selling against others in their category.

Focusing only here misses a huge opportunity to expand your prospecting - and reach more of the market before potential customers become "sold" on a different type of solution.

Buying Stage 3: Evaluation and decision

In this stage, potential customers compare and evaluate the companies/brands their "short list."

They may...

Compare companies or brands on a specific list of criteria. Look for reviews

Review case studies to learn how others use the solution

Talk to others who've used one of the companies or brands

Look for each company's Client List to see who uses the product

Do a test drive or trial or demo

When potential customers are ready to select a vendor or specific brand, they may be trying to understand...

The more intangible differences between your company and the competition, such as your customer service and how responsive you are.

Your credibility - does your product/service do what you say it will do, who's a happy customer, etc. ?

This stage is where your **authority** is most important.

Call to Action

Tell the potential customer exactly what to do, when, why, and what will happen once they do.

All of your ads need to tell your ideal potential customers what to do and why they want to do it right now. It should be irresistible and time sensitive and give them some value if they take action.

Regardless of the marketing channel, make certain that every ad asks the potential customer to do something.

You've got to provide potential customers with a reason to buy now. The customer must feel guilty if he or she doesn't buy. You do this by creating a sense of **scarcity**.

You can convey a sense of scarcity by offering...

Low supplies

Closeout opportunity

Price changes

Product shortages

Price opportunities

Limited-edition opportunities

Get rid of any distractions in your ad. If it doesn't help the potential customer get to the call to action, get rid of it. Remove all **friction**.

Confused potential customers do nothing, and potential customers are shockingly easy to confuse. Potential customers left to their own devices procrastinate and don't act.

You want to make it abundantly clear what you want your prospect to do. Make it easy by outlining what needs to happen next.

Encourage action by making it clear how easy it is. “Just click Sign Up Now and speak directly with a representative. “

Don't provide them with alternative actions, and don't make them struggle to find information.

People's attention spans are very short, and if they have to go hunting for the information they'll get annoyed or distracted. You want to keep them positive and moving in the right direction. Clarify the next step and easy to follow.

You want people to act right away. If they move away from your marketing, even if they're interested, they will soon forget. All that enthusiasm you worked so hard to develop will fade out.

To avoid that happening, you can encourage people to act immediately by offering an incentive for buying within a certain period. It could be a special reduced price, a bonus gift, or any other extra you want to throw in if they will just “act now. “

Potential customers cannot be relied on to act on their needs or desires or in their own best interests, especially promptly, without “a firm hand” guiding them.

Your marketing needs to tell potential customers...

exactly what you want them to do next

what will occur when they do

why it is of benefit to them to do it

why it is timely or urgent to do it immediately

Ask them to do something very specific. A direct call to action that motivates and tells potential customers what to do next.

Have a clear call to action: step-by-step instructions for what that potential customer has to do to get all the benefits.

It's typical to hold off on the call to action up until the very end. Up to that point, you continue to provide valuable insights.

The final piece of content is where you would make your real call to action-laying out all the critical elements of your offer, features, benefits, pricing, guarantee, etc.

List the call to action more than one time within the marketing message and include it in an A/B test.

If you don't put a strong call to action in your marketing, you are wasting your money.

Cosmetic Enhancements

Give your Ad Copy some pizzazz.

Boldfacing: Use bold type to emphasize subheadings, important words, phrases, dates, and other segments of important copy. Bold type instantly draws attention to these important points and allows your reader to skim the critical content.

Borders: Borders draw attention to important items such as headlines, testimonials, and coupons.

CAPITALIZATION: Use capitalization to set off a single (or two or three) word(s) which need extra emphasis. Use sparingly.

Captions: Use under illustrations, graphics, charts, and photos. Captions are one of the most often read Ad copy cosmetic enhancements when placed next to an attention-grabbing image.

Color: Blues and softer colors relax us; reds and hotter colors energize us. Use strong colors to grab attention and create urgency. Be careful you don't use too many colors, which will distract your reader.

Reverse Print: (light ad copy on a dark background) and be very careful not to overuse it.

Columns: 50 to 70-character-wide columns are easier to read than single, wide columns. Use columns to “air out” the ad copy.

Caps: An enlarged, initial capital draws the reader's eye to the beginning of your letter.

Fonts: Use serif fonts, like Times Roman, for print marketing. Use sans-serif fonts, like Arial, for online marketing.

Highlighting: This adds a touch of realism and color. Use highlights to emphasize key copy. Be careful not to overuse. (When everything is emphasized, nothing stands out.)

Indentation of paragraphs makes for easier reading and helps break up long copy.

Use *italics* to create emphasis on a word or short phrases. Italicizing creates urgency and intensity.

Line Spacing: This is critical for maximum readability. Proper line spacing is based on typeface, font size, and line length. Wider sections of ad copy should have more spacing to enhance readability.

Include bullet, number, and checklists among your copy.

Short Words, Sentences, and Paragraphs: Short. Delivers. Punch. Short grabs attention, helps keep the reader reading, and effectively breaks up long copy.

Sidebar: Sidebars help hold together, and differentiate, blocks of ad copy. They are excellent for case studies, testimonials, and product highlights.

Text Boxes: A powerful way to draw the eye to important areas of information. Consider using text boxes for testimonials, offers, and guarantees.

Underscoring - allows you to emphasize keywords or phrases. Always underscore with a continuous line. Use to signify e-mail and web addresses. Use sparingly.

White Space: This is necessary for readability; too much and you lose valuable real estate; too little and the content is difficult to read. Add white space around headlines and images for maximum impact.

Curiosity Seeds

Give potential customers a reason to keep reading.

When a paragraph ends, put a short sentence that offers some reason for the reader to read the next paragraph. I use sentences such as:

And here's why.

But there's more.

So read on.

But I didn't stop there.

Let me explain.

Now here comes the good part.

You want to create such compelling ad copy you don't need the curiosity seeds, but often that is difficult. And using curiosity seeds enhances most ad copy. But don't overdo it.

Curiosity seeds can also be used at the beginning of an ad where you mention some benefit or payoff you will reveal somewhere in your copy. The reader must read the entire ad to find it.

Discounting

Avoid whenever possible.

Offering discounts is a form of selling on price. When you offer a discount, you are taking the focus from the value you provide and placing it squarely on your price.

To maintain higher prices you must be adept at selling value. Discounts erode your ability to do that. Any reduction in prices can damage your price integrity. Later, getting the same customer to stop thinking about price and refocus on value can prove difficult.

Discounts actually reduce the effectiveness of whatever is being discounted. By that, I mean that the discounted offering literally does not perform as well as it did at full price.

Potential customers paying substantially higher rates expect a better experience and mold their assessment to their expectations.

Discounts can also lead to dissatisfaction in clientele. Discounts can lead your clients to ask themselves why your price can be discounted. They look at the price they have been paying, and then they look at the discount. They then wonder why they can't get that price some other time.

If they recently paid price for a product now put on sale, they feel cheated. This is why it is imperative that you always explain a discount and that your rules are solid.

Never have predictable sales or flexible terms. If there's a sale, it has to be for a specific reason with specific rules.

Discounts can be a great way to modify behavior. Volume discounts are an example of this. They make sense in the buyer's mind.

Potential customers are trained to expect that the more they buy, the cheaper things will get. So potential customers are generally not skeptical or resentful if you give this type of discount. The same goes for prepay discounts and bundles. Prepay will help to keep your accounts receivable current, while bundles can increase your transaction size.

