



Marketing Expertise - Topic Three:

**Building A Case for
Your Business**

Building A Case For Your Business



“In my world, everything is subservient to marketing”

Steven J. Heyer, CEO Coca-Cola

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The foundational marketing principles and systems found within this booklet can increase your sales anywhere from 32% – 200% over the next 6 – 18 months

Building A Case for Your Business

The landscape of business has changed over the last 5 to 20 years. Just being aggressive doesn't cut it anymore. Sales skills alone are not enough. You've got to distinguish your business from the competition and lead prospects to say, *"I would have to be an absolute fool to do business with anyone else but you...regardless of price"*.

If your marketing and advertising isn't doing that... then it's not working right. This supplement to our MYM audio CD program, even as a stand alone, will show how to create, evaluate, and sustain profitable marketing/sales tools, systems, and get the results that you rightfully deserve.

After reading this, you will walk away knowing what it takes to generate immediate results, systematize your marketing, and get maximized results from your current marketing efforts without spending any more money than you are right now.

The Landscape of Business Has Changed

In order to explain the "Monopolize Your Marketplace" system, we have to start by defining the importance of marketing. A special yearly issue of *Success Magazine* called "The Selling Issue" quoted Scott DeGarmo,

"The big money goes to those companies with superior marketing operations. Entrepreneurial companies of today must evolve from being sales oriented to being marketing oriented in order to now win the consumer."

Let me explain why it's important to **focus on marketing instead of selling**. Marketing provides the single greatest point of leverage available in a company. Advertising and marketing is the lifeblood of your business. Don't treat it lightly. Don't hand it off to someone who's more concerned about their ego than your bottom line. Your advertising and marketing has the potential to impact your business—for better or for worse—more than any other aspect of your business. Think about it. Let's say you put together a marketing program that costs \$25,000. That program is going to cost you the exact same amount of money whether it generates \$10,000 of business, \$20,000 of business, \$50,000 of business, or 10 times that. The investment is identical! You spend the same money for potentially vastly different results. Now, if you can get the results up, you've just massively leveraged your ad dollars. No other part of your business offers that kind of leverage. Only advertising and marketing.

The Days Of Simple Selling Are Over!

There was a time known as *"the days of simple selling."* The days of simple selling are generally considered the days before 1980 or, in some industries, before 1990. In this period of selling, it was a lot easier for a salesperson to go in and sell to a buyer. The reason was simply because the marketplace was a lot less crowded.

For example, in 1980, if you wanted to buy a Ford pick-up truck, where did you go? You went to the dealership. This was the only way to see your choices and ask your questions. You couldn't go online or to

Barnes & Noble and read fifteen magazines that compared and contrasted new trucks and cars because these sources of information didn't exist. The dealership was the only source of up-to-date information. In the days of simple selling, there was less competition, fewer choices, and it was easier to make a buying decision. Let's wrap this up by saying, "in the days of simple selling, the seller had the power because the buyer had very few options." Now we've got a new situation; buyers no longer have to rely on limited sources of information about a product or service. The landscape of business now involves **increased competition, information, choices, and more resistance**. It has made buying cycles longer. There is now price competition that didn't exist before. Products are becoming commodities and a lot of the marketing messages are identical. Now a wedge has been created between the seller and the buyer. This wedge is called "The Confidence Gap."

"The Confidence Gap" is the consumer's inability to determine whether any of the products or any of the services are any better or worse or any different than any of the others. This creates a big problem. What you need to understand is that people, who will be buying from you, have all these different choices. It's very difficult for them to determine whether you are any better or any different from anyone else. So your marketing goal needs to be to narrow the Confidence Gap and restore the consumer's trust and confidence.

How Do I Fix This Problem?

The questions you may be asking yourself are: "How do I figure this out? How do I fix this problem?" Go to the business section of any bookstore and you'll find all kinds of books on this topic. You'll find things like "Better Customer Service." The theory is if you have better customer service, you'll have more customers. The problem with this philosophy is you must have a customer in order to give them service. You can't just say, "I've got great customer service." It doesn't work that way; you must have a system that will drive the customer to you! One of the things you might hear business gurus say is, "If you have more sales training and if you are better at sales, then you'll be able to get more customers." The problem with that is, again, you've got to have prospects in order to use your sales skills. If you look at all the sales training books and all the sales training seminars, **they are all short on advice in this particular area**, which is: "How do I find someone to sell to in the first place?"

There is another way that business books and business gurus tell you how to overcome this thing we call the Confidence Gap. **"Use advertising tricks and techniques."** You can trick people through misleading advertisements to call you or come in." For example, I saw a car ad that said, "Pay no tax on all new vehicles." Do you think that sounds like a pretty good deal? If I weren't paying any tax, then I'd probably save a couple grand. The problem is when you looked at the fine print, it said, "Customers responsible for all sales taxes, state, and local. The dealer will pay for the inventory tax." This is a sales trick. It does nothing to build trust and confidence. Instead it builds contempt, hatred, and suspicion. The result is a widening of the Confidence Gap when the goal of the advertisement should have been to narrow it.

