



TIPS, TRICKS & TACTICS OF A MASTER MARKETER



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**"WHAT YOU KNOW, SHOULD KNOW AND COULDN'T
KNOW ABOUT MARKETING."**

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INTRODUCTION

Which came first? The chicken or the egg...

A battle that has been raged for centuries:

There are those that would believe -- "Surely the egg came first. How can you have a chicken without it being hatched first?"

Still, others would argue -- "How can you have an egg without it being laid?"

Many good theories. Many solid facts. What is the truth?

Who knows... apparently not us. At least, not with 100% certainty.

Why?

Because the whole issue is convoluted -- rolled upon itself until we no longer know what's up and what's down.

The same can easily happen with your business:

Following no set path, going with the 'flow', and using unproven methods will turn your business inside out. You will not know what's up and what's down with your business.

Your business will become convoluted.

The solution?

It's no different than becoming a Master Mason.

BUILDING YOUR CASTLE

Which comes first? The pillars & roof OR the foundation...

Now, that makes perfect sense.

How can one not know the answer to this simple (common sense) question? It is not as convoluted as the chicken vs. the egg debate.

No. It is straightforward.

The foundation.

But, even before the foundation can be laid and the corner stone be set... the Master Mason must develop a plan of action.

He sits down, gets out his scribe material, and starts drawing lines and angles -- connecting the dots in his mind.

He uses tools of the trade. Specially designed and formulated tools which precisely (and accurately) layout what is in the mind onto a piece of parchment.

Today, we call these drawn lines and angles which layout the designers imagery -- blueprints.

Simply, they are the written plans the mason will follow -- allowing him not to miss one single step of the castle building process.

Therefore, we too need to become Master Masons... Master Masons of Business. Otherwise known as **Master Marketers**.

The castle is nothing more than a metaphor for the foundation of our business. It is our corner stone. It is what we build our business empire around.

Without the foundation properly laid out, and without the corner stone properly placed... our castle will fall. Our business will fail.

The question in your head right now...

How do I create a solid business plan?

Before we can begin to lay the foundation of our business we **MUST** formulate a written plan of action : a set of guidelines to follow which will help walk us (step-by-step) towards our ultimate goal -- Success.

You need to know your market. You need to know what you will sell to that market. And, you need to know the avenue which you will present your sales message to your market.

This report will be geared towards online marketing, however, all the principles in this report can be used for offline marketing.

Either way, once you determine your market and once you determine your product or service you will be selling... it is time to get that message out there.

Once you get to this point in your business plan... it is time to move onto the corner stone of your business: Your Marketing Plan.

What is a marketing plan?

It is the third step in your business plan: How you will deliver your sales message.

The best way?

By funneling it.

FUNNELING THE FUEL

A funnel is a marvelous invention. It has the ability to be overwhelmed while at the same time being focused.

Imagine you are driving around in your comfy car. Just cruising down Main Street with no worries pounding your thoughts. Freedom.



Until...

You hear a, "Ding, ding, ding..."

Looking down you are flooded with horror!

The **Low Oil** light keeps flashing in **Red**. Okay, perhaps it is not that horrible. All you have to do is pull over and check the oil level.

You do, and lo' and behold it is low.

What now?

You fill it up with more oil...

The horror strikes you again!

Why?

Well, you have oil BUT you have no funnel to direct the oil (safely) into the proper place.

But, you're a man -- you brave the unbravable.

You open the oil. You begin to pour the oil. The oil goes everywhere!

Only a small percentage of the oil goes where it is suppose to go -- into the engine. Instead, it is all OVER the engine.

Only if you had a funnel.

If you had a funnel you could have directed the oil **into** the engine -- where it was suppose to go.

A funnel is an important part of marketing ideology. We call this a sales funnel.

A sales funnel is nothing more than a detailed step-by-step process which moves your targeted prospects (or leads) into taking a specific action.

That action can be: filling out a form, submitting a survey, calling a 1-800 number, & buying your product or service... Pretty much, the action can be anything you desire.

Now, visually we are not exactly picturing a funnel. It is just what the process is described...

Why?

Well, picture the oil being your prospect, the funnel being the process you take that prospect through and the target being that desired action (or goal).

You pour as much oil into your funnel narrowing down the flow to get it as targeted as possible to reach your goal.

Large open mouth narrowing down into a targeted spout... hence funneling.

