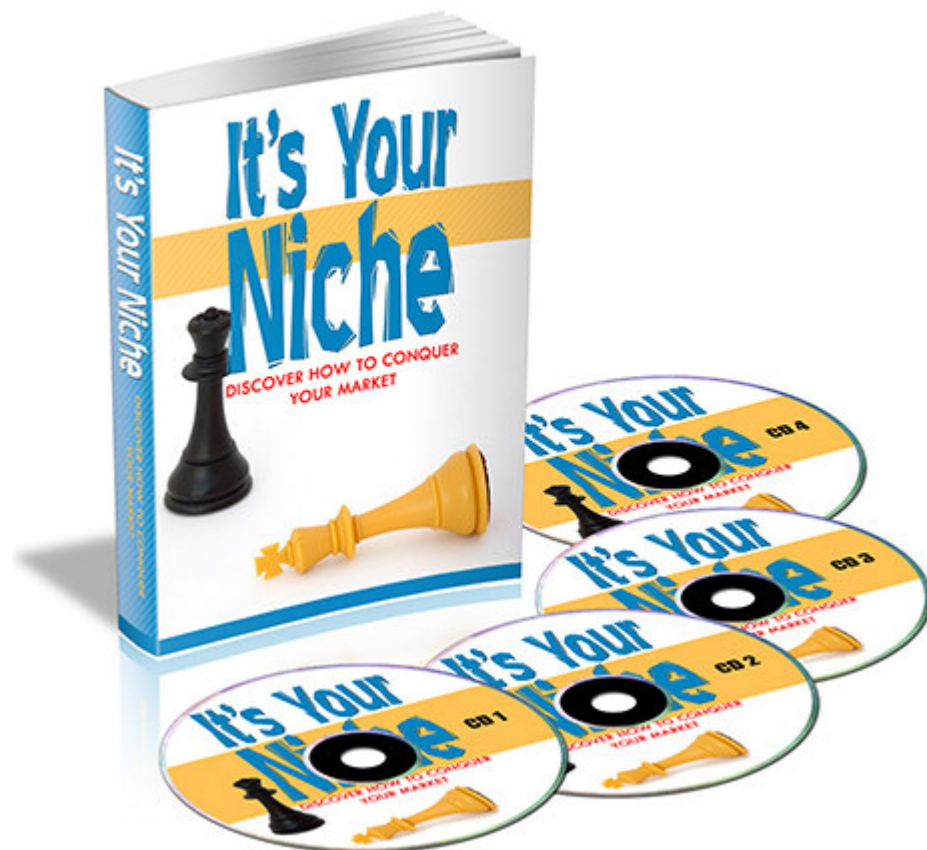


# It's Your Niche

Discover How To Conquer Your Market



Proudly Presented by  
<http://www.TerryTelford.com>

<http://www.TerryTelford.com>

Love What You Do And You'll Never Work Another Day In Your Life

## **Unadvertised Bonus #1: \$97 Value!**

### **Guerilla Lifestyle Audios**



Available Free From

<http://www.GuerrillaLifestyle.com>

## **Unadvertised Bonus #3: \$97 Value!**

### **Get Paid Every 2 Weeks**



Get Your Free Subscription From

<http://www.QuantumLeapNews.com>

## **LEGAL NOTICE**

The Publisher has strived to be as accurate and complete as possible in the creation of this publication, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Perceived slights of specific people or organizations are unintentional.

**You are encouraged to print this book.**

## **Terry Telford**



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

**Terry:**

Hi there, you're listening to Terry Telford from [www.thebusinessprofessional.com](http://www.thebusinessprofessional.com), and today we're extremely fortunate to have Marc Gamble with us. Marc is a business development consultant both on and offline. He's helped approximately 250 businesses over the last ten years to increase their profit margins and increase their results in marketing efforts. Marc's time constraints, being one man with only 24 hours in a day, led him to create an extremely powerful course called "Monopolize Your Marketplace." We're going to talk to Marc about his course a little bit, but for the most part, we're going to pick his brain about how we can take advantage of putting together a marketing package that's going to make us a leader within whatever industry we're in.

First, I'd like to welcome you, Marc, and thank you for taking the time to be with us today.

**Marc:**

Terry, thank you so much for the invitation. This is conversation has been a long time in coming. I definitely appreciate it. Timing is everything and I think the time is right now. Let me just back up; I appreciate the great introduction. The "Monopolize Your Marketplace," system that we're going to talk about today is an extension to an already existing marketing plan.

I've just basically pushed it online; I've put it in a basically on demand type environment, so when you hear me refer to it, I'll say something like "the On Demand system" or "the online marketing program." It's a program/system/series of strategies/practices/principles that have been in existence and been around for quite some time and I've just embodied them into a very easy to use on demand online system that business owners can take advantage of.

**Terry:**

Excellent.