These examples reveal a problem. We used to have the days of simple selling; now we have The Confidence Gap. **You, as a business owner, need to overcome this in order to be successful.** You need to find a solution to the problem:

How Do I Get The Customers To Actually Want To Do Business With Me?

I don't know if you are familiar with Napoleon Hill; he wrote the book, *Think and Grow Rich*. He had a saying that went like this: "It is as useless to try to sell a man something until you have first made him want to listen as it would be to command the earth to stop rotating." Do you believe that? Think about it; if they don't want to listen, trust me, they are not going to want to buy what you are selling. **They are going to view you as a pest.** That's where the difference between sales and marketing come into play.

In sales, what you are doing is trying to make people want to listen to you in a sales situation. What we're

presenting is a marketing program that does the job of making people want to listen. It prepares the buyers so they will come to you and you will have an opportunity to sell. Sales skills are still very important, but your time is used more productively in closing sales rather than chasing them down.

Marketing Is The Tool You Must Use To Bridge The Confidence Gap

Marketing needs to be concise, well articulated, and powerfully stated. It is low or no pressure. **Marketing is a one-way communication.** It's not afraid of rejection. It's not obtrusive. People can review marketing at their own pace, when it's convenient for them. And, if they aren't interested, they can ignore it altogether. No commitment. That is why we need to talk about a marketing program.

In the "Monopolize Your Marketplace" system we teach and implement a Marketing Program that helps businesses overcome the Confidence Gap. It accomplishes this by addressing two points, which we call the Inside Reality and the Outside Perception.

The inside reality is everything your business does that makes you valuable to your customers. It is what gives you a competitive edge in the marketplace. It is all of your skills, your passion, your systems, the way you conduct your business. **The outside perception** is how customers and prospects perceive your business. It is the ideas and impressions consumers gain from your direct and indirect communication with them.

The Outside Perception Of Your Business Should Match The Inside Reality

To be successful in business and to continue that success, your inside reality and outside perception should match. If you spend all your resources developing the inside reality and neglect the outside perception, you will be frustrated wondering why you are having minimal results with your superior product or service. On the flip side, if you focus solely on the outside perception and neglect the inside reality, prospects will soon find there is little value in the product or service and you will get little if any return business.

To conclude this introduction to the MYM system, I would like to reemphasize the point just made. I paraphrase Jim Rohn, a great business philosopher, in a lecture about personal communications he said: **"First have something good to say. Second, say it well and third, say it often."**

Three Things Every Business Must Have In Order To Create Powerful Marketing

1. **Must Have Something Good To Say.** This is your inside reality. You must be able to provide real value to the marketplace. No amount of word-smithing or creative campaigns can maintain lasting marketing results without a valuable inside reality.
2. **Must Have The Ability To Say It Well.** You must be able effectively build an argument that is believable, quantifiable... and leads your prospect to the conclusion that they would have to be an absolute fool to do business with anyone else but you, regardless of price. Your marketing and advertising tools need to effectively teach your prospect how to get the best possible deal available.
3. **Must Have The Desire To Say It Often.** Continual communication of well articulated arguments for your business to your customer base, specifically identified prospects, and those who have responded to advertisements or sales and were not ready to buy; you are constantly reinforcing the reasons why they should do business with you, give you repeat business, and refer their friends to you. Without consistent communication... marketing dollars will always go underleveraged.

The "*Monopolize Your Marketplace*" system incorporates all three of these communication elements thoroughly. About 25% deals with, "have something good to say" or the "inside reality". The remaining 75% deals with the "say it well" and "say it often" parts, or the "outside perception."

What Marketing And Advertising Is Supposed To Accomplish

The ultimate goal of marketing is to lead your prospects to do one thing – *buy from YOU!* Marketing needs to make your prospects feel like an absolute fool to do business with any one else but you... *regardless of price*. In order to do that... your marketing needs to delineate all the points that make your business superior and unique from the rest of the marketplace. Next... you need to create powerful lead-generators that hit (what we call) your prospects hot-buttons. These are the power-points that makes your prospects WANT to read what you're saying in the first place. Lastly... you need to create (what we call) a Hopper system; designed to nurture your prospects along a pre-determined path. This path feeds them a separate slice of the pie that states why YOU are the best in your industry. Once all this is done... and when THEY are ready to buy, you will have *separated* your business from the competition and *eliminated* them from the minds of your prospects.

This may sound like some hype, but it's true. The only reason people buy from you and not somebody else is because they perceive you have more value than anyone else. They feel like they would be getting *less* than the *best* if they didn't buy from you.

How does marketing and advertising lead your prospects to feel that way?

The greatest marketers of all time have concluded one thing: Effective marketing (and advertising depending on their definition) is scientific in nature. I encourage you to look up people like Rosser Reeves, John Caples, David Ogilvy, Fred Hahn, and Claude Hopkins. They have all concluded to that principle.