Businesses with seasonal slumps can disclose that as a reason for discounts at a specific time of year, with few negative ramifications. A good “**because**” can mitigate damage to overall price integrity, reputation, and relationship with regular customers and can create the behavior you want from the customer, such as buying now, not later; during the off-season; larger quantities.

As for using discounts to bring new customers through the door, have something that is designed to be the thing you use to drive traffic. By doing that, you can isolate the damage discounting will do to your price integrity.

You can preserve full, fixed pricing for all products other than that one thing you discount during new customer promotional campaigns.

If you must discount, don't be predictable. This is the only way to negate training potential customers to expect something. If you do the same thing at the same time, every time, you train them. Once you train them to expect something, you have to deliver it, or you sow the seeds of discontent.

If you frequently discount, they'll lose all faith in real prices and buy only when you run sales, then build up immunity to that, forcing you to conceive bigger sales with bigger discounts and more free gifts.

Add bonuses instead of discounting. Never discount the main offer. It teaches your customers that your prices are negotiable (which is terrible). Adding bonuses to increase value to close the deal

is far superior to cutting prices. It puts you in a position of strength rather than weakness.

When you decrease your price, you...

Decrease your clients' emotional investment since it didn't cost them much.

Decrease your clients' perceived value of your service since it can't be that good if it's so cheap or priced the same as everyone else.

Decrease your client's results because they do not value your service and are not invested.

Attract the worst clients who are never satisfied until your service is free.

Destroy any margin you have left to actually provide an exceptional experience, invest in your potential customers, invest in growth, invest in more locations or more scale, and everything else that you had hoped in the goal of helping more potential customers solve whatever pain points you solve.

When you raise your prices, you. . .

Increase your clients' emotional investment.

Increase your clients' perceived value of your service.

Increase your clients' results because they value your service and are invested.

Attract the best clients who are the easiest to satisfy and actually cost less to fulfill and who are the most likely to actually receive and perceive the most relative value.

Multiply your margin because you have money to invest in systems to create efficiency, smart potential customers, improved customer experience and scale your business.

Editing

Refining your ads to express what you want to express with the fewest words.

Editing is a nurturing process.

You want to maintain the same emotional feel, the same thought process, and the same vibration you had in mind when you wrote the copy. It's just that you want to do it in the fewest words.

This may mean you rearrange the words you wrote to make the thought more direct. Or it may mean cutting out words with little contribution to the overall feel of the ad. It may mean substituting new words that express your thoughts better. And it may even mean adding words to clarify a thought.

The goal of your ads is to express the thoughts you want to convey in the most powerful way but with the fewest words.

Your ad copy has a focused purpose to motivate your potential customers to exchange their money for your products. Everything you do or write must lead to this one goal.

With less ad copy, your ad will look less imposing to the potential customer, and he or she will be more likely to read it.

The second advantage is that you are removing **friction** by making it shorter.

Look for 'that'. Most of the time, 'that' can be removed.

Edit for rhythm. Make sure that you vary the length of sentences so they don't sound monotonous.

Consider combining sentences.

Eliminate unnecessary words

Rearrange thoughts, so they flow better.

Use commas where the rules of grammar are clear that they are needed for clarification. Don't use commas in places where I am not violating any grammar rules or where they are considered optional.

You want to remove the unnecessary words and still have the ad make sense.

Another technique that will help you in the editing process is time. If you can put aside your ad copy after you edit it and look at it the next day or even in a few days, you will often discover things you never saw before. If time is critical, put the ad copy down for a short while and get back to it. The key is to allow time for your subconscious mind to digest what you've done and pick out the areas that need work.

Educate

Your educated readers become profitable customers.

Give away information that can be created once and given to a lot of potential customers repeatedly. Free newsletters, information packages, booklets, and even websites.

This helps educate the customer. Information that helps the customer understand key issues and identify if they belong in your customer base.

Educating your customers helps to cut through the traditional marketing clutter. It builds trust. It allows you to get your point across and create more informed buyers. Every business has things that are important for the buyer to know. Give these things away.

When you have an educated potential customer, they “get it.” They understand what they are supposed to do. They are far more apt to help you maximize your ability to help them.

An uninformed potential customer will be much more prone to sabotage your efforts due to their lack of understanding.

We want them to know what they want and have an idea of what it takes to get there.

I'm not talking about giving away the farm, just the ideas that potential customers need to make informed decisions.

What should they know to do business with you?

What should they know to feel confident about placing their trust in you?

How will they know they are right for you and you are right for them?

How do your products address their core **pain points**?

Once you answer those questions, you can advertise that information to potential customers. It will build your credibility and will allow you to convert them to customers.

Environment

Control the Environment

The environment you choose is created in both the graphic elements and the ad copy, but especially the ad copy by the way you phrase your words and your choice of words.

The environment is critical in getting a prospective customer into the buying mood.

To create that environment, you attract the customer's attention and then you've got to get the potential customer to read the first sentence by making it so simple and so compelling that the reader cannot help but read it. And the next sentence and then the next.

And while the reader is reading, you are creating an environment.

Remember, every word has an emotion associated with it and tells a story.

Get the reader well into your ad copy as you create an emotional bond.

Your layout and the first few paragraphs must create the buying environment most conducive to the sale of your products.

Evergreen

An ad with a long life and can be productively used on a continuous rotational basis.

Invest in developing marketing assets, not just marketing campaigns.

Once you have a winning ad, you want to concentrate on driving potential customers to it—not working on a new replacement for it.

No ad is “old” to the person giving it their attention for the first time.

Focus your effort on creating an evergreen marketing asset, then deploy that asset every way, in every media possible, as much as possible, while targeting your customer base.

Innovate and implement more; invent less.

Think like an investor, not a worker. When you do, your intention and objective will shift from doing marketing that will stir up some sales to building and owning evergreen marketing assets that will work for you consistently, in multiple media, over an extended period.

Agencies need companies to constantly need, want, and pay to replace “old” with “new” to create new ad campaigns and new media constantly. Charlatans. All of them. Think like an investor. Develop and own evergreen marketing assets. They will have one of the highest returns on investment for your business.

First Sentences

Make them short.

All the elements in an advertisement are primarily designed to do one thing: get you to read the first sentence.

Make the first sentence so easy to read that your reader is almost compelled to read it.

Make the first sentence in your ad so short they almost aren't sentences. Some typical ones might be:

Losing weight is not easy.

It's you against a phone.

It's easy.

It had to happen.

Hats off to Dell.

Make each sentence so short and easy to read that your reader reads your ad copy almost as if being sucked into it. Your first sentence should be compelling by its short length and ease of reading. No long multi-syllable words. Keep it short, sweet and almost incomplete so the reader has to read the next sentence.

The first sentence is to get you to read the second sentence. Nothing more, nothing less.

The second sentence is to get you to read the third sentence.

The second sentence is almost as important as the first. You've got to maintain interest, so you must create another sentence with a compelling reason to cause your reader to want to continue.

The only purpose of those first sentences in an advertisement is to get you to read the following sentences.

Your sole purpose at the beginning of an ad is to hold that reader's attention at almost any cost.

If your reader is not riveted to every word you write in the first few sentences, then your chances of having that reader get to the real sales pitch are remote.

You must continue this momentum throughout the first and second paragraphs. Put aside any facts, benefits or product features. Your only goal is to get the momentum going and create that buying environment.