But, in order to visualize the actual process of that funnel you will write it out onto paper.

Sound familiar?

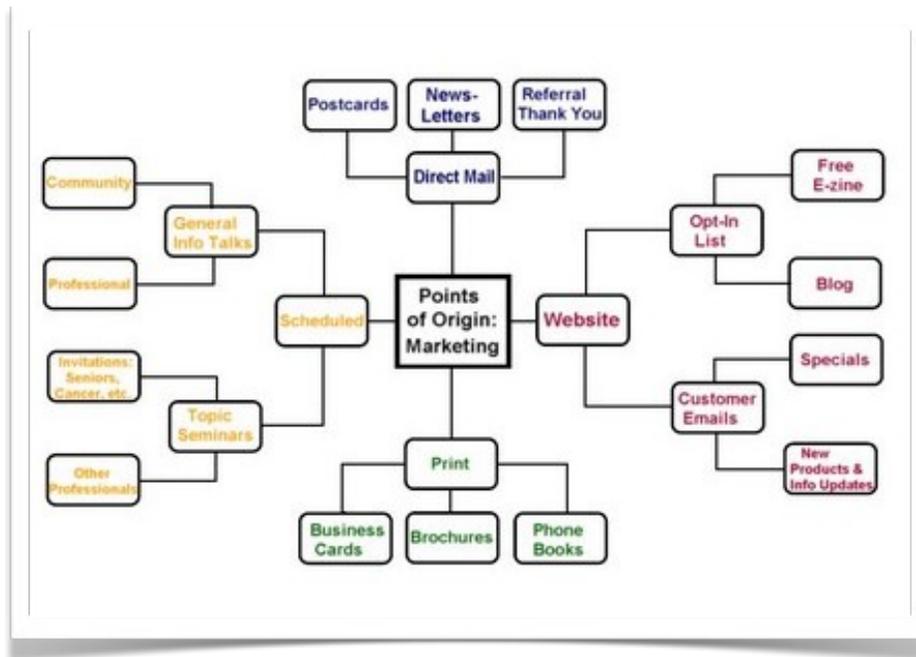
We are back at the Master Mason.

He must write down the entire castle plan onto a piece of parchment. The entire process looks much more doable and organized on paper than it does in his mind.

You should do the same.

One way to do this is with mind maps.

A mind map is nothing more than thoughts gathered onto a piece



of paper in an organized manner showing relationships (or connections).

Doing this you can easily see the entry point you will first pour your prospects into, where you will take them next, and the ultimate goal you wish your prospect to achieve.

In my e-book 'Rocket Propelled Advanced Marketing Tactics' I go into great detail with the funneling process and I give examples of some very advanced funneling techniques -- one of them being triangulation marketing.

Now that you have a solid business plan backed by a solid marketing plan -- you can lay the foundation and the corner stone of your business.

This foundation will allow you to build more structure around your business while following a set path allowing you to focus on more pressing matters, such as: tips, tricks, and tactics.



TRICKS OF THE TRADE

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No, it's not magic.

But, every craft has its secrets... it's "tips & tricks" of the trade. And, every practitioner has their own "tactics & methods" of delivering these tips and tricks.

A Master Mason would be full of trickery up his sleeve. And, he had a reason for this...

He had deadlines to meet. Tips and tricks helped him and his team of masons to get the job done faster.

He had standard to keep to. Perhaps not in the same way we have standards, but he had a name to preserve. His name was his goodwill and fortune. If he botched it he would have to find a new living in a new profession.

This is why certain tips and tricks promoted safer building practices, longer standing buildings, and better quality work overall -- and it promoted the company he kept.

He did not teach just anyone his methods... he taught apprentices that were serious about learning his ways of doing things -- because his ways of doing things got the job done the right way the first time in adequate time.

This is the same with Master Marketers. We know certain secrets: tips, tricks, tactics, techniques and strategies that the average business owner will never know.

We pass what we know (theories and proven strategies) to those whom are serious about learning our way of doing things -- the way which gets things done.

In the following segments you will discover a few of my tips, tricks, and tactics I use everyday in my own business.

Some of these may be hidden to you and others not-so-hidden. Some will give you inspiration and new ideas for your own methodology. Either way, you will gain something from reading and taking action on what you discover in this report.

But, before we begin let me remind you that most of the tips, tricks and techniques I cover are geared towards online marketing. Particularly... the written ad (or sales letter).