There is a system that needs to be followed. **In effect – the system contains three basic fundamentals:**

1. **Knowing your prospect.** What makes them look at an advertisement? What makes them want to read on, or continue listening? What kind of information are they looking for? What are their frustrations and goals? What have prior experiences been like in dealing with businesses like yours?
2. **Testing your marketing / advertising.** On a small scale of implementation run ads up against each other to determine which pulls the best results. Run your ads through survey groups and get feedback. When you start to hear from John Smith that everything you are saying is exactly what he is looking for – don't hold back on the advertising. Now – you know you have the right emotional connectivity that is based on real life situations, frustrations, wants and needs. Be sure that it is not something cute, funny, or off the wall just for the sake of being creative. That distracts from what you are trying to sell. David Ogilvy said one of the biggest mistakes he ever made was using Eleanor Roosevelt to push margarine. People remembered her – but forgot the product. Another example: When Budweiser ran its "Whassup" Ad at the Super Bowl... the sales for Budweiser went down for three consecutive quarters afterwards. But hey – they won all the advertisement awards that year. That's all that matters anyway right? NO... it's RESULTS that matter.
3. **Provide easy to take offers that generate immediate response.** Over 95% of the advertising you see in newspapers, on TV, in the yellow pages, and hear on the radio contains no offer whatsoever. These people are stuck in the paradigm 'that the only good prospects worth talking to... are the ripe prospects'. *There are two problems with this.*
 - **Problem 1:** Any prospect that is even remotely thinking about buying your product... IS worth talking too. They just may be ready to buy a few days, weeks, or even months down

the road. But if you knew a way to capture all the future buyers, then shift marketing dollars to those people - and reduce marketing dollars spent on the masses that you knew absolutely nothing about ... do you think you would get a bigger bang for your marketing buck? Of course you would. You would be marketing to a much more specified target market.

- **Problem 2:** Only 2-5% of your prospects are ready to fork over the cash today. So, for those people, no offer is needed. However, the name of this game is, **Monopolize Your Marketplace**. This is something you'll never achieve with only 5%. Sadly... If you provide no way for the other 95-99% to learn more about YOU in a no-risk, easy to take way – guess what, they will forget about YOU! And when they are ready to hand over **their money** to buy what it is you sell – YOU are left with *only* one option — *and that's to beg, plead and hope that they see your ad first.*

Caples had a three step system that Ogilvy followed. They called it the three step approach to creativity:

1. *Capture the prospects attention*
2. *Keep their attention*
3. *Move the prospect to a favorable action*

It's interesting – this three step system mirrors a psychological path that our brain follows when doing anything – and in this case marketing and advertising.

Three Critical Factors To Understanding How The Brain Works

Let's take a step back and go to step number one of the marketing process: Knowing your prospects.

You're probably familiar with the saying, "*If you want to know why John Smith buys what John Smith buys, you've got to see the world through John Smith's eyes.*" You've taken great pains to build a business that gives customers what they want. *The problem is*, most business people don't have *the foggiest clue* about the decision making processes that customers use when deciding **how** to solve their problems (in other words, how they choose a company to buy from).

First, you have to understand how John Smith's brain works. Now we are getting back to Caples' three steps and how the brain operates. There are three quick concepts you need to know:

- **Alpha Mode:** This is the hypnotic state of the brain that habitually performs tasks without any conscious thought. In Alpha, which is the state of daydreaming, hypnosis, meditation and sleep (awake or asleep, and functioning at approximately 7 to 14 cycles per second) you will find that this is like when you drive to work and then realize that you didn't consciously see a thing along the way while driving! In marketing terms, this means people see and hear ads, but they don't consciously notice them.
- **Beta Mode:** This is the brain's active state of engagement. In Beta (approximately 14 to 21 cycles per second) you chase after a million dollars, that red sports car, the perfect career, or whatever it is that you give your full attention too. Beta is truly for the hunt. It's like when you drive to work in a heavy thunderstorm; your hands are firmly gripped at the 10 and 2 o'clock position and your pupils are as big as dimes. In marketing terms, this is when a person consciously notices ads and is open to suggestions and *hunting* for solutions.
- **Reticular Activator (RA):** This is the part of your brain that's on the lookout 24/7 for things that are familiar and/or problematic. Have you ever bought a new car only to discover afterward that everyone else on the face of the planet earth has the *exact same* make, model, and color? This is because your new car is now *familiar*, and therefore embedded in your RA, which then easily picks the car out of *any* crowd.

Marketing's **first job**, then is to get the prospect to "snap" out of Alpha and into Beta. This is done by finding out what problems, frustrations, annoyances, etc. your prospects have and talking about those in your marketing (*instead of speaking in general platitudes about the things you do, or talking about how great you are*). As I mentioned before, these are the prospect's "**HOT-BUTTONS;**" because they're familiar and/or problematic, they will register in their Reticular Activator and get them to "snap" from Alpha to Beta mode. Sounds simple, doesn't it? It really is.

Once the prospect is snapped into Beta mode, you're not done. Marketing's **second job** is to now get the prospect to do something...to take the next action in the buying process. In ten years of research we have discovered that there are *four* stages in the "**Marketing Equation:**"- not three like Caples and Ogilvy suggest.