Flowing in a Logical Sequence

Your ad copy must be in an understandable order where each thought flows logically to the next.

Anticipate the sequence of what will be asked next and how your ad copy should flow.

Anticipate the questions the potential customer will ask in almost the same order the potential customer will ask them.

You might find it helpful to create a block diagram of your ad after you've written it to see if it flows properly and raises the right question at the right time.

How do you want to sequence your questions in your copy?

What kind of environment do you want to weave through the early part of the text?

What are some questions you would be asked about the product?

The ideas in your ad copy should flow in a logical fashion, anticipating your prospect's questions and answering them.

Follow Up

When you invest in marketing, you're not just paying for the customers you get. You are paying for each lead you generate, every call, every walk-in, every email, every reaction and response of any kind.

You need to follow up with every lead aggressively on multiple marketing channels. (Omnipresence) These channels can be...Phone

TextEmailPhysical mailOnline retargeting

Just a few ways you can follow up:

Restate, ReSell, and Extend the Same Offer- present what they didn't do or buy again in the best way possible.

Present the offer again, reemphasizing an approaching deadline.

“Third and Final Notice”-Tie this communication to the deadline and the disappearance of the offer.

Change the Offer- Sometimes, you can change the offer easily by offering new or extended installment payment terms, swapping out a bonus for something different, etc. If they don't convert into a customer, find out why. Remember to collect all possible data, even if you think you'll never use it.

Free

Nothing is free.

Everything must be paid for by someone, somehow.

If nothing else, there is always a cost of time, intelligence, privacy, or quality.

FREE is a powerful word. The word FREE can generate a lot of traffic. The word FREE can get customers off of the fence. The word FREE can even get potential customers to take action purely to get something free they have absolutely no interest in.

The word FREE has destructive force because it can create an expectation of more free and more free after that, downgrading customers to mooches and creating barriers to you ever (or ever again) selling value and being properly paid for it.

FREE trains customers to not only expect things to be free but to demand it. To make matters worse, potential customers do not value free.

Giving away something that was once priced at a premium will devalue it and all your other offers. It will erode trust. It will train customers to expect that what is expensive today will be free tomorrow.

Done right, it could even lead to more sales of the original product. Giving away a premium offering for free degrades its perceived value. To make matters worse, the more recently it had a premium price, the more likely giving it away for free will compromise the price integrity of the other offerings by the same business.

FREE is a powerful but dangerous weapon that can backfire badly.

There are ways to use it profitably and times and places where you must use it, but thoughtful concern for the consequences is always required.

FREE used thoughtfully, carefully, and sparingly, or with a standard new customer offer, or in ways that do not degrade products previously sold at full price without a very good reason palatable to all, can be a powerful business-builder.

If you start off FREE and then try to move to paid, at worst, you will have an angry list that revolts; at best, you will have poor results. If you have a premium offering, then you give it away, and you will devalue it and everything else you offer.

There is a time and place for using FREE. You have to be careful with it.

That poses the question, how do you use free without destroying your business? The answer to that question is unique to each type of business. If you have something addictive or habit forming, you could give away samples. There's also a **reciprocity** component.

This is something every business can do for FREE, that does little damage.

If you have a prestige offering, do not give it away for FREE. There is nothing prestigious about FREE.

There is no faster way to dilute your ability to charge a high price than by giving it away.

Protect prestige. If you find you need extra “juice” to sell that product, add value to it with stronger or more dramatic warranties, bonuses, and premiums, a special event for all who buy it during the promotional period, and financing. But don't sacrifice its price outright.

If and When You Offer FREE, Get Quid Pro Quo.

FREE has been one of the most powerful words in advertising. It still is, but it also becomes

the bane of existence to many of us.

The first thing you need to understand is that FREE is not without cost. Just because there is not a monetary fee does not mean the customers are not paying something.

If you fail to help your potential customers see the “hidden price” of FREE or cheap, you will always be in a disadvantageous competitive position. There will probably be others willing to sell or work for far less or even for FREE.

It is a myth that any sale is better than no sale. I know you think you want the broadest market possible. As long as you have that mindset, it will hold you back.

You are not for everyone. It doesn't matter how many prefer free and won't pay, or even how big the majority want free and won't pay. It only matters there are enough who won't want free and will pay to support you as you want to be supported.

The number of non-buyers and won't-buyers doesn't matter.

Potential customers have different needs and desires. They all value different things. You cannot attract or serve them all. The vast majority of potential customers will always have zero interest in whatever it is you sell. Your products may be the center of the universe to you, but it is irrelevant to most potential customers.

Even if you were offering everything FREE, the majority would be disinterested.

Determine who wants what you offer and is willing to pay for it.

Who within the population of potential customers is the most likely to buy what you offer? Those are your potential customers. Align with them. Give them the things they can't get with the free option. Those things exist. You must find them and let it be known

that you provide them. Once you do that you can attract plenty of customers who will happily pay a premium for the privilege of doing business with you.

The law of supply and demand still works to your advantage, even though the overwhelming majority of potential customers are not good potential customers for you. Among those who are, who are repelled by the costs of free, and prefer paying for excellence, great demand for your products will develop. The more demand you create the scarcer your offering will become in relation to demand and the higher your prices can go as a result.

The best price strategy of all is creating visibly excess demand.

Every FREE has concealed costs, and when those costs are revealed to a market, there are many customers unwilling to incur the costs of free and profoundly prefer paying for the goods or services they want.

Goal Restatements

State the Goal of your marketing. It might be as simple as “I want to sell this blender. “ Once you have stated the problem, restate it in a different way: “I would like to introduce my potential customer to the unique aspects of this blender. “

Then restate it again: “I want to make the blender easy to buy and seem like fun. “

During problem restatements (and you could list dozens of them), all the knowledge that you've learned about the product seems to come together to give a new perspective.

Greed

The lower the price, the more greed plays a role.

When you lower the price of a product, you usually end with more unit sales. Keep lowering the price, and you'll continue to generate more unit sales than before if the price drop is big enough.

Go too low, and you'll have to add a little justification for the lower price, as it will raise credibility issues with your prospects.

Greed is really not a very positive human trait. But it exists, and it is a force to consider when communicating with your potential customers.

Guarantees

The greatest objection to any product or service being sold is risk. Risk that it doesn't do what it's supposed to do for them.

Reversing risk is a way to make any offer more attractive. You will want to spend a disproportionate amount of time figuring out how you want to reverse it.

Always hit your guarantee hard. Say it boldly and give the reason.

There is often concern about customers taking advantage of guarantees. While there will be an increase in those that do, it will be offset by new sales. Leaving a profitable margin. Do the math.

Mostly, the better the guarantee, the higher the net increase in total purchases, even if the refund rate increases alongside it.

If given the option of getting a refund or getting the outcome they were promised, the vast majority of potential customers will take the outcome.

What makes a guarantee have power is a conditional statement: If you do not get X result in Y period, we will Z.

To give a guarantee teeth, you must decide what you'll do if they don't get the result. Without the “or what” portion of the guarantee, it sounds weak and diluted.

Types of Guarantees

Unconditional Guarantees

The best guarantees are unconditional. They're a trial where they pay first, then see if they like it.

This gets a LOT more potential customers to buy, but you will have some potential customers refunded.

Conditional Guarantees

Include “terms and conditions” to the guarantee.

You want these to be “better than money back” guarantees.

Because if they will make an investment, you want to match their investment with an equal or higher perceived commitment.