**Marc:**

So, when you reference the "Monopolize Your Marketplace," or MYM system, it's an extension of an online one.

**Terry:**

Okay, perfect. So, how did this thing come about? Maybe you can give us a bit of your background and tell us a little bit about yourself,

how you got to the point you're at right now, and how MYM came to be.

**Marc:**

I've been doing what I've been doing for about a decade. If you look back, a lot has changed since 1995 and 1996; there have been a lot of advances in every area. You just look around and see that kids are different, baby boomers are different, and everyone in between is different. So, it's been an interesting journey and evolution.

My focus has been, for a quite a long time, working with businesses in many different capacities to help them improve their operations, make them more efficient, improve their overall P and L statements, or profit and loss statements, so at the end of the day, their hard work for that that small business person really pays off. Not just in larger returns in their marketing, but in overall improvements to their profit line.

**Terry:**

Excellent. So this has been a course that has a lot of blood, sweat, and tears put into it.

**Marc:**

A lot of it. I've been working with companies in a lot of different capacities, and it all boils down to marketing when it's all said and done. If you don't have good marketing plan or strategy in place, then the best ideas are for naught because if nobody knows about your business, nobody's using it. If nobody's using your business, then you might as well just call it a hobby.

**Terry:**

Exactly.

**Marc:**

So, the effort around the MYM On Demand system really spawned from knowing that there is a limited time in a day to help people out. You find that you get a lot of bang for your buck when you do a seminar, workshop, public forum, luncheons, and getting a group of business owners together to teach them strategies. There's a lot of efficiency there, but it's very tiring for me to put on a new presentation all the time. I don't know how rock stars and movie stars do that on a regular basis; I guess I'm just not the touring kind.

So, what I basically ended up doing, myself and a few of my associates got together and took some of the training, experience, and

expertise that we all have and put it together in a very complete and comprehensive online, marketing training program. Let me make sure I can clear this up. It's not a marketing program on how to market online, but it does cover marketing strategies and using online technologies to enhance your marketing strategies. It is an online course on marketing that's available 24 hours a day, seven days a week for a small business owner to get a crash training in how to develop a customized marketing strategy for their business so that they can enhance their efforts and get a larger return from their marketing dollar.

**Terry:**

That's cool. What kind of information are you providing in your course that's different than any other course I'd go out and take?

**Marc:**

There are a lot of differentiation factors. The things to know are that most small business owners, when they think of marketing they give a knee-jerk reaction to their business operations. Most small business owners are very good at what they do; at their trade, craft, or whatever they manufacture or sell. When you talk to them about marketing, the first thing that comes out of their mouth is, "I'll mail out something or put something in the paper or I'll put a website up online or I'll put a commercial on the television." All the things they're talking about are just tactical approaches to marketing.

Tactics are necessary because that helps the implementation of the plan get executed, but the reality of it is, without the first part, which is the strategy, you're really just shooting in the dark; you don't know if an ad in the newspaper is a good idea, or how and what to put on your website when you make one. So, sitting down and making sure that there is a very concise, directed approach for putting together the strategic side of your marketing plan before implementing the tactical side is what we really focus on in the course. The course encompasses both the strategic side and the tactical side.

We made it very simple. I've got a three year old, and one thing I'm realizing is, is that it's very easy for her to grasp things and move to that next enlightening learning idea that she has based on how I chunk information for her. So, what we've done in the online course is basically chunked a lot of the big, broad scope of marketing and marketing plans and marketing strategies... most of the things that a lot of small business owners want to shy away from because they're boring, hard, and a pain in the butt.

It's easy to say that you're just going to go out and copy and add on what a competitor does and put it in the same paper or mail out the same kind of thing they do or mirror their website and call it marketing. Then, they sit there scratching their head to wonder why their sales aren't improving. The On Demand course very effectively chunks how to put your strategy together and then how to implement that strategy from a task class by using all the right vehicles and media that are available.

**Terry:**

Okay, so if I have a small business right now and an ad sales rep calls me up and says, "Place an ad here," and I go and do that. That type of tactical knee-jerk reaction isn't going to be as effective, obviously, as if it would be if I had a strategy. Say that I have a small business, and we sit down and start talking about the business. What would your advice be to me in the very beginning? What do I need to do?

**Marc:**

Well, let's back up for one minute. When I say strategy... a lot of the time, people throw this word around and it doesn't have the teeth it should. Strategy, from a marketing stand point, means that you know how to say and what to say to your prospects or target market, in their language, about what makes you better, different, or more unique than any other option that that prospect has when it comes to buying or taking advantage of whatever you're selling.

So, from a strategic standpoint, really needling down and knowing what to say, and how to say it, is important. Without getting into specifics and getting into a specific business... one thing I definitely want folks to understand is that marketing is marketing is marketing is marketing, and everybody does marketing every single day no matter who they are or what they do. They are typically just marketing something different, depending on their situation.