However, these principles hold true for all marketing avenues AND in my e-book 'Rocket Propelled Advanced Marketing Tactics' I cover a broader range of marketing venues.

Let's get started.

Benefits

One of the most confusing aspects of marketing is:

Feature vs. Benefits

Many advertisements spout features day and night and the benefits elude the entire sales message.

Do that and you can kiss your money goodbye...

Instead, you want to overwhelm your prospect with benefit after benefit after benefit after... well you get the idea.

But, John, what is the difference between a feature and a benefit?

Great question.

This is where most get confused... but not you. Why? Because you are about to discover the not-so-hidden secret about benefits that just may bring your business out of the **red** and into the **black**.

What is it?

A feature is nothing more than a component of your product or service. They are facts... and facts alone do not sell.

A benefit is the byproduct your customer gets from the feature of your product or service.

For example:

You are selling a Mercedes Benz -- top of the line.

A feature would be: Imported soft hyde leather seats.

That is nice and all AND is an important feature for some prospects... but why? What benefit do they get out of imported soft hyde leather seats?

It is luxurious comfort in all climates.

That speaks to the soul. That tells the prospect what they get out of buying a Mercedes Benz with imported soft hyde leather.

Consider the feature to be an attribute of the product or service AND the benefit is what your customer gets from that feature.

If you start writing your copy with that in mind (not just bullet points, but the ENTIRE copy) you will see improvements in your conversions.

But, this is just one aspect of better marketing. There are more...

Headlines

What better place in your advertising copy to showcase your newly found belief in benefits than the headline?

Headlines should always be benefit driven. Doing so will automatically grab attention and increase readership of your copy.

But how? And, why?

Well, let's address the why first.

I just told you why -- to get readers to read your copy.

It was Joe Sugarman who said:

"The importance of your headline is get your prospect to read your sub-line. The importance of your sub-line is to your

prospect to read your first sentence. The importance of the first sentence is to get your prospect to read the second sentence.”

What is the importance of the second sentence? You’re 100% correct... To get your prospect to read your third sentence and so forth and so forth.

So, as you can plainly see the headline is an important aspect of your copy. In fact, it can be THE deciding factor between superb copy and crappy copy.

But how do we make our headlines benefit driven AND how do we get our prospects to continue reading after the headline?

Well, first off you do what we talked about earlier... turn your features into benefits.

Don’t say: “Amazing Marketing Book Teaches You The Tricks of the Trade”

Do say: “Master Marketing Genius Reveals The Secret Conversion Formula Responsible For His 486% Increase In Sales...It Took Less Than 28 Days”

Do you see the difference?

One spouted the feature of the book... some tips and tricks.

The other declared a secret formula which was responsible for a specific increase in sales.

Which is more compelling to you?

Of course you chose the latter.

How can we improve upon this headline?

By throwing a relevant sub-line into the mix.

Now, the sub-line can be benefit driven too... but that does not have to be the case.

In this next example I use the psychology of curiosity to intrigue the prospect to read on.

In fact, they will read on to see, both: if they can prove me wrong AND to see if they truly know the answer.

Here it is (full headline and sub-line together):

**“Master Marketing Genius Reveals The Secret Conversion
Formula Responsible For His 486% Increase In Sales...
It Took Less Than 28 Days”**

Get this: You already know what it is...

Would you continue to read that? How about your prospects which are looking for that hidden gem which will catapult their sales through the roof?

There are other techniques at play in this example. Gravity pulling tricks and even subtle psychological mind games.

AND...

You can already guess what they are... Or, can you?

Whether you can or not... I go over all those techniques in my e-book 'Rocket Propelled Advanced Marketing Tactics'.

Oh, and I know your assumptions right there. You assume I just used one of those techniques when I recommended my other book.

You are right. I did. But, do you know what it is, how it works and WHY it works?

Read 'Rocket Propelled Advanced Marketing Tactics' -- I go over all that in the e-book. Why? Because they are advanced methods...

Speaking of attention getters... let's talk about:

Grabbers

These can be as basic OR advanced as you desire... but jut the knowledge of including grabbers throughout your copy is advanced stuff.

Many companies DO NOT use attention getters.

Sure, they use **LARGE** font and **FLASHY** colors. But, using these improperly will **ANNOY** your prospect not **COMPEL** them.

Layman terms: death to your sales.

But, how can you do this?