Anti-Guarantees

Anti-guarantees are when you explicitly state “all sales are final. “ You will want to own this position. You must come up with a creative “reason why” the sales are final. Typically, you'll want to show a massive exposure or vulnerability on your part that a consumer could immediately understand and think “Yes, that makes sense. “

Implied Guarantees

Implied guarantees are any offer that is a performance-based offer. This comes in many forms. Affiliates, Revshare, profitshare.

The end all concept is the same, if I don't perform, I don't get paid.

Unique to this structure, it also confers the upside of “If I do a great job, I will be very well compensated. “

These only work where you have transparency for measuring the outcome and control you will get compensated when you perform.

If you have tremendous cost associated with your product or service, you will likely want to employ a conditional guarantee or an ANTI guarantee, as you will have to eat the cost of the refund AND the cost of fulfilling.

Warning: A potential customer who only buys because of a guarantee may not be willing to put in the work necessary to see success with a product or service.

In a world where you want to reverse risk and get customers the best possible, tying your guarantee to the things they need to do to succeed can help all parties.

Justify the Purchase

One question potential customers may think about while reading an ad is, “Can I really justify this purchase?”

If you don't resolve it, then you will give the potential customer the excuse to “think about it” and never buy.

Somewhere in your ad, resolve any objection by providing some justification to the purchaser. Sometimes it's saying, “You deserve it. “Other times you might have to justify it in terms of savings, health reasons, recognition or dozens of other reasons based on the wants and needs of your prospect.

The higher the price point, the more need there is to justify the purchase.

The lower the price point or, the more value the price represents, the less you have to justify the purchase.

Lead Generation

Marketing that focuses on gathering information from potential customers that will be used in future marketing efforts.

The only job of lead generation marketing is to produce leads.

Don't try to pre-sell your product or achieve multiple objectives.

Focus 100% on getting the right potential customers to respond to your offering.

Have your offering at every opportunity. Be it a popup, email or website footer.

Create the strongest possible link between the potential customer and your offering.

If you sell low-cost products then potential customers focused on price might be all you need.

If you sell luxury products, then that changes the demographic. Target older, higher incomes who live in certain zip codes.

Who is your prospect? They have the financial ability to say yes. (If you are selling swimming pools, then don't target potential customers who live in apartments.)

They have the authority to buy. Get your offering in front of the decision-maker.

Give quality information. The more you give, the more you get.

If you don't offer quality information, they'll assume you do not have any to give.

Ad Creation

Have a headline that promises a great benefit.

Keep it very simple. Focus on a straightforward offer.

Write your message to exclude most and attract few.

Keep the offering relevant to your targeted audience.

Do not over-educate. Tell potential customers what to do but not how to do it.

Have a strong **call to action**. Tell them what to do, when, why, and what will happen once they do.

Lead Multipliers and Qualifiers

Balance Lead Quantity with Lead Quality.

You want to achieve the right balance of Lead Quality versus Lead Quantity. Lead Quality refers to how likely it is that the lead will become a customer.

They usually have an inverse relationship...

High Lead Quality usually means low Lead Quantity

High Lead Quantity frequently means low Lead Quality

The level of commitment of your offer determines Lead Quality.

For example, a low commitment Offer you could make is “Sign up for 25% off. “

The result is....

High Lead Quantity - lots of potential customers may enter.

Low Lead Quality - a small percentage of those leads will actually be interested in your product or service. The majority will have a low probability of converting to a sale.

The opposite is also true...

Perhaps the highest commitment “Offer” you could make is “Call to talk to a salesperson. “ Only the quality leads will usually respond. The potential customer must be interested in your product or service to make a call.

The results are predictable. You'll get. . .

Low Lead Quantity - because few potential customers are ready to talk to a salesperson today.

High Lead Quality - those few ready to talk today are “in market,” actively searching for a solution, have the budget, and are ready to buy. You'd expect a high percentage to convert to a sale.

Modify Lead Quality and Quantity by changing Your Offer and Content.

Lead Qualifiers

- Mention price
- Provide more info
- Ask for more info
- Nominal fee
- Narrow appeal

If you're getting good Lead Quantity - but poor Lead Quality - be sure your potential customers know the ballpark. You want to ensure that those who respond really are Willing and able to spend that amount.

Tell more about your Offer and its benefits. More information helps potential customers “qualify” themselves. They're more able to decide whether this is what they're looking for or if the information will be helpful.

Ask a few more questions on the response form. The more required fields, the higher the Quality but the lower the Quantity.

Those willing to give more information or answer more questions are more genuinely interested in your offer.

Charge a nominal fee. If you're offering samples, charge a small fee.

Make your Offer have a narrow appeal. The closer your offer relates to your product or service, the higher the Quality.

Require a credit card to try your service.

Require that the potential customer contact you to arrange a demo.

What if your “Quality” problem is leads from the wrong audience? If your Offer is too generic, like “download our brochure,” you're not using your offer to target the right prospects.

Think about the specific offer to address pain points from your potential customer's point-of-view.

To improve the quantity of leads: reduce required information you ask for.

Lead Multipliers

- No price
- Less info
- Ask for less
- No fee
- Broad appeal

Allow your potential customers to try your product without a credit card. A “free trial” may sound low commitment - but requiring a credit card isn't perceived as low commitment.

Broaden the appeal of your Offer. Offer a popular gift card - something everyone can use. The broader the appeal of the Offer, the higher the quantity of leads.

Make a more attractive Offer - something that might be perceived as more valuable or helpful.

For business to business marketing, design your Offer to appeal to decision-makers at a certain level, at certain-size companies, and in certain industries, whenever possible.

The key to crafting the most appropriate Lead Generation Offer is to decide where you want to be on the Quality/Quantity Spectrum.

Leading the Reader

Lead your potential customer, by the flow of your ad copy, to ask the question we want to answer.

Start by writing the headline. Will it grab the reader? Then write the sub-headline. Will it compel the reader to read further?

Then write the caption to go under a captivating image. Is all this strong enough to get potential customers to read the first sentence?

Then write the first sentence.

With the first paragraph, you create interest and excitement for this product.

With the second paragraph, you weave the drama of the product.

Then you go into the next block of ad copy and explain why and how the product is different and some of the unique features.

The next block of ad copy has the quality of the product and the many new features.

The next block should justify the purchase.

If you have gotten the reader onto the **slide covered in baby oil** and all the way to the end of an ad, it's that last part of the ad where you've got to explain the offer to the prospect, why it's a good offer and why he or she should buy the product, and then you've got to do something dramatic to push him over the edge with a **strong call to action**.

Long Ad Copy

There is no such thing as ad copy that is too long.

Ad copy is never too long if the reader takes the action you request. Therefore, it can't be dull; it must be compelling, it must relate to the reader, and, finally, it's got to be about something the reader is interested in.

What we're talking about here is the **Slide Covered in Baby Oil** concept. Ad copy must be so compelling that it will be read from the beginning to the end. Everything else is secondary. If you don't write compelling copy, you'll never get the reader to read the part of the ad copy that sells your product.

If the ad delivers, the reader will be intensely interested in it and will read it with intensity.

The ad copy must be long enough to tell the entire story or make the entire sales pitch. No longer and no shorter. There are certain practical limits, but even these can be broken.

The higher the price point, the more ad copy is required to justify the price or create the need.