When I mean by that is, marketing is nothing more than a fancy word for communication. If you can effectively communicate why you're different, better, and more unique than anyone else out there or any other options that are out there, then it helps that prospect make a decision on what they need to do which is buy or do business with you. From a communication standpoint, that's all it is; it's making sure that you're saying what the prospect understands, relates to, and what's important to them, so they can feel comfortable that the decision



they're making to do business with you is the right one for themselves. That's strategy.

That's the long answer to your question. If you and I were to sit and discuss where and what you should do first to start putting together a marketing plan, it would really be to dissect and determine in a nutshell, why should people do business with you? What do you bring to the table that your company has designed or operate that really helps you bring a different or unique solution to that marketplace? That answer is typically overlooked by a lot of business owners. They usually feel that they have a lot of years in business or that they have a lot of expertise or that they have the top of the line product that they're reselling, or whatever it is.

The reality is, is that they have to look at it from the prospects' or customers' point of view. If they don't understand, specifically, the hot buttons from their customers' point of view, it's kind of like two sides speaking different languages. One side thinks one thing is important and is a very cool thing that they should focus on. The other side wants to learn more about another aspect of the product or business that never gets touched on, so they don't feel that this is the right product or service for them and they end up not doing business with you or going to a competitor.

That's the differentiation; that's the strategy for understanding that before I put any ad in the newspaper, I have just as much opportunity for my ad to be seen as my competitors in this periodical. What I have to say in this ad is what is going to differentiate me from the others, which will get a response.

That's the key thing when you start out. You really have to get a good handle on what makes your customers tick and what ticks them off. Once you find that out, then you can communicate in their language about what your business does to enhance the things that they like and eliminate the things that they don't like. Then you've got a very solid foundation for your marketing strategy and your communication that you will be using to put copy together and your marketing pieces together.

**Terry:**

So how do I go about finding out what they want?

**Marc:**

Well, that's a very, very easy question. Just like you've heard the old saying, "ask and you shall receive," you can just sit down and have conversations with some folks. When I work with my clients I like to have them pull out their database of all their customers and prospects and we basically break them up into three different groups. One group is made up of good, current customers. The second group is prospects or leads that haven't necessarily closed yet. The third is customers who have done business with them, but were not happy or satisfied with the product that they purchased.

Put these three groups together, and literally sit down and have a one-on-one with these individuals and some focus groups, or a round table discussion. This is when people get to talk about their stuff in an open forum type of environment, either in conference calls or face-to-face. When we do it for my clients, we sometimes use these online virtual web meetings where we get several of the vendors on a web conference and not only take them through an explanation that is being enhanced by the client, but also poll them while in conversation with them. We also track that specific question and make sure to ask them what they think is different, better, or unique about us in their minds.

Your customers are the people who have already decided to do business with you. If you're a brand new business who doesn't have any customers or prospects, it's a little more challenging, but it is possible because whatever it is that you sell, product or service, you feel that it meets the need of a particular market. There are people out there in that market who would much rather have a conversation with you initially than to hear a sales pitch from you.

So, if you were to just sit down and have a few conversations with some folks, that's a very solid place to start. Take that information, feedback, and input that you received and marry it with your own personal knowledge, background, experience, and expertise in that industry. Now, you can get a good understand in how to put communications together about what's important to them.

The conversation part... one of the things that's covered in the On Demand training program, I think it's session three, it talks about how to have conversations and interviews with customers and prospects in a one-on-one capacity. Also, how to use technology so you could put online surveys together and invite loads of surveys together. Where you can only talk to a few folks, you could reach hundreds and

thousands of people using technology and survey systems. It's very easy to organize and aggregate all that data, then to identify those areas that are important.

So, the strategy that's discussed in the On Demand training program is how to key into the customers' hot buttons, which are the things that keep them up at night, frustrate them, upset them, or make them excited. If you key into their hot buttons then you could talk to their hot buttons and people will be more prone to listening to your message instead of thinking of it as an interference in their day-to-day routine.

We all know how much advertising we're subjected to no matter where we live on this planet.

**Terry:**

That's for sure.

**Marc:**

It's important to make sure that your message rises above everybody else's floating around out there and have people take advantage of the offer you're giving to them.

**Terry:**

I think the process that you just walked us through is absolutely incredibly powerful information for an offline business. Is it something that could work online as well? I'm thinking about my business with The Business Professional... would the process you just walked us through work for an online business?

**Marc:**

Well, let me back up from that question for a moment and make sure that people understand that what I'm talking about here is not rocket science, and none of the theories or functions involved in executing anything we're talking about are either. People need to relax and realize that it is finite; you don't have an infinite number of ways to market or communicate, and you don't have an infinite number of competitors to deal with. It's something that is manageable and something that you can wrap your hands around. It's something that you can influence and affect very easily with the right plan.