The Four Stages Of The Marketing Equation

1. **Interrupt:** This is getting the prospect to pay attention like we just discussed. This is accomplished by turning those “**HOT-BUTTONS**” that already exist in your prospect’s brain into headlines that their RA can find and snap them from Alpha to Beta. Now most ad agencies do a really good job of this. This is fundamental and everyone knows this. However what they don’t realize is that using sex appeal, images out of the ordinary, or a play on shapes, words etc – when it is not hitting the right emotional hot-buttons – has a negative effect. The interrupt is lost and the Reticular Activator tells the mind “oops – false beta, go back to doing whatever it was before you saw or heard this ad.”

This is why companies and ad agencies have to always come up with new campaigns; because we as a whole get so used to seeing all of these false betas. These ads get to the point that they no longer even interrupt anymore because our reticular activator has “*ignore that ad*” on autopilot; *and we don’t even see it.*

2. **Engage:** Once the prospect is interrupted, it’s critical to get them engaged. This is done by using a sub-headline that gives the reader the **promise that information is forthcoming** that will solve the problem that they were interrupted with. It needs to carry the same idea portrayed in the headline and lead into the selling points of the ad.

All too often the ads we’ve seen have no sub-headline or no direct relation between the headlines and the context of the ad. The lack of a sub-headline or any function that executes the engage phase of the advertisement is immediately losing potential viewer ship.

Now – one thing I want you to understand is that the use of a sub-headline is not critical for there to be an “engage”; the engage can also be taken care of in the headline itself. For example:

Ask Any Consulting Company These 7 Questions And Know In Less Than 15 Minutes If They’ll Be Able To Handle Your Business Problems And Provide Your Solution On-Time, On-Budget

This headline Interrupts and Engages. Understand... engaging is the key issue here — *not having just any old sub-headline.*

3. **Educate:** Human nature demands that people always want to make the best decision possible. They want to feel like they’re in control. Once you’ve interrupted and engaged the prospect, you have to give information that allows them to logically understand how and why you solve that problem. Their problems (a.k.a. their hot-buttons) is the **ITCH**, the Control information (what your company does to solve it) is the **SCRATCH**.

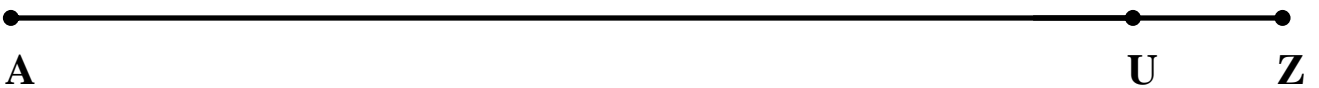
Let’s use the consulting analogy again and pretend that YOU are the consultant. If you provided in your ad a list of the 14 specific questions your prospect needed to ask; then delineated how these questions should be answered to ensure that the consultant your prospect was contacting could provide them with the utmost in quality service and under any circumstances (*which of course they couldn’t because you’re the best... right*). What do you think would happen? Your prospect would now feel like the person in control of the buying situation. He now has confidence to make a well qualified decision when deciding who to do business with. Guess what that result translates to? Worst case scenario... it’s a powerful response to your ad asking for at least more information about who you are and what you do; plus you’ll have the ability to gather their contact information... *that is if you get the next step right.*

4. **Offer:** Now the prospect's been interrupted based on problems that are important to him. He has been engaged by the promise of a solution, and examined the Control information that makes your solution real and believable. The last step for you is to give the prospect a **low-risk way to take the next step in the sales process**. This is done by offering a free marketing tool such as a report, brochure, seminar, audio, video or something to give even *more* Control information to allow the prospect to feel in control of the final decision.

It is here at the decide phase that marketing and advertise can become fully leveraged...or severely limited.

I am going to draw a simple diagram to illustrate what I mean. The diagram below represents what we call the “**Educational Spectrum**”. Whenever someone goes through the buying process we all go through a series of steps (which differ from one decision to the next) in gathering information to help us make the best decision. This is merely an educational process in which we are learning which of all the options available is best to suit our needs.

Here is the educational spectrum:



This is the buying cycle of your prospects. “A” represents when they start thinking of buying what you sell; “Z” is when they fork over the cash; and in this example “U” represents when the buyer gets serious and begins active engagement in looking at all options.

So the points between U and Z people are actively engaged (in Beta Mode) in buying what you have to sell. Between points A and U though, your prospects are in Alpha mode. They are looking at all the options for information – but only if it interrupts them.

So how does all this tie into the decide function of the equation? Let see for ourselves. Lets take a look at all the offers out there – and based on the type of offer lets make a conclusion as to where their targeted prospects are on the educational spectrum.

The Most Common Types of Offers	Position in the Educational Spectrum
Buy 1 Get 1 Free	Between U and Z
Get a discount when you buy	Point Z
Free Evaluation or Consultation	Point U
Coupon for \$X.00 off next purchase	Between U and Z
Come visit us	Between U and Z
Free liter of Sprite with Large Pizza	Point Z
Bring a Friend Get 10% off	Point Z
Sign Up Today and Get A Free XYZ	Point Z
Buy Today	Point Z
NO CALL TO ACTION REQUESTED	Point Z

Do you get it? 99% of marketing and advertising is targeted to those who are between point U and Z. Did you know that represents only 2% - 5% of the total prospects at any given point? Not only that but when you compete that way you are dividing up that 5% among all the competitors.