This is a general rule unless the price point is perceived to be a tremendous value (then less ad copy may be required) or the lower price point appears to lack credibility (then more ad copy is required). More ad copy will increase the value of a product and add many more dollars to your retail price.

By **educating** the consumer, you can demand more money for your product.

The more unusual the product, the more you need to relate that product to the user and the more you've got to focus on creating the buying environment and explaining the product's new features.

There are two basic reasons for using the long ad copy approach. The first is to allow you to create an environment that will place your potential customer in the proper buying mood, and the second is to give you the time necessary to tell the full story of your product.

But short ad copy is usually all that is required if the price points are low enough.

Copy should be long enough to cause the reader to take the action you request. **A/B test** different lengths of ad copy.

Monetize Current Customers

Your best new customers are your existing customers.

Far too much focus in business is on new customer acquisition, with too little on the existing customer base.

The better you do with the customers you have, the more you can afford to invest in acquiring ones.

Be sure you are getting everything you can out of all you've got before you take on 'more' and 'new' from which you won't get everything they can yield.

One of the most important keys to maximize customer value is in retention and repeat business.

It's a result of careful, strategic marketing, which includes continuing to market to them in a systematic way, not taking them for granted and communicating again and again.

This requires frequently having and presenting a good answer to "What's new? "

If you don't have a good answer to "What's new? " they go looking for it somewhere else. A bored customer goes elsewhere. They forget about you. They don't talk about you.

You create new by frequently creating new offerings.

At least once a month, if not more often, they are hearing from you and they are getting a new offering.

That will keep customers interested and engaged, allowing you to sell to them more frequently, and having more customers **refer** more often.

Your marketing system should incorporate Front-end and back-end.

Front-end: Outreach to attract and acquire new leads, new potential customers and new customers.

Back-end: Developing and retaining those customers, increasing the frequency of repeat business you do with them, cross-selling different products and services, putting fresh offers in front of them frequently, staying interesting to them so they stay with you and tell others about you.

Every business should have some customer newsletter that, at a minimum, is sent once a month.

Your monthly client newsletter should include:

Content that re-affirms your **Unique Selling Proposition** and authority in your business area of expertise. But keep this minimal, as little as absolutely necessary.

Do NOT make your entire newsletter about your industry. Instead, you want to continue to talk about the **pain points** you know that they have.

In line with “what's new? “, some call to action for your latest offering. You want to constantly remind customers you offer valuable goods and services that will make their lives better. This is a great place to offer your newest information on a newsworthy topic plaguing them.

When you create a bond with your customers, they are less likely to choose another provider over you because you have become a

friend. Your newsletter allows you to continue your relationships. By telling stories and sharing what is happening in your business, you let your customers bond with you.

Investing in reducing attrition is every bit as useful, potentially profitable, and valid as investing in acquiring new customers.

Ways to Monetize Your Current Customers...

Increase Transaction Size

Upselling and cross-selling are the two best ways to bump up transaction size.

Increase Transaction Frequency

The frequency of purchasing has a lot to do with your frequency of friendly, interesting, informative communication.

Decrease Division of Spending

The customer with the least divided spending is most likely to stay with you forever and is more likely to refer others to you. Conversely, the customer engaging in the most divided spending is most susceptible to being seduced away and is less likely to refer. When you reduce divided spending, you automatically boost retention and referral likelihood.

Implement a good loyalty rewards program, then constantly market it to customers. Show them the distance to the next reward or reward level. Have perks triggered by frequency.

Increase Retention

You need an alarm that goes off, loud and clear, just as a customer is straying.

Look out for...

Non Email openers.

They ask when your agreement is up.

They ask for information related to their services.

They're late on payments.

Increase Profits from Each Customer

Direct each customer into purchasing higher profit items.

Recover Lost Customers

Not all customers are irretrievably lost. Not all broken relationships are irreparably damaged.

Don't write them off without a fight.

The best lost customer campaigns include:

Acknowledgment, if not apology that something must have gone awry, causing them to wander off

Reminding of core reasons they were a customer

Introducing “Exciting News” about how you are “New and Improved”

Presenting an exclusive, extremely generous, irresistible offer(s) and/or

Offer of a VERY appealing FREE gift just for stopping in, calling, etc. , to see all the “New and Improved” firsthand.

Imposing deadlines on the offers.

Introduce “New” Products

It is easier to sell more to customers who know you, like you, and trust you than it is to get more new customers. The first sale is the toughest; the established customer is predisposed to purchase from you.

If a product or service is new to the customer, it's new, period. Make sure they know about it.

Reduce Refunds

Someone may buy something on impulse, then a day or two later feel bad about the purchase.

Right after their purchase, deliver a message to your customer that reassures them that this is the product for them.

Retention by Ascension

Customers stay longer when climbing or rising from level to level, by design and aspiration, rather than static in a transactional way. One of the most productive extenders of customer tenure is their climbing from one level (of perks: of involvement, recognition and status) to another, then another, then another.

If they are moving up toward a goal, they are less likely to exit. The costs attached to creating and fulfilling these higher levels are usually not proportionate to the added spending by the customers over time.

The customer essentially becomes more valuable the longer he remains climbing and at higher levels because all the original acquisition cost is amortized over more months or years AND the margin on higher levels' goods and services is greater than that of the initial or early or basic purchasing.

If you get a customer engaged with and committed to getting to a goal that requires him to stay and spend, you can dramatically improve the staying and spending by length, frequency, and dollar amounts.

There should never be an end to any road you place a customer on. Always a next. Back door to front door, exit ramp to (choice of) next on ramp(s), extension(s), upward mobility and ascension, etc.

Rigorously inspect your business for roads with dead ends.

Numbers

Numbers that mean the same thing, or are close to the same thing, can be perceived differently.

If you want something to sound LONGER, use the bigger unit of measure.

One month sounds longer than 30 days.

One hour sounds longer than 60 minutes.

A “three-month” guarantee sounds longer than “90 days”.

When you want something to sound SMALLER - break the cost down to a smaller time frame (month, day, etc.), or compare its cost to something everyone can relate to.

If your service sells for \$216 a year, it could be \$18/month or less than \$. 60 a day.

If you want a number to look BIGGER, include zeroes.

5 million versus 5,000,000 (all the zeroes make the number look bigger)

25k versus 25,000

\$49 sounds MORE AFFORDABLE than \$50, as does \$99 compared to \$100.

Ending a price with an odd number works better than ending a price with an even number.

Tests have found that \$7. 99 is better than \$7. 94.

Some tests also revealed that \$7. 97 worked better than \$7. 99.

Don't leave money on the table by setting a lower price when a slightly higher price might seem similar. \$69 and \$79 may both sound similar to prospects, but \$79 will make you more money.

Lucky Number 7: If you ask somebody to give you a number from 1 to 10 right off the top of their head, chances are the number 7 will be chosen more often than any other number, often dwarfing the next choice.

Using the number 7 in a book title such as “The Seven Ways to Improve Your Relationships” or “The Seven Spiritual Laws of Success” is utilizing the most common and familiar integer of the first ten.

You are vibrating with the familiar and harmonizing with your reader when you include the number 7 in your marketing efforts.

A/B test different numbers to see which drives the most conversions.

Omnipresence Keep constant brand awareness with potential customers through all possible marketing channels.

I'm not a fan of Omnipresence marketing. My strategy is usually to focus on the most profitable marketing channel, optimize it and scale accordingly.

The customer acquisition costs for omnipresence marketing are way higher because you are focusing on all possible marketing channels, not just the **top 20%**.