With that said, first, let's just realize that no matter what you sell, it fits into four basic categories from a marketing standpoint. We call them industry categories. These categories are retail, professional

services, trade services, then wholesalers and manufacturers. So, for the most part, you can find one umbrella to fit under no matter what you sell, service or product.

A lot of times I hear, "My business is different," or, "My business is unique. I don't have the same issues that other businesses have." That may be true to some extent, but let's not get full of ourselves and think that we are the first person in the history of mankind to come up with a particular idea or a particular business. They say there are no new ideas, and the reality is that that's the truth; there are no new ideas. It's important to understand that being able to dissect your marketing and approach it from a systematic standpoint helps you get results. It's something that you do and use on a regular basis.

You can change the way your secretary answers the phone or the verbs used on your homepage and it can have dramatic results in your marketing efforts. That's the important thing. You're not so different that practices, strategies, theories and ideas cannot be applied to your business. You might have to think outside the box a little bit in some cases. That's one of the biggest challenges for business owners: they think so one dimensionally about their product or their service when they hear a marketing strategy or idea. They need to think in multiple dimensions and figure out how to use that idea in their industry.

Whenever a client says to me, "Marc, whenever I make a suggestion to a client, it might be kind of off the wall, but I make a marketing suggestion to them and they say that no one is doing that in this industry," I say that there is a great opportunity for them. As long as it's moral, ethical, and kosher, then you don't have to follow the pack; you can be one of a kind with certain innovative ideas. Of course you have to test those innovative ideas to make sure that that's something that the marketplace truly wants. Thus the reason you have to inquire, have conversations, and inquire with the people you try to market and sell to.

So, to answer your question, Terry, about your online business, at the end of the day, people are joining your online community because of something you provide them. That professional service that you're offering them might help them reduce the amount of time they spend Googling stuff all over the Internet or it might help them find one nugget of one business idea that's been escaping them for a long time that they weren't able to connect the dots on. All these little things can get those folks to tell you what's important to them.

When you have discussions with them about what they want to have as a result of being part of your Business Professional organization or membership community, that gives you the insight to help you determine what you're going to go out and talk about when you start knocking on doors, virtually or in person, and let the folks know about your online community and what it does for you if you're a member. These are not the things that you think are cool or important or the things that you want to do, it's what the people that you're trying to sell to want.

I don't know if you have The Apprentice out there, but it's so obvious that if they would just go out and concentrate on their job instead of sitting around arguing all the time, they would really be able to succeed. The teams that enquire in the marketplace before they go out and put a lot of time, energy, and resources into executing their strategy, those are always the teams that have the great rewards.

That's the key component. You have to make it easy for your customers, prospects, and even those folks who are unhappy with you, to tell you things that are important. Maybe it's a survey, a reply card, an online poll... that's a start, but you need to get more detailed and more specific once you're ready to put more marketing pieces together, put headlines together and put ad copy together so that you can communicate with the target market that's out there.

I said a few minutes ago that this marketing process is not an infinite universe of so much work that you can't get done. Granted, there's a lot to do, and there are a lot of ways to communicate, but when you boil it down, you can say something to a person, show a person something, or have a person read something. There's no other ways to communicate. You can't send your thoughts telepathically to folks just yet. So, if you don't know what to type, write, say, or put it in some kind of physical form, then you're going to sound like everyone else out there and get mixed up in all the wasted ad efforts that a lot of people in small businesses end up doing.

**Terry:**

So what if I'm the opposite to exactly what you said, where I don't have a business that's totally unique, I don't feel that I've developed something that someone hasn't already done, and I can't use anything else that any other business has done? What if I'm a business that, online especially, is in an extremely crowded marketplace? For example, like online marketing, instead of having two or three stores offline that are selling furniture or electronics or whatever, if you

Google something like "online marketing," you get 50 million results. How would I become a leader in an industry where there are millions of other websites that are my competition are just as accessible as I am or maybe even more so. How am I going to actually get to my prospects?

**Marc:**

That's a great question. It's funny that you started out by saying that traditional offline businesses are less competitive than online businesses. The fact of the matter is that it's 2006 when we're recording this. No matter if you're an online or offline business, your customer or prospect go online to research whatever it is that you're going to sell before you buy it. There are a ton of very competitive industries both online and offline. The Internet isn't doing anything but make it easier for the competition to enter the market. It's lowering the barrier of entry so that any business can wake up one morning and find out that a furniture store is competing with a manufacturer from China.

People are saying, "I just bought something from online and bought it from a manufacturer," or, "I just bought something online from the local furniture store here that's national and competing against small businesses." The Internet has opened up so that it's difficult for offline businesses. Online marketing and businesses that are specifically online are extremely ramped. My first suggestion is to go run and hide. The reality of it is, if you jump into something competitive like online marketing and you haven't been around for a while, be prepared to get very good at what you do.