Is that what you want? To perpetually feed incompetent media moguls who generate for you a measly portion of a fraction of the 5%?

Or would you rather snap the other 95% from Alpha to Beta – gather these prospects who are looking to be nurtured like fruit on a tree, build a powerfully stated argument for your business as they progress from A to U; and when they do become ready to buy...you are the obvious choice in a sea of competition.

I think the best choice is obvious.

Four Questions To Demand From Your Marketing Expert

Now that you understand what marketing is really all about – *the question for you now is*: Do you believe it? If you don't I will save you time by telling you to throw this away right now because everything you read from here on out will be secondary to these principles.

If you do believe it – then as you discuss with other agencies (even if it's a sales rep for the yellow pages, newspaper, radio etc) the possibility of doing business with you, they'll need to be able to answer these four questions:

How do you plan to fulfill the Interrupt phase?

This typically is their strong point. Most agencies can do this quite effectively depending on their expertise and experience of their graphic designers and copy writers. However – the problem is that it's not based on what is important to the prospect... but based more on how creative they think they can get.

At Three Deep Marketing, we just ask people what they are looking for, what their frustrations are, what the ultimate goals are. We have found that patterns develop in these surveys with key words. These key words become the hot-buttons that interrupt. These hot-buttons become the focus of our headlines.

How do you plan to fulfill the Engage phase?

The ability to engage varies on the express ability to interrupt with a headline or introduction that matches the emotional intensity of the prospect. Ads that carry the introduction with the cute, humorous, etc tend to not be able to engage because there is a conflict with what is being sold and the initial message. The engage can't happen because the false beta we talked about earlier kicks in.

On the other end of the spectrum- many ads have a company name, a picture, and a menu of services or products available. They attempt to use a headline, skip engage... and try selling points immediately.

Between these two examples we have identified close to 90% of what's being produced by advertising sales reps and advertising agencies.

Three Deep Marketing leverages the information we've captured from the prospect. We further develop the ad from the headline keeping in mind what "John Smith" has told us. We know we keep the prospect interested because the idea that interrupted them, or what was important to them – is the same idea being carried out in the ad. We don't use a false hot-button to lure people in and then change the tone – we use the prospects emotional hot-buttons to interrupt and keep them engaged.

How do you plan to fulfill the Control phase?

This is where we have seen the most dramatic differences between us and the other guys. Most ads have no control information outside of menu items at best... but nothing that their competitors haven't, can't, or won't say. They stick to generalities and platitudes like we're the best, we are moving into a bigger location because we sell so much stuff... or my favorite radio ad...(sarcastically speaking): ***“Ask the mechanics about the new hoist, they're real proud of that new hoist, it'll make them feel good if you compliment them on it”***. Is that supposed to be an argument? If so it's a pointless one and you know why. We don't care about a hoist when taking our car to the shop. We care about getting the car fixed right the first time, done quickly, and without having to take a second mortgage on the house. What happened was the person responsible for the ad thought to himself, “I have 30 seconds to talk, I can't think of anything to say, so I will try to sound funny and cute, but really I just need something to waste time on. Because the business owner told me they've got a new hoist to handle more production – Humor might draw people in; I'll get funny with that. *Gee, I wish I new what would really work.*”

Now we get specific. We first determine what the premises are. A premise is the claim such as, “We're the best, largest etc.” That's where just about 97% of advertisers stop. We go deeper. We define what the premises mean (level 2 deep). After we define the premise we tell how we meet the definitions and go beyond. This is level three deep. *For example:* In the computer IT world one of the biggest complaints is that problems don't get fixed right the first time. Our headline identifies that problem, our sub-headline carries that idea... and in our control information we say ***“Our screening process for techs is so stringent that over 82% of our applicants fail the first time... the result is that 98.5% of the problems we fix... stay fixed permanently”***. Is that believable? Is it impressive? Does it make you think – maybe this is someone I should be hiring? Of course it does.

How do you plan to fulfill the Decide phase?

Take a look at the ads out there. We can learn how most agencies tackle this by what they are doing. Just take a look. They imply their view on decide by only trying to capture the “now buyer” with cash in his pocket. When results aren't coming in they the agencies or ad sales reps tell you it takes time. It also takes a lot more advertising money, more frustration, and no results because you don't have \$500 million dollars or more to spend on advertising this year.

Three Deep Marketing understands that not everyone is ready to buy. There may be dozens of possible reasons. The only way to fully maximize your budget is to capture both the future and now buyers. By giving a low risk, easy to take offer we can capture everyone. This offer changes from business to business, industry to industry. So how do we know what to use. Well, we ask the prospect. When doing our surveys we ask, what type of offer would you respond to the most? They tell us an oversized brochure, A CD ROM, a report, a coupon or a free visit etc.

When John Smith tells us what they need to hear, see, feel, and have in order to know that they made a qualified buying decision... what do you think happens when we reiterate all of that into our marketing, advertising, and sales efforts? Right... sales and revenue go up dramatically and immediately because you are automatically identified as being someone who understands and fulfills the needs of the buyer. Not only that but, because of your offer, you are viewed as non-threatening and a source of information for those shopping in your specific marketplace. You become the “go to” resource for expert advice and information.