You can grab attention using strong and powerful benefits... but sometimes this is not enough.

You can grab attention using power words BUT that alone will not force readership.

What's the number one goal of your headline? To get your prospect to read your first sentence.

Well, how do you do that? Combine power words with benefits?

Yes. You could do that.

OR, you can think outside of the box. You can use incongruent juxtaposition.

What is that?

Well, incongruent juxtaposition is when you put two things together that normally don't go together and tie them into a specific benefit.

Take the line from this report as an example:

Which came first? The chicken or the egg...

What in the world does a chicken and egg have to do with marketing tips, tricks, and tactics? Heck, what in the world does it have to do with marketing in general.

Well, if you read on (and you did) you would put two and two together. You would later satisfy that curiosity -- the whole debate centered around the chicken vs. the egg is convoluted AND so is your business... IF you are not doing the following:

(And that is where I caught your attention again... you are curious about HOW you can avoid the same convoluted mistakes as other businesses OR how to fix your own convolution.)

Thus, you continued to read.

Attention grabbing is nothing more than causing an interest or curiosity using nothing more than your sales message.

In fact, if you put more thought into entertaining your prospect than selling your prospect (until you call them into action), then, you will see increased sales.

There are advanced strategies used to help create this attention grabbing effect AND force your reader deeper into your sales message.

But, that is for another e-book for another day (an e-book that has both 'Turbo' and 'Advanced Marketing Tactics' in it's name...)

Lastly I want to cover a VERY important aspect of the sales process...

The Closing

This is where most marketers miss the mark COMPLETELY:

They botch the entire call to action protocol.

One, they either ask for the sale too early OR never ask for the sale at all. (And putting a button up that says 'GET THIS NOW' does not cut it.)

You have to build the relationship with your reader AND justify them taking out their Credit Card from their wallet (which happens to be in their other pant pocket) only to give you THEIR hard earn (blood soaked) money... Doing any less will result in no sales.

What does no sales result in? Lost money.

Not because you lost their money, but because you spent a fortune developing a marketing campaign that you botched all because you did not close the sale properly.

When do you close the sale? When do you make the call to action for your prospect to hand over their money to you?

When you have earned the sale.

Still, you have to ask for that sale.

Let's go through an example.

Okay, you have an AMAZING headline which pushes the prospect down into the first sentence...

Couple that with an AMAZING product with an EXTREMELY high price.

You do an awesome job at keep their attention and promoting all the emotional benefits he will get when he buys this product NOW.

So, you are coming to the end of the sales letter and what do you say?

“To get this product today click the button below... You will only be charged a one time fee of \$97.”

Guess what happens next?

They don't buy.

AND...

You cannot understand why... You have an AMAZING product with an AMAZING sales presentation. What's the problem? Surely it is the price... I priced it too high.

So, You lower the price to \$67... then, \$47... then, \$27.

At \$27 you make a few sales, but you are only breaking even now.

What's the problem?

You never valued your offer throughout the process.

You never put price expectations in your prospects mind... and then delivered a price so far below their expectations that they got whip lash pulling their Credit Card out too fast.

You never offered a guarantee so powerful... it guaranteed that you would make more sales than leads you brought in.

You did not structure the call to action properly... No, instead you just put a button up saying 'GET THIS NOW' with hopes of making sales.

What is the solution to closing the deal?

Making sure your prospect has no other option than to get what you are selling...

If only he had Widget X he could no longer dream of having the whitest socks on planet green... it is now a reality within grasp IF he orders NOW before Widget X is sold out, no longer on the market, and will never be available again.

How do you offer such raving desire?

By using advanced tactics and trickery that ensure you make the sale.

If you have not already read my book 'Rocket Propelled Advanced Marketing Tactics' I suggest you stop reading this report and get it.

In it you will discover advanced subtle psychological tactics, scarcity tricks and tips which will have your prospect's mouse finger itching to click 'GET THIS NOW'.

You will discover how to create gravity pulling copy and sales messages that will hold your reader hostage until they have read every single word of your sales letter, and until they have taken your desired action.

You will discover advanced funneling techniques which cover not only online marketing but offline marketing as well...

In essence, what you have read in this report is only a fraction of what you will discover in 'Rocket Propelled Advanced Marketing Tactics'.

Why?

Because I expand on what is revealed in this report... and I leave nothing to chance.

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To Your Success,
-8-your-full-name-8-