The days are gone where you can just take someone else's information, polish it up a little bit, put my name on it, and go sell it as well to make a little bit of money. Maybe those were very early on in online marketing, but those days are gone. Unless you're prepared to become a very good online marketing guru and student, then you will find that it's going to be a very tough up hill battle requiring ability to make yourself different, more unique, or special compared to your competitors out there.

All that said and done, when you find an industry that's really competitive, for a marketing person, that's a great sign. That's a sign that you have a market that will sustain a lot of players. If you have a market that will sustain a lot of players, that means there's a lot of money going around in that market. If there's a lot of money flowing around in that market, that means that you have to figure out what

you need to do to put your net in that cash flow and extract the amount that you think is worth your time, energy, and effort to be in that competitive industry.

Finding the ability to differentiate yourself requires innovation. When people hear the word innovation, they think high-end, expensive things that they have to invest in. Innovation can mean something as simple as changing an offer that is made in their industry so it is different than any other offer that is being made by other competitors. Or, it can be as simple as partnering up with somebody else that has an enhancement to what you're offering so that you can bring more to the table than the traditional business, resources, or providers are bringing to the table. Again, innovate what you're making available.

At the end of the day, what it all boils down to is making sure you really understand what we call the marketing equation. It's helping you differentiate yourself from the competitors that are out there. If there's one, a handful, or thousands of competitors, the fact is that your focus is on trying to separate yourself from the competitive landscape and differentiate yourself so that you become the obvious choice to do business with.

The marketing equation is at the heart of the practice. It's called an equation because that's exactly what it is. Incidentally, you can find the marketing equation if you go to [www.MYMONdemand.com](http://www.MYMONdemand.com) and it will spell out the marketing equation that I'm about to tell you. For the most part, this equation is just like a mathematical equation. It's going to have a couple variables to get to the results.  $X + Y = Z$ . Now that you know what the equation is, I can mix up the variables as much as I want and you'll still be able to get to the end result because you understand the equation and the components of the equation.

If I say X is 1 and Y is 2, you know what the result is. If I mix it up and say that X is 5 and Y is 7, you know what the result is. The challenge comes if I tell you that X is 4, and ask you for the result. Now you're guessing; you have no idea how to get to the end result because you don't have all the components of the equation in place. With that understanding, the marketing equation is made up of four variables or components. We've put some letters around them so it's easier to equate it to a mathematical equation. I'm going to give you the actual name of each component and the first letter is the initial or variable in the marketing equation.



The first component is interrupt. You have to get the attention of the prospect or target market that you're trying to talk to. You have to interrupt them out of their everyday routine and very busy day, and stop them in their tracks of what they're doing so they have the choice to listen to what I would like to explain or share with them. So interrupt, or in the marketing equation, the I, is the first component in the equation.

The next component is engage. After you get their attention and got them out of their normal everyday routine, you have to engage them. You have to get them to want to give you their permission to participate in some sort of a two-way interactive relationship. If you think about engage from a marketing standpoint, it's important to know that you can't get someone's permission to pay attention to you if you don't do the first step of interrupting, as I said.

When you interrupt somebody, there are typically three ways to interrupt somebody. The first way is to share with them something that's unusual, different, or out of the ordinary. That usually interrupts somebody. For example, I don't know what your street signs look like over there, but you've seen an American stop sign, right?

**Terry:**

Yup.

**Marc:**

If you were driving down the street and you saw a blue stop sign, that's unusual and out of the ordinary and it will make you look twice. It's going to interrupt you; I don't care if you're caught up in all kinds of thoughts, if you're listening to the radio or if you're on the phone, a blue stop sign will make you look at it a couple of times. The reason is that your brain doesn't want to miss some information that it thinks it should be aware of.

So, if a blue stop sign comes up, you're thinking that maybe they got all new stop signs and didn't tell anybody, or that you missed the press release. You pay attention to things like that because it triggers your reticular activator in your brain, the subconscious part of your brain that is always paying attention to things so you can multi-task and live your life on autopilot basically. If you trigger that reticular activator, then you've basically interrupted a person.



So that's one way. Another way is something that is familiar to them. For example, you've got a common name like I do. Both are very common. I'm sure you've been out in public with a group and out of the corner, you hear, "Hey, Terry," because it's so common. One thing about your name is that it is an effective interrupter for whoever's name it is. I'm not going to look up when I hear, "Hey, Terry," but you're not going to look up when you hear, "Hey, Marc," either. The reverse is even more powerful; if you're doing anything and you hear, "Hey, Terry," you've been effectively interrupted and you're going to look in the direction that you heard that sound.

Now, when you look in the direction that you heard that sound, your brain is looking to see if the message that was sent is actually for you. If the person on the other side of the room is talking to another guy, you're basically going to go back and do whatever it is that you were doing because that message wasn't for you. What you're not going to do is walk over to that person, tap them on the shoulder and say, "Hey. My name is Terry. Do you want to tell me what you're telling them as well?"