One Last Key Concept You Need To Understand

Strategic Marketing Vs. Tactical Marketing

Strategic Marketing is what makes tactical marketing get full leverage. Without a strategic marketing system in place all the tactical, regardless of how well it follows the marketing equation, will still go underleveraged.

Let me explain why. Unless any advertisement, script, sales tool, or marketing tool is part of an overall strategic system it will:

- Lack pure focus
- Not have consistency
- Not have a follow up system to maximize all your opportunities
- Will work as its own function and not be able to synergistically operate with the other tactical marketing operations of your business.

Tactical Marketing is merely placing and creating advertising. I want you to know right now that anyone can create what we call tactical marketing pieces – even one that follows the marketing equation. Its not that hard to create a brochure, a website, an audio CD, a CD ROM, a flyer, an on hold message etc. People do it everyday: from babysitters to advertising executives. This is a no brainer. It's not that hard to take an emotionally based **HOT-BUTTON** and plug it into a headline. Its even easier to make a sub headline that basically re iterates the headline. Control information is easy. Anyone can tell you about their business. Giving someone a risk free offer that educates is simple too. Putting together the offer may take a few days worth of work – but it's simple.

Before we move on to the Monopolize Your Marketplace system I would like to share with you one of the discoveries that David Ogilvy made after implementing marketing systems that utilized what we have just talked about:

“Most of what I know about writing advertisements...

- 1. The key to success lies in perpetual testing of all the variables*
- 2. What you say is more important than how you say it*
- 3. The headline is the most important element in most advertisements*
- 4. The most effective headlines appeal to the reader's self-interest or gives news*
- 5. Long headlines that say something are more effective than short headlines that say nothing.*
- 6. Specifics are more believable than generalities*
- 7. Long copy sells more than short copy.*

A majority of people who work in agencies have never heard of these factors. “That is why they skid hopelessly on the greasy surface of irrelevant brilliance.”

Introducing The “*Monopolize Your Marketplace*” System

The MYM system is a step by step system for innovating and marketing any company. It is extremely important to understand that a system of this nature is fundamental to the short and long term marketing success of any business.

You see, this system, unlike others used by various agencies, is not based on techniques, the latest tricks, or current fads. This system is governed and ruled by underlying facts, principles, and science. Opinions, personal viewpoints, and creativity are not at the heart of this system.

This system cares about one thing and one thing only: Getting into the mind of John Smith – understanding John Smith – catering to John Smiths needs – communicating to John Smith in his words that you are providing what he wants and needs – and then giving him a low risk way to try you out before he makes a commitment.

It is that simple.

However, as simple as it is, a lot of hard work, puzzle piecing, and strategic planning needs to take place.

The MYM system is broken down into six sections. When these six sections are followed exactly, a few things happen:

1. We are not dependent on our own thoughts, feelings, and opinion to know what to say or do, we interview the marketplace and test until we have identified what works.
2. The system does not allow us to copycat a similar marketing program from a similar company to yours. The reason being is that your business is unique. No one else has your identical inside reality. All businesses have different traits that can be use to their advantage for preemptive marketing. And then for those businesses that provide the latest, newest, and most innovative services and/ or products –*the best overall value* –the only thing left to do is communicate that advantage.

The important thing to know and understand about this system is that it works for all businesses. Whether or not you are a consultant, a doctor, a restaurant owner, or a freight hauler – this system applies to you and your business. Why? Because it is based on underlying facts, principles, and science. Opinions, personal viewpoints, and creativity are not at the heart of this system.

Those are the things that get in the way of effective and accurate articulated arguments that are engineered with John Smith in mind. That is why companies’ everyday are announcing new campaigns; because their thoughts about their own creativity and opinions are wrong. They don’t consider what your prospect wants to hear, feel, see, and know in order to make the best and most qualified buying decision.

The Six Sections Of The MYM System

Section 1: Build The Case

Discovery questions: The first thing we do is go on a fact finding mission. We tap into your knowledge base and excavate as much as we can about your company, your prospects, and your industry.

Decision Matrix and Value Hierarchy: In the same meeting as the previous step we also try and determine what is most important to your prospects. This is the first step in seeing the world through John Smiths eyes.

At this time we also determine what it is that makes you valuable to the marketplace and rank it in importance from your prospects point of view.

2- Deep Case: After determining your value to the marketplace we define what the values mean – from an industry stand point. For example – you may be able to say that you provide the best customer service. Well, we define what customer service means. It may be defined as quick response time, able to talk to people, claims handled immediately... etc. We don't talk about your business or other businesses at all. We merely define the premises you can claim.

3- Deep case: This is where we state how you meet the definitions of the claims we are able to make. This is done about a week after we define the premises so that we can have time to think about how we can fit into those criteria. This is where we really dive into the specifics, leaving nothing out. This is where we learn what really separates you from the competition.

Customer and Prospect Surveys: We take the things we put together in the discovery questions, decision matrix, customer value hierarchy, and 2-deep... then put it to the test. We compare what the surveys revealed to what our initial impressions of the marketplace were. This comparison allows us to track and identify whether or not we truly understood the prospect like we thought we did. It also allows us to make the necessary adjustments in order to give the prospects the value they are looking for.

