



# HOW TO FIX YOUR MARKETING IN 5 STEPS

## ABSTRACT

Here's the insider's checklist I use to kickass in the marketing world. Now you'll privy to same secrets top-shelf markets use to gain an unfair advantage over competitors.

By Emette Massey

## How To Fix Your Marketing In 5 Easy Steps . . .

Emette Massey here. I thought that I'd help jump start your advertising and marketing efforts today.

Here's a little checklist for you to help you kick-ass in the marketing world, add to your bottom line, and make you feel good about it all.

I use this very same check list to not only run my biz but also use when I consult with clients. They all find it very easy to use and they smile when the bucks start tumbling in.

Ok. Before I share these little marketing secrets, I'll ask a favor from you. Don't worry it won't cost you money or offering up your first-born child or anything like that.

In fact if you're a true entrepreneur you may already do this. It just how we entrepreneurs are wired. And that is rid yourself of FEAR and be willing to try something new.

As you know FEAR is nothing more than . . .

**F**alse

**E**vidence

**A**ppearing

**R**ead

So let go of the fear, embrace a new world where the possibilities are endless, advertising is tested, tracked and advertising waste is virtually eliminated.

The principles I share here have been field tested and proven to work. In fact they have been working for over 100 years. The will continue to work.

It's all good . . . and you have nothing to FEAR

So let's get started, ok?

## Step One: Use Direct Response Advertising

Now if you are new to direct response advertising or have tried it and failed, then pay close attention to this step. As you'll soon see, this step could literally save your business if you're struggling to stay afloat.

Let's define "direct response advertising." Direct response advertising is quite simply salesmanship. Scary, right? Most businesses are utterly naïve about advertising . . . and work under the notion that Madison Avenue know how to bring in sales. Nope Not even close

So the first thing I want you to do is check your advertising . . . all of it . . . print ads, Yellow Page ads, radio ads, etc.

From this point forward think of your advertising as a top-producing sales person who brings in sales.

And just like any top producer does, you ads too should gain attention, give a complete sales pitch, overcome objections, close the sale and ask for the order.

**Anatomy of a Good Advertisement.** All of your ads should have a hook, headline, benefits for all of the features, "you" copy, testimonials, an actual sales pitch . . . plus a call to action (remember the name is *direct response*).

**No Clowns.** I love John Carlton's clown analogy. Most traditional ads are nothing more than clowns running around shouting absurdities. What you want an agreeable sales professional offer sensible solutions to your most pressing business problems.

**Just ask . . .** you'll be amazed by just asking for the order will multiply profits in many cases.

**Recap.** Dump loser traditional advertising and replace with accountable direct response advertising. Make sure your ads have a headline, hook, benefits for all of the features of what you're selling, speaks from the prospects point of view, a complete sales pitch and a call to action.

Now let's look at the next, which incidentally ties into the first step. And this step is . . .

## Step Two: Defining Your USP

So many businesses are like sheep . . . in that they are all alike. Take a look in your local Yellow Pages and you'll see exactly what I mean. Nearly all of the listings in whatever category say essentially the same thing. It's typically a laundry list of what they sell.

You should be different. And that's what a well-crafted USP does for you. In case you're not sure what "USP" means, it stands for *Unique Selling Proposition*.

A great USP should provide an answer to what most prospects are asking, "Why should I do business with you versus any and every other option available to me."

Think about how you are different. Could you offer your wares at a lower price? Maybe you offer higher quality products, or free service after the sale, maybe you have a better guarantee. Something makes you difference in a measurable way.

Your job is to figure out what makes your biz unique and to communicate this clearly and concisely to your prospects and customers. Don't leave them guessing.

Your prospects do not know you or have any insider info of your business. Explain everything and take nothing for granted.

I always enjoy the story of how a two guys decided to put themselves through college by running a small business. At the start the biz was struggling so one guy bailed on the other. The dude who stuck it out came out with a USP that completely revolutionized the entire industry and make him very, very rich.

It was like a crazy domino effect . . . he completely owned the local market, then soon the state and finally America and the world

The winning USP: *"Fresh, hot pizza delivered in 30 minutes or less, guaranteed."*

Note how this ten word USP clearly communicated two product benefits to prospects – with the meaningful specific of delivery -- it didn't say soon or quick or fast, rather in thirty minutes . . . and a guarantee.

Now this USP has passed into advertising history but played a big part of success in what was and is a fairly mundane industry – the Pizza biz.

So is taking the time to fully craft your business's USP really worth the effort? The answer is a resounding "YES " Plus once you have figured out your USP, then creating your headlines are a cinch.

Finding ideas can be as easy as checking out your local public library or surfing the 'Net.

### **Step Three: Talk the Talk**

Guess what? The ads that bring in the big bucks read like having a regular conversation between two colleagues. Most business owners are scared to death of speaking too clearly to their target audience.

We have seen Madison Avenue spew meaningless slogans and stupid jingles for years. The real sadness most biz folks have come to believe that this type of advertising works.

Not to pop bubbles here, but it does not. Again, what works in print are the exact same principles that work when you sell to someone belly-to-belly, face-to-face.

Good old "you and me" language works best when writing your ads. You don't talk using fancy words. Don't use ten dollar words. You write like you talk. Make is conversational. Make your prospect feel like it's just a conversation between two people.

## Step Four: Testing

One of the beauties of direct response advertising is the fact that results can and should be tracked. This allows you to make intelligent choices about the sales message, market, and media.

Once the results are in and tabulated, you know if an ad is profitable or not. Sounds fairly basic doesn't it?

In reality most folks don't spend enough time considering how to offer their product or service in the most compelling way.

In haste they throw an ad together or worse let their local newspaper sales person write their ad then hope for the best. They have no idea if their ad works or not.

The only way to know for sure if anything marketing works or not is to test. You should be testing . . . all aspects of your ad, offers, and prices. Then and only then will you know the answers you seek.

Keep in mind, even when you have a winning ad it will eventually die out. Again, the magic is in testing. Don't risk your business on a single ad or a single mailing.

## Step Five: Make Your List

Most direct response businesses keep and maintain a house list. They do this naturally and thrive off of their house list.

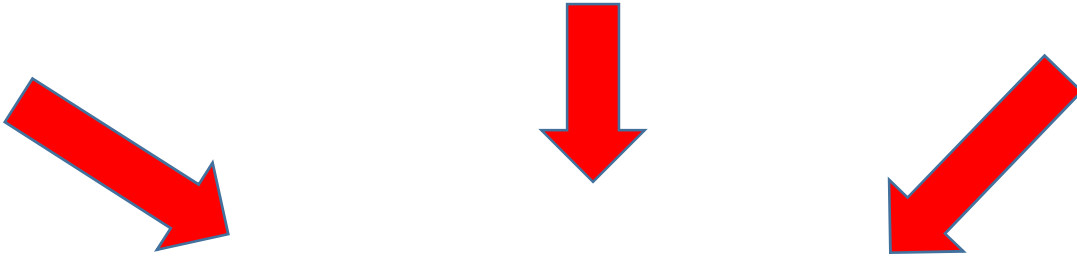
Here's the good news. Any business can prosper from collecting the names of customers and prospects who express interest in your biz.

You can profit two ways from keeping a house list. First you can contact them from time to time and make new offers or deals. Second once you've built up a decent size list you can rent out your list to other business concerns.

These are the down and dirty five steps that could turn your advertising and marketing efforts around fast. I urge you to take a look at your existing promotions and see how they stack up to these steps.

You may be surprised at why you find an extra sales you rake in

In The Meantime enjoy a . . .



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