So, for the most part, when you interrupt somebody, you have to be prepared to do the next stage, which is to prepare him or her. That's the second part of the equation. If the person who calls out, "Hey, Terry," on the other side of the room, is looking at you and using their first finger and giving you one of those come here motions, they have effectively engaged you. Now, you will get up from what you were doing and walk over and say, "What's up, why did you call me over here?" You're not going to engage yourself.

The reason this is important in the marketing equation is that most businesses spend a lot of time interrupting people. They come out with things that are unusual. Budweiser had talking frogs. People come out with sexy pictures of women, which is unusual because you don't see half naked women walking around selling beer everyday, you can see it on television though. It gets your attention.

So, they do the interrupt part. But, when it comes to the engage, they assume that the prospect is going to engage themselves. They assume that the prospect is going to walk over and say, "Yea, that message is for me too. Do you want to tell me what you're telling everybody else?" It doesn't work that way. So, you've got to effectively make sure that the engage aspect is very focused on making that prospect being to interact and make a relationship with

you. Once you interrupt somebody, your marketing is started and the relationship process is ticking

You have to take them through this process. Think of engaging in marketing as this: making a promise to your reader or listener that if they continue to read or listen to your message, that there will be information about whatever it is that they wanted to find out about. So, if you think about engage as making a verbal or written promise that says there is going to be some information to help you make a better buying decision, when it comes to buying whatever it is that you sell.

**Terry:**

So, if we're talking about an ad, is the engage part the headline?

**Marc:**

The engage part is actually the sub-headlines. Sub-headlines, bullet points... something that will make somebody think if they should actually read the fine copy or no. That's an excellent question, because the headline represents the interrupt. You have to have your primary lead-up headline to get their attention, to hit that hot button, and trigger that reticular activator to make that person want to listen to or listen to your message.

Don't think for one minute that TV or radio commercials don't have headlines because they do. Everything does. Your 60-second elevator script has a headline in it to start out with. The headline is the interrupt part of the marketing equation. The engage part is your sub-headlines and/or bullet points and/or benefit points that you have that you can compel folks to say that there is some good information here that will help make a better buying decision.

People don't want to sit around and listen to advertising that isn't relevant to them or not helpful to them. Things that will help them, they want to find more information about and be educated about. This basically brings us to the third component of the marketing equation, which is educate. This is your opportunity to tell folks why you're different, better, and more unique than the other companies out there based on the research and the strategy you put together in the beginning of your marketing plan process.

So, the educate part helps people begin to see why they should pick up the phone, click on a link, listen to an audio, download an eBook or file, or why they should drive across town to come see you. The

educate part helps them logically understand what you're bringing to the table.

Another way to look at it is, people buy based on emotional decisions and they justify their purchases based on logical reasons. If you look at it from this aspect, the interrupt and the engage are the emotional sides of a person's head that excites them or keeps them up late at night, and the things that they wish they could acquire, accomplish, or achieve. It's the emotional aspect of their brain. Once you satisfy that, you have to logically be able to communicate to somebody why they made that decision.

If you come home with a brand new Mercedes, and emotionally you sat in it, it makes you feel good, the color matches your eyes perfectly and emotionally you're excited about it, your wife looks at you and you have to find a logical reason for your purchase. Maybe the financing was great or it has this kind of safety features and all this stuff. That's the logical defense mechanism that everybody has to feel comfortable that they understand or know why they logically made this decision over the other options that are out there. The interrupt and the engage are the emotion, the educate is the logic, and the fourth component that brings us to is the offer. The whole equation is  $I+E+E+O = \text{Results}$ .

The O stands for offer. Most people hear the word offer and they think something like a sale, or a buy one get one free, or a dollar off type of offer. That's not an offer to somebody who is not ready to buy your product or service, or buy it from you. Those are things that they can only benefit from if they decide to do business with you.

If they're not sure whether or not they want to do business with you yet, then you're running the extremely high risk of ignoring or not taking you up on your offer because of the perceived amount of commitment or actual commitment that it requires to benefit from that offer. Does that make sense?

**Terry:**

Yes. Very much.

**Marc:**

So, the ability to lower the risk of the offer that you were extending is what will tremendously enhance the results of your advertising efforts that you put out there into the marketplace. The lower the risk, the better your opportunity of building that relationship with a prospect.

When you start that initial offer with an extremely low risk attachment, where in the case of online, you make something available for them to download for free or you give them a resource that they typically can't find elsewhere and has a true value to it.

That relationship begins with them agreeing to interact with your business. That agreement comes in the form of, "Sure, I will stop being anonymous. I will tell you something about me like my name, my e-mail address, my phone number, or my mailing address." That's the first step that has to happen in a marketing effort because that helps you, the business owner, to measure and gauge results from marketing efforts. It's not just that you put an ad out or I put some pay-per-clicks out on Google, or I have a commercial running and I know it's out there and I'm getting a few leads a day but I don't know what kind of return I'm getting on this investment.