However, sometimes, omnipresence marketing makes sense when you have a detailed list of potential or current customers and huge profit margins.

Or you want to starve out your competitors and will pay high customer acquisition costs to do it.

While it's useful to be present on all mediums, ensuring that the customer gets a consistent experience everywhere is even more important.

By using the same message in all channels, you create a consistent experience for your audience. This helps them connect with your brand on a deeper level and makes them more likely to respond to your messages.

Omnipresence marketing builds brand awareness. When potential customers see your message everywhere, they associate it with your brand. This helps you build a stronger relationship with your audience and makes them more likely to buy from you in the future.

Whether it's an email, an online support chat, or a simple phone call, your brand's communication should be consistent, and the message should be coherent.

Uniformity in customer interaction is one of the most important aspects of omnipresence marketing.

Pain Points

What your potential customer wants to resolve with your product.

Marketing is not about your product's features; it is about the issue your potential customers want to resolve by using your product.

There are two layers to pain points. The first layer are issues that seem obvious...

Coca-Cola: Thirsty. **Payday Loan:** Short on cash. **Minivan:** Needs transportation.

First layer pain points may be included within your marketing campaigns, but the focus should be on the core, underlying pain point.

To understand these core pain points, we need to understand core human needs.

Hierarchy of Needs

These are the first 4 human needs from Maslow's hierarchy of needs, in order of importance.

Potential customers will usually focus first on these needs in the hierarchy. Once those needs have been met, their attention will shift to the need in the next higher level.

A lot of potential customers are subconsciously, if not consciously, looking for these needs. Using them in your marketing messaging can be very compelling and can support premium pricing.

The more you can focus your marketing on these 4 most essential needs, the more it will resonate with potential customers.

Physiological

Physiological needs are the most essential of all human needs. They are the biological component for human survival.

Potential customers are compelled to satisfy physiological needs first before other needs. Try and focus on physiological needs in your marketing above other needs.

If a potential customer is struggling to meet their physiological needs, they will be unwilling to seek safety, belonging and esteem.

Physiological needs include:

Air

Heat

Clothes

Hygiene

Light

Water

Urination

Food

Excretion

Shelter

Sleep

Safety

Once a person's physiological needs are satisfied, their safety needs dominate behavior.

Safety needs manifest themselves in ways such as shelter, job security, health, and safe environments.

If a potential customer does not feel safe in an environment, they will seek safety before attempting to meet any higher level of survival.

Consider positioning your product or service as essential to improving your customers' need for security. Demonstrate how it is the foundation they need to build on. Make sure they can count on your product or service delivering.

Safety needs include:

Health

Personal security

Emotional security

Financial security

Social Belonging

The third level of human needs is interpersonal and involves feelings of belongingness.

Potential customers possess a sense of belonging and acceptance among social groups, regardless of whether these groups are large or small; being a part of a group is crucial, regardless of whether it is work, sports, friends or family.

The sense of belongingness is being comfortable with and connection to others that results from receiving acceptance, respect, and love.

This need for belonging may overcome the physiological and security needs, depending on the strength of the peer pressure.

Consider inviting potential customers to a Facebook Group or another forum to host the conversation and facilitate connectivity.

Social belonging needs include:

Family

Friendship

Intimacy

Trust

Acceptance

Receiving and giving love and affection

Esteem

Esteem is the respect and admiration of a person, but also self-respect and respect from others.

This may include a need for status, recognition, fame, prestige, attention, self-respect, a need for strength, competence, mastery, self-confidence, independence, and freedom.

For some individuals, the need for self-esteem is more important than the need for belonging.

Second-level pain points in messaging...

Coca-Cola: Social Belonging. These ads show love and care between potential customers. And you'll be able to "taste the feeling."
“

Payday Loan: Esteem. Fix your lowered social status.

Minivan: Safety. Making sure you and your family can travel safely.

Questions Presupposing Benefits

Force potential customers to immediately accept the benefit as true.

Read the following question. . .

“Why is intermittent fasting such a powerful fat-burning method? “

Forget, for a second, whether you know what intermittent fasting is or not. Or care about weight loss.

Imagine, though, you were selling a book about it.

Somewhere in your marketing, you'd want to cover the benefits of intermittent fasting, right?

There are two ways you can present those benefits:

With statements explicitly sharing the benefits.

“Intermittent fasting is such a powerful fat-burning method. “

With questions presupposing the benefits.

“Why is intermittent fasting such a powerful fat-burning method? “

Explicit benefit statements are viewed by your potential customers as marketing claims. Something they'd expect from someone trying to sell them.

Explicit benefit statements elicit sales resistance in the mind of your potential customers.

Questions presupposing benefits never trigger any sales resistance or doubt or skepticism in the mind of your prospect.

Instead, it forces your potential customer to accept your benefit claim as true while they contemplate the answer to the question you've posed.

“Why is intermittent fasting such a powerful fat-burning method? “

Think about a possible answer. Why is it such a powerful fat-burning method?

For you to even think about a possible answer, you first must accept that intermittent fasting IS a powerful fat-burning method.

You can't contemplate WHY it is a powerful fat-burning method until you first agree it IS a powerful fat-burning method.

That agreement happens automatically. And immediately.

By presenting a benefit as a question, your potential customers are forced to immediately accept the benefit as true to think about the answer to the question.

“How does Marketing Mastery work to generate so many new customers so quickly? “

You have to accept that Marketing Mastery works to generate so many new customers so quickly, to even think about the question of how it does it.

“Why do so many top entrepreneurs endorse Marketing Mastery? “

You have to accept that so many top entrepreneurs endorse Marketing Mastery to contemplate why.

Questions presupposing the benefits drive your potential customers to see, believe, and accept the benefits of your product. . . without any resistance or skepticism or doubt.

If all you did was state these same benefits explicitly as statements. . .

“Intermittent fasting is such a powerful fat-burning method. “

“Marketing Mastery works to generate so many new customers so quickly. “

“So many top entrepreneurs endorse Marketing Mastery. “

. . . you'd immediately trigger a wave of sales resistance.

And you immediately depress your sales.

Instead, to see greater sales. . .

Use this simple conversion trigger - questions presupposing benefits.

Referrals

What others say about you is ten times more believable than what you say about yourself.

Having a systematic way to get referrals into your business is an investment and one that will require the proper care and feeding of both time and money for you to get a return.

Most aim for sales. Few aim to create relationships that drive sales.

The best time to ask your clients for referrals is when they love you the most.

Right after they've experienced a great result from your product, ask for their help. This is called reciprocity, and you should never be backwards or tentative about asking for referrals at this moment because people inherently want to help each other, especially because you've just helped them.

Every business has some "point of best opportunity" like this when the customer is feeling happiest or the most optimistic about the product they have purchased.

You should be spending as much, or more, to obtain a referral customer as you do a cold customer.

A referral converts to a customer at a faster pace spends more as a customer with much less price resistance and does these things with much less shopping of your competition. Referrals usually have an increased lifetime value, and the best part is they are preconditioned to refer others because that is how they came to your business. As a bonus, your original customer who made the referral is more committed to your business, and their lifetime value goes up as well.

All of this entitles you to spend at least as much as you would on a referral as you would to get a cold customer.

Whatever you want from people, they must know you want it before they can give it to you, they have to know it is expected of them before they can live up to your expectation, and they have to know that they can do it successfully.