Competitive Surveys: This step is vital if we are truly to understand the competition. We need to know what their inside reality is so that we can effectively build a case as to why someone should choose us over our competition. From this we learn what we preemptively market, and what we market as a distinguishing factor.

Section 2: Write Powerful Headlines

John Caples, the author of "Tested Advertising Methods" said that he has seen the same ad run with two different headlines... and the effective one pulled 19½ times the result of the other.

We have seen that truth as well. That is why we spend so much time testing and tweaking and changing and retesting and re-tweaking and changing headlines over and over again. We panel headlines in front of your John Smith. It is proven that the headline... separate from everything else... can determine the fate of the growth of your sales when advertising.

We typically write over 100 headlines for every ASA (articulated sales argument, or case) just so we can find the four or five headlines that are the key players in our advertising.

There are many ways to write headlines. You can say it in plain English, use headline starters, or a headline bank.

Saying it in plain English is telling it how it is.

Headline starters are general ideas to stimulate writing. Examples are using numbers, “How To...”, or identify a problem and solution. There are twelve different headline starters. If you would like this list of headline starters I would love to provide them to you.

The headline bank is a list of headlines that have worked over and over again. You don’t change the set up of the headline... just the subject. For example: John Caples wrote one the most effective headlines of all time. It reads:

“They laughed when I sat down at the piano... but when I started to play.”

This headline for a self teaching piano guide not only drew in incredible accolades from his peers... but most importantly serious results. Once changed, this headline has been modified for a carpeting company to read as:

“My Husband Laughed When I Ordered Our Carpet Through the Mail... But When I Saved 50%”

Get the idea. We have a headline bank of 172 different headlines. We scan those and pick ones that can work best for the project we are strategizing for.

Section 3: Lead Generation

Risk Lowering Strategies and Offers:

Simply put – we develop the tools and strategies that will work best using information gathered in the surveys.

We will know where to place advertisements, what kind of joint ventures we need, and what types of offers people will respond to. We can also begin planning for any innovation strategies we need to implement as well as customer retention and referral programs.

The Master Letter

The master letter is something we use for our own reference in writing, creating lead generators, and developing marketing and sales tools. This is the fundamental core argument for your business. It includes the headlines, offers, and evidence we will use to prove our case to your prospects.

Testimonials

During the survey phase of building the argument we speak with many people. These people are a great source of evidence in the form of testimonials. When we are talking with them, if they say something that strikes us as incredibly useful in the future – we will ask them if we can quote them on it. If they say yes we tell them we will write down what we heard (basically we get a chance to wordsmith their story or experience to guarantee it is powerfully stated) we mail it to them, they sign it, and we use it.

In this phase we pick and choose from all the testimonials that we have... which ones we want to use.

Creating Lead Generators

This is rather self explanatory. We pull together the master letter, headlines, research and testimonials, etc... then create lead generators.

Some of these lead generators look exactly alike aside from the headlines. Some are totally different.

Once we have drafted these lead generators we take them back to our surveyed people and verify that we have everything right.

Once we know we are speaking John Smiths language, the mock ads are ready for final development that may require fulfillment options such as graphic design, layout, artwork etc... Some circumstances allow the mock ads to be ready for execution immediately.

Section 4: Marketing Tools

Marketing and sales tools are also based on the arguments developed during Section One. These tools help further facilitate the decision making process by providing more of the argument to your prospect that leads them to think that they would have to be an absolute fool to do business with anyone else but you... *regardless of price.*

It so happens that these tools are also the offers that you give to people to learn more about your services. In our case it's a newsletter, an audio CD program, or a seminar. In other instances it could be a packet of information, an oversized brochure, a website, interactive CD, or a demonstration video, etc.

The tools we will create will be determined by the research/surveys. We will let your "John Smith" tell us what would be best and easiest for them.

Section 5: The Hopper System

Create Hopper Pieces

Hopper pieces are designed for those prospects we capture but are not ready to buy right away. These pieces are used to make contact and provide more of the ASA one piece at a time until they are ready to buy.

These can be in the form of email, fax, postcard, or newsletter. There may be others but traditionally these are the main options.

Hopper System Schedule

Hopper pieces go out every two to three weeks. It is also important to know that the hopper system can actually revolve every 12-26 pieces depending on the average buying cycle of the prospect. If the average buying cycle is 2 months – we would probably set up a hopper to go out every 10-14 days and have 4 months worth of different pieces.

Section 6: Maximize and Optimize

Maximize and optimize is the section where we set up endorsements, referral programs, joint ventures and any other way that synergistically reduces the time, energy, and cost of advertising.

Even though this is section six of the system... we can immediately begin implementing phases of this system before we are even done building your case.

An example is endorsement letters from current client to their friends and family; or implementing a referral system. This can be done immediately because they bring with them a high level of trust and evidence to their friends etc... and this counters us not needing to have completed the "building the argument" phase to implement it.