It starts with understanding, out of the first people you get the attention of, you interrupt them, you engage them, and you give them a logical reason to take that next step. When they do, you can really quantify what kind of results you're getting from your marketing efforts. With all of the cool technologies for tracking stuff, offline or online, you can take advantage of all these tracking technologies. You can pass me out flyers or using referral programs and track all of that using some of the really cool technologies. Up to this time in business, small businesses never had so much control on how they get their message out, and how they tweak their message.

That's a big picture preview of the marketing equation. From a strategic standpoint, if you know what to say to interrupt them, know what to say to engage them, know how to educate them, and you know what kind of a low risk offer to make to them, you could turn around and use this in your tactical marketing pieces.

So, we talked strategy and IEEO, and now tactically you can implement what you've organized in the marketing equation in websites, e-mails, and even voicemails. When people are on hold when they call you, you could put IEEO based marketing information and improve your results from your marketing efforts. It can be applied anywhere for any type of business selling any kind of product or service.

**Terry:**

Just one small detail on something that you touched on is tracking... which is extremely important. Online, tracking is fairly simple; there's

software and services that do the tracking for you using links that people are clicking on. How do you track a flyer? What if you're doing flyers and you've got flyers going out and ads going out? When you're offline, how do you end up tracking in that respect?

**Marc:**

That's a great question. If you back into it and look at it in reverse, which is what I do, at the end of the day, that flyer's purpose is to get someone to act on a call to action on your low risk offer if you will. So, if you put your marketing equation as your foundation to your flyer, then you have your headline to interrupt them, your sub-headline and bullet points that engage them, you've got your educate that tells them why they should take you up on your low risk offer, and your offer compels them. There are only a handful of ways to build a relationship. People either call you on the phone, they e-mail you, they visit a website, or they instant message you nowadays.

Other than that, we can't use holographs or teleports yet. I'm hopeful though. I like to say, with all those cool technologies out there, we're the generation that is right before the Jetsons. We get to screw it all up. We don't have all the practices in place, or all the technologies in place. We can screw things up and blast people off and send them out to the moon or blow up a rocket ship and say, "Oops, we forgot to change the rubber band O ring.

It's okay now, but if we're the Jetsons and we blast somebody off or blow up a rocket ship, there's a major problem. The good news is, with this birth of technology, I don't care what you're selling, you can use the Internet in order to help you efficiently communicate. I started this whole conversation off by saying that marketing is nothing more than a fancy word for communication.

Most businesses offline tend to look at the web as an additional way to market or advertise their business, when in actuality it should be the hub or the nucleus where all of their advertising points people. I would think of it as a wagon wheel, where the middle of it is your web presence. Your web presence is, whether you're a local dry cleaner, or you're a online ecommerce or Amazon.com type of shop, you're web presence, because the web is so prolific, people from baby boomers to kids, no matter where you are on the planet, you can always get online nowadays. This is not 2000 or 1999; we're not going backwards. It's 2006 and we're going forwards.

Realizing and understanding the major impact that the web plays on small businesses is crucial. I quickly diffuse comments that I hear from prospects and clients of mine that talk about the how the web doesn't really play a big factor in their business. I've got folks that are plastic surgeons to accountants that are sitting around doing nothing but number crunching and the reality is that the web interface gives you the ability to manage, track and deliver all kinds of resources and information to prospects and customers at their convenience and their leisure. Let's face it: the consumers and buyers are the ones in charge now. Because of the Internet, they can go out and Google a gazillion different options, research you and your company, and find out everything they need to know even before they decide to pick up the phone. If you don't have your system set up appropriately, you'll have no idea that folks are inquiring and interested in what you have to offer.

Understand that the web is not this extra little marketing vehicle that you may or may not want to use depending on what type of business that you're in. The web is as crucial as an address or a phone number. If you don't have a P.O. Box or an address or a phone number, don't expect to put many deposits in your bank account as a business owner. If you're not using the web for the hub of your marketing, you're going to find yourself behind the 8-ball in a lot of aspects.

With that understanding in place, you pass out your marketing equation oriented flyer that has a low risk offer for a complimentary resource or free resource or a downloadable report of a free massage if you come into the parlor. But, in order to get it, you have to call the number or go online. If you call the number, there's a promo code and if you go online, there's a special URL. If they call the number and get the receptionist, and the receptionist has her marketing related script that interrupts, engages, educates, and follows up on the offer and says, "What's the promo code?" she basically keys in the information for that lead on the same webpage that the prospect would have done if they would have gone to the website themselves that's listed on the flyer.

Literally everything goes through the web as a communications tool. Now, you can set up technologies that can make people insert things into a database, you can communicate with them much more efficiently and effectively, and so many people have e-mail addresses so you can cut the cost of follow-up communications.

It's just good business sense; it's not even a good argument to say that the web won't play a role in impacting or enhancing my business. If you're that kind of person, then you have a hobby; you don't have a business.

**Terry:**

So, you're not one of the Jetson's.

**Marc:**

Exactly. You're one of the Flintstone's.

**Terry:**

That's a good marketing aspect: are you a Flintstone or are you a Jetson?

**Marc:**

There you go.

**Terry:**

Something else, Marc, which goes along with creating ads and marketing, and one of the points that I found to be fascinating in your course, is that you talk about platitudes. Can you review what a platitude is and why it's important why you don't get stuck using them?

**Marc:**

Platitude is a funny word actually. The first time I heard it I thought it was an animal or something.

**Terry:**

Like a platypus.

**Marc:**

Exactly. Basically, a platitude is a statement that a person or a company makes that has no teeth; people hear it and don't believe it. A platitude is so common that people hear it but don't believe it. It just rolls off of a person's minds like water rolls off of a duck's back. It doesn't stick. A platitude is like, "We've been in business since 1492," or, "35 years experience," or "We take care of our customers," or, "We value our customers." Everybody throws these terms around. The consumer, prospect, buyer, reader, or listener doesn't believe it and don't know what it means.



To destroy a platitude, you have to give it some specificity. The more specific you are, the more detailed you are, and the more oriented towards "what does this mean for the customer" you are, it will destroy your platitude. So, staying, "Been in business since 1492," is irrelevant to a prospect. Instead, tell them what your five or six hundred years of experience means to them, the new buyer, in 2006, specifically. If you can express to me particularly why 600 years of experience is something that I need to take into consideration, then I'll take you up on your offer.

So, if you interrupt me and engage me and get my focus on your message, then you educate me, not with a platitude, and not with something that everybody already says because you're trying to save space because you don't have enough room. You need to make an offer where your follow up pieces have the details and specificity that you need to extend to make sure that they can grasp why you're different, better, and more unique without them relating to platitudes.

**Terry:**

Okay. That makes a lot of sense. Something else that you've included in the course that I found quite fascinating is something about a master letter. Why should I spend a lot of time concentrating on a master letter? And, what is a master letter?

**Marc:**

Great question. A master letter is... think of it as your archive for the best sales presentation that you could make to any prospect or any customer. It has objectives that have been overcome explained in it. It also has details about all of these things that you bring to the marketplace that makes you different, better, and more unique than everybody else. It's full of headlines too. It also has different offers that you have that you would extend to folks.

It's literally your master document for marketing communications. When it's all said and done, you should compose a master letter. There's no length of how long your master letter should be. It could be a couple of pages to 20 pages; it's really just a comprehensive document that details, illustrates, depicts, and explains all of those reasons why someone should do business with you. If somebody took the time to read through the letter, they would know without a doubt why they should do business with you as well.

The value of developing this kind of a document is that it forces you to do what needs to be done which is to crack a bunch of headlines. You



have to make literally hundreds and hundreds of headlines because you don't know what's going to work in different vehicles or different mediums. It makes no sense whatsoever to have to go back to the drawing board each time you want to send out an e-mail or ad. Why not have a headline bank of already organized and powerfully stated headlines that you can go pull from as soon as you're ready to make a different offer or send a different message to somebody.

The master letter is the same kind of concept; it's a comprehensive document of all the things you want people to know about your business. In some cases, and especially in online marketing, you've seen these master letters. If you've been online, you've seen master letters in the form of sales letters. These master letters really give a very solid comprehensive overview of everything that is being available and offered; all of the value all of the uniqueness and bonuses and joint ventures and very specific offer for somebody to take advantage of. It's basically selling a person without having to take the time to speak with them.

Even if it's one of those long online sales letters, a person could go through that at their own leisure. A person could print it out, read it on Sunday, or log in next week. When they've gotten through it, they make the decision to take you up on your offer. We talked about the different offers, but bottom line is, you want to be able to take them though your message. A lot of that comes with effective copy writing and effective articulation of why you're different, better, and more unique than different folks.

So, the master letter is really just instilling the importance (in any business owner) of drafting the master document. When it's done, if you need a short e-mail, information for a newsletter, or an ad in a newspaper, you could go right to your master letter and you could start from there. This way, you're already 50% or 60% ahead of the game when it comes to writing what you're supposed to put in that tactical piece.

Again, go back to the beginning of this conversation. I said most business owners jump out of the plane initially and do tactical marketing right off the bat; they go out and make a newspaper ad. Well, if they had a master letter that had some headlines in it, had some education, and had some offers, it could have been spelled out. When it comes to writing an ad or anything, it's already done pretty much.

That's the value of knowing how to take the materials that you developed, organizing them into one master document, and then use that and dissect that as you see fit. Heck, it could be 70% or 80% of your website.

**Terry:**

So, when you're doing that, you're sitting down and creating a master letter that's going to include the headlines. I would that headlines are one of the most important aspects in any type