Things your customer needs to know...

Our customers refer.

Referrals are genuinely appreciated.

Referrals are well taken care of.

NOT referring is weird.

You are doing others a great service by telling them about us.

There are easy ways to introduce people to us.

Here's how to refer.

No one is unable to refer. Every person has relatives, at least a few friends, neighbors, people they see and talk to often in day-to-day living, co-workers, fellow church members. Everybody knows people and is known by people.

Satisfaction Conviction

Raise an objection and resolve it but go beyond what potential customers expect.

A satisfaction conviction is more than a trial period. It conveys a message from you to your potential customer that says, "I'm so convinced you will like this product that I'm going to do something for your benefit to prove how incredible my offer is."

If your potential customer, after reading what you will do, says something like, "They must really believe in their product," or "How can they do it?" or "Are they going to get ripped off by customers who will take advantage of their generosity?" Then you know you've got a great example of a satisfaction conviction.

Convey a conviction that your customer will be so satisfied that you will do something that is rarely done.

An offer that goes well beyond the trial period and can be classified as a satisfaction conviction.

Make a satisfaction conviction that removes any remaining resistance to buying in.

The ideal satisfaction conviction should raise an objection and resolve it, but in resolving it, go beyond what potential customers expect.

But be careful to use a satisfaction conviction that makes sense for the offer. You wouldn't want to raise an objection and then satisfy it with the wrong resolution. Make sure any objection is satisfied by the correct resolution. It's got to make sense.

Selling the Cure

Have your product represent cures, not preventatives.

One of the least understood reasons many products fail is due to one aspect of human nature.

Understand this aspect, and not only do you hold the key to creating a successful ad, but you will also understand why some products just plain don't sell.

The key to successfully marketing certain products lies in that product and how the product is viewed in the marketplace.

The guiding principle can be summed up clearly: Always sell the cure and avoid selling prevention.

If you were my potential customer and I tried to sell you a magic pill that would help prevent cancer, it probably would be a difficult sale.

But if you suddenly discovered you had cancer and I said to you I had a magic pill that would cure the disease, you would be not only willing to try it but willing to pay considerably more.

In the first instance, you might be willing to pay \$20 but in the other, you might be willing to pay \$1,000.

It is human nature to think you will never get the affliction that the preventative can prevent, so it becomes a tough sell.

If you get the disease or affliction, you're willing to pay a whole lot more for the cure than you were for the preventative and it's easier to sell.

This theory applies to most products and concepts.

You must first make a decision when evaluating a product. Is this product a preventative or a cure? Can the product be positioned as a cure rather than a preventative?

If you've got a preventative, think in terms of how you can change it into a cure.

Preventatives don't sell very easily, and some products can be changed from preventatives to cures.

You can charge a lot more for a cure than you can for a preventative.

Emphasize your product's curative aspects while underplaying its preventative aspects.

You can make the appeal of the preventative as strong as the appeal of the cure. But only if you can position the product to make the preventative the cure.

Simplicity

The easier to understand, the higher your sales.

Keep your marketing simple. The positioning of your product must be simple. Your offer must be simple. Keep your entire presentation simple while still getting across your message.

Focus on what you are trying to accomplish and eliminate things that complicate or aren't necessary.

Your marketing should be able to be read by the less educated potential customers and the more educated and come across clearly. It is not a good style to write either “up” or “down” to anybody.

Do not try to impress with your use of big words. Someone who might not be familiar with your fancy words will be lost.

Words are stories/emotional images. Each word has an impact that is sometimes greater than we think. Using simple words has the greatest impact.

Using words that everybody can understand has a greater impact than words that most potential customers have difficulty with.

Successful marketing reads much more like we talk than we're supposed to write. Using conversational English and popular slang.

They often employ choppy sentences frowned on by stylebooks: “It's a fact. It's guaranteed. It's proven. “

Schoolbook grammar is irrelevant. Your marketing should make lots of English teachers unhappy.

Use every weapon in your arsenal-odd punctuation and phrasing, nonsentences, one-word exclamations, buzzwords-to push and prod and pull the reader along and to create momentum and excitement.

Write with enough clarity so that a fifth grader could understand it. The lower the grade level, the wider the audience.

The greater the clarity, the broader the appeal and the greater the response. Clarity is one of the most important factors in marketing.

Vary the length of sentences and use 3-syllable words when you need them.

Keep your layouts simple.

Things like color bars across an ad, fancy type difficult to read, and lines that draw your eyes away from the ad copy can hurt comprehension.

Fancy typefaces may look good, but they often give the lowest comprehension scores.

Use simple words that are more familiar to your customer base.

As a marketing master, be aware of the powerful force of familiarity to make a potential customer comfortable with your product or service.

Realize the importance of a familiar brand name, a logo that appears many times and becomes well known, a layout that potential customers instinctively know is yours, familiar phrases (not clichés) and words that your **customers** can harmonize with all of these create the bond that familiarity creates between you and your customers.

Slide Covered in Baby Oil

Every element must be so compelling that you slide down the ad, unable to stop until you reach the end.

Get the reader to read the **first sentence**.

The first sentence is to get potential customers to read the second sentence, and the second sentence is solely to get them to read the third and then the fourth—all while you are building a selling **environment** for the sale of your product.

Ideally, as your reader reads your copy, you get the reader to nod in agreement with everything you say. (**yeses**)

So now the reader is reading your first few sentences, is feeling comfortable in the environment you have created and is nodding in agreement. Every element in an advertisement must cause a sliding slide effect. The headline must be so powerful and compelling that you must read the sub-headline, and the sub-headline must be so powerful that you are compelled to read the first sentence, and the first sentence must be so easy to read and so compelling that you must read the next sentence and so on, straight through the entire ad copy to the end.

Creating the sliding slide effect is not that difficult once the reader is well into your copy. If a reader reads over 25% of your ad, there is a great probability he or she will read the entire ad. So once you've grabbed your reader at the start of your ad with your perfect environment and once they're reading your compelling first sentence, you've got them started down the slide.

Your readers should be so compelled to read your ad copy they cannot stop reading until they read it all as if sliding down a slide covered in baby oil.

Make it extra slippery by...

Laying out a smooth choice architecture.

Leading the Reader.

Flowing in a Logical Sequence.

Planting curiosity seeds.

Simplicity.

Removing friction.

Specificity

Craft specific messages to your customer base.

Being specific in your explanations is critical and can establish your credibility.

When potential customers perceive certain general statements as puffery or typical marketing babble, those statements are, at best, discounted and accepted with some doubts. Statements with specific facts can generate strong believability.

By being specific, you sound like you're an expert on your product. You've really investigated it and are very knowledgeable. This builds trust and confidence.

When you make a specific claim using the exact facts and figures, your message is much more credible and often trusted.

Be specific every time you describe your **unique selling proposition**.

Process for making specific ads...

Know your potential customers' core **pain points**. Think of the reasons someone would search for advice on that subject. List all of the reasons and write detailed ads about those topics.

By going down to this level of specificity, you'll walk through how to solve a specific pain point.

Ads become easier to write. Instead of writing on a broad topic with tons of different angles you could take, you now have defined topics she can go into extreme detail on.

The ads will resonate more with your audience. The topics now speak directly to a problem, challenge or question the audience might have.

You're able to form a deeper relationship with the reader when you relate to more specific things. These ads will have higher conversion rates but lower traffic.

Before you write that next ad, make sure it's not generic.