Sample MYM Timeline For Implementation

Week 1 - 2

- Executive Meeting 1
- Summarize ASA(s) for business
- Discovery Questions – Customer Value Hierarchy –ASA Points 1 Deep
- Decision Making Matrix – Determine ons – Pre Survey Ranking
- ASA 2-Deep outline
- Develop Surveys for both client and competitive
- Assign Duties
- Begin Development of Hopper System
-

Week 3 -4

- Executive Meeting 2
- Level 3 Deep Information for ASA
- Create evidence list
- Develop sales scripts
- Train staff on sales scripts
- Send out pre-survey letter if needed to customers... or start surveys
- Make offers to current database
-

Week 4 - 5

- If surveys have not begun...begin
- Competitive Intelligence
- Write customer testimonials
- Evaluate effectiveness of customer offer
- Evaluate effectiveness of script implementation

Week 5 - 6

- Executive Meeting
- ASA Wrap up
- Re-Rank ons
- Compare all three deep info to client and competitive surveys
- Review project binder
- Agree on direction of ASA and strategies to implement. (sales tools, marketing tools, lead generators, hopper pieces etc)
-

Week 6 - 7

- Evaluate Script Results
- Make 2nd offer to customer database
- Gather all evidence
- Writers Workshop. (headlines and master letter)
-

Week 8 - 9

- Evaluate database offer #2
- Evaluate effectiveness of sales scripts
- Submission of ASA to Corporate for review
- Begin getting bids for fulfillment needs. (Graphic design, layout, printing, media placement, website, etc)
-

Week 10

- Set up schedule and timelines for implementation
- Discuss joint ventures if have not already done so
- Set up timelines for remaining sections of the system

Week 11 - ? (Dependent on Length of Contract)

- On going maintenance of campaign.
- Evaluating results.
- Adjusting communications for optimization.

Writing Evaluation Worksheet: Use this worksheet to grade any marketing piece you write. If the grade comes back “L-3” or lower, you will need to re-work it—but you will know exactly where to make it stronger.

Overall:

- L-0: Totally wrong concepts, try again
 - L-1: Does not interrupt (or False-Alphas); does not engage, gets no results (what most people write)
 - L-2: Basic ad structure is there; can't be fixed with “red-line”
 - L-3: Good ad that interrupts and engages; lacks power in articulation and building the case
 - L-4: Engages prospect and builds case well; needs help with wordsmithing (for power)
 - L-5: Well articulated, powerhouse ad engages prospect, gives him control, and gets him to take immediate action
-

Interrupt: Headlines

- Points** _____
- L-0: No headline at all
 - L-1: Company name or play on words; does nothing to beg the reader to continue
 - L-2: Headline exists; ACTIVATORS not connected to HOT-BUTTONS; False Alpha Alert!
 - L-3: _____ ons Activated; not articulated well; but says in basic terms what needs to be said
 - L-4: Good headline, draws reader's interest; work on articulation—generally passes headline evals.
 - L-5: Powerhouse! Headline is powerfully worded and hits major HOT-BUTTONS

Engage: Once Reader is Successfully Interrupted

- Points** _____
- L-0: If Headline score is L-0, L-1, or L-2...then automatic score of L-0 here.
 - L-1: Nothing in ad to make reader want to continue listening...no sub-headlines; no add'l info at all
 - L-2: Contains sub-headlines that are NOT connected to ACTIVATORS...reader gives up
 - L-3: Reader can tell from scanning ad that there may be decision-facilitating info ahead
 - L-4: Use of ACTIVATOR-based sub-headlines gives reader promise of useful info in the ad
 - L-5: Engaged! Reader quickly scans and becomes enthralled based on excellent sub-headlines

Control: ASA & Case Building

- Points** _____
- L-0: No ASA present; maybe cute or institutional
 - L-1: Some features generically listed; not quantified, no compelling; perhaps wrong points
 - L-2: ASA points at least listed; builds no case; poorly quantified
 - L-3: ASA points listed with some quantification; does not pass Level-2 writing evals; builds some case
 - L-4: Builds a good case, passes some writing evaluations; still lacks power and articulation
 - L-5: Builds solid, well-quantified case; passes all evaluations, prospect truly controls information and says, “I would have to be an absolute fool...”

Decision: The Offer

- Points** _____
- L-0: No offer at all
 - L-1: Contact info present; nothing specifically mentioned as an offer
 - L-2: Tells prospect to call for more information or to speak with a representative
 - L-3: Offer easily detectable; no handle, offer not as motivating as it should be
 - L-4: Good offer, gets prospect to take action—still does not capture widest possible audience
 - L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes them to take immediate action!

Interrupt & Engage: Format

- Points** _____
- L-0: A total mess; try again
 - L-1: Does not flow, no logical reason for any placements; haphazardly done; not professional
 - L-2: Basic structure is in place; lacks power due to poor articulation, spacing, thought flow, etc.
 - L-3: Structurally sound, flows reasonably well, some parts are still done poorly
 - L-4: Proper use of type fonts and sizes on headlines, sub-headlines; spacing well done, etc.
 - L-5: Reader can quickly scan and understand main points; knows exactly what action to take
-

Total Number Of Points: _____ **Divided By 5 =** _____ **This Is Your Marketing Writing Level**