Is it specific enough? Or could you break that broad idea into multiple ads?

Be specific in developing your marketing messages. Rather than trying to be all things to all people, focus your messaging on your potential customers and how your product or service will benefit them.

For this to succeed, you need to have a clear, concise picture of your customers.

The vaguer you are with your marketing in attempts to appeal to all, the more you turn off those who would otherwise be interested.

Know your customers and create your marketing strategies whether it's in the way you write your company's blog content or simply how you design the pages and copy on your website.

Unique Selling Proposition

Sell the sizzle. Not the steak.

Your unique selling proposition is what separates you from the competition.

FedEx, who built their empire based on this unique selling proposition: “When it absolutely, positively has to be there overnight.”

What is your unique selling proposition? This will take a little work. Somewhere in your business, there is a good answer. If not, you need to make one.

That's when you have to do some creative thinking about your business to make it into something unique.

Here are three questions you can ask yourself...

What specifically do you do that's different compared to competitors?

How do you uniquely benefit your potential customer market?

Can you niche your potential customer market in a way nobody else can or will?

Take the time to create your own unique selling proposition-it's one of the greatest marketing weapons you can ever have for your products and business.

Never sell a product or service. Always sell a unique selling proposition.

You sell the sizzle and not the steak-the concept and not the product.

Finding the concept is often difficult. It takes all the skills of a conceptual thinker to come up with the right idea and the right position.

Every product has that unique selling proposition that makes it stand out from the rest.

Why should I do business with you versus your competitors?

Do you have a good answer to that?

Your answer cannot be something like, “We offer quality” or “We give great satisfaction. “ It can’t be “Because our product or service is better. “

These are marketing generalities, and they fall upon deaf ears. Your potential customers and your clients don't even hear that. It is simply noise and fluff.

Have a specific answer to this question that is benefit-oriented to your ideal client.

Unique Selling Propositions are more than simple taglines. They are benefit-oriented.

They are not slogans, although they can be used as slogans. They convey strong benefits.

Use narrowly defined positioning. When you try to be everything to everyone, you are nothing to everyone. The more narrowly you can define your positioning, within reason, the stronger appeal you will have to your ideal clients and prospects.

When you're creating your unique selling proposition, you need to create it so it has meaningful specifics that benefit to your ideal customers

Can you guarantee what the outcome of using your product or your service will be? If you can, then you should put it in your

Unique Selling Proposition. You can always find something that you can guarantee.

Separate yourself from the competition.

Yeses

Move Your Reader Along with a Yes Sequence.

Building a “yes momentum.”

You develop receptivity to your offer by giving your readers a sequence of “knowns” they can easily agree with and questions they can easily say “yes” to. This gets them in the habit of agreeing with you.

Statements addressing your customer’s strongest pain points that your customer will 100% agree and relate with.

You want your customers to nod their head in agreement as they read your ad. “Yes! This is exactly right.”

Creating a rhythm.

Then when they get to your call to action, they continue that rhythm. “Yes! I want this product”

If you were marketing a sleep aid, then the ad might read like this. . .

Not being able to sleep is the worst.

As soon as your head hits the pillow, your mind races.

You stare at the clock, growing more frustrated as the minutes tick away.

Sleep is important - and Deep Sleep knows that more than anyone.

Click Shop Now and meet the perfect addition to your bedtime routine.

That's 4 yes statements followed by a call to action.

Here's one in the first person. . .

Sleep had become a foreigner.

I opened my eyes, and it was like I'd just closed them.

My whole body aching, eyes burning, head heavy as lead.

My mind would race every night, and I would struggle to calm it down.

I tried everything to help me get a good night's sleep.

I finally listened to a friend who tried Deep Sleep, and WOW, what a difference it made in my nighttime routine.

Click [Learn More](#) and Discover for yourself how Deep Sleep delivers the sleep you deserve.

Potential customers want to buy from potential customers like them.

The more you can make these yes statements while addressing their deepest pain point needs, the more they'll relate to your ad and become more likely to purchase.

In persuasion and psychology, this is called mirroring and leading.

Consider what you're selling and come up with a list of these yes statements. Yes Ads can be used for any product or service.

Keep them on hand for any future marketing campaigns, and A/B test them along with your other ads. (They'll do very well)

Bringing the Principles Together

Review your marketing campaign before it goes live.

Do your ads...

Use elements from the top 20% of your previous ads? Run on a profit-driven budget? Show your brand? Target a specific buying stages? Have strong call to action? Contain Cosmetic Enhancements?

Give potential customers a reason to keep reading?

Avoid discounting? Express exactly what you want to express with the fewest words?

Educate potential customers? Control the Environment? Going to live a very long time? Have short first sentences? Flow in a Logical Sequence?

Have follow-up as part of their structure? Offer something for free where you're getting something valuable in return?

Have different goals?

Use greed? Offer guarantees? Justify the Purchase?

Gather information from potential customers that will be used in future marketing efforts?

Lead the potential customer? Contain enough information? Monetizing Current Customers? Use numbers effectively? Have brand awareness with potential customers through all possible marketing channels?

Touch potential customer pain points? Force potential customers to immediately accept the benefit as true? Ask for Referrals? Contain a Satisfaction Conviction? Sell the cure, not the prevention? Easy to understand? Without friction? Have a specific messages to your customer base?

Show what separates you from the competition?

Build a yes momentum?

If any of these principles are not in your marketing campaign, consider making variations of the ads then A/B test to ensure you're getting the most profitable results.

Bringing Everything Together

Before your marketing campaign goes live, ask yourself...

What mental models were you using to build this campaign? Was F. A. I. R applied? Is the campaign focused on a return on investment?

Does it contain any Smoke and Mirrors that can be removed?

Is it seen through the eyes of your customer?

Have you created a swipe file of the top brands in your industry? What ideas did you pull from it in this campaign?

Are you A/B testing to reveal any blind spots?

Do your ads...

Contain a series of words that all begin with the same letter?

Show your authority?

Make potential customers feel like they're in control?

Help potential customers easily recall a relevant event?

Give a reason? Have choice architecture that will drive sales?

Have easy-to-read ad copy? Show the product as the middle option between 2 extreme options. Encourage potential customers to remain consistent? Invoke emotions in your potential customer? Focus on what the potential customer may lose?

Offer something exclusive? Framed in a way that drives conversions?

Contain words that sound similar to words you want your potential customer to take?

Put potential customers in a hot state?

Have gaps between what potential customers already know and what they still want to know?

Involve potential customers in the process of creating your products?

Strategically stand out?

Label your potential customers as part of a group?

Inject a little negativity?

Have repeated exposure?

Contain a metaphor? Use Nouns?

Showing something new?

Give an unconditional gift?

Going to be seen by your potential customers multiple times?
Contain rhymes? Show the scarcity of your products? Put social pressure on your potential customers? Have your desired behaviors as the default or the path of least resistance?

Tell a story?

Surprise your potential customers? Have elements that disrupt the design layout? Remind potential customers of unfinished tasks?

Use elements from the top 20% of your previous ads? Run on a profit-driven budget? Show your brand? Target specific buying stages? Have a strong call to action? Contain Cosmetic Enhancements?

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To increase your marketing mastery, consider becoming a Marketing Mastery Member. You'll gain instant access to hundreds of marketing video lessons. Each is done by me and offers deep insights into all aspects of marketing.

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Thank you for reading Marketing Mastery.

Jesse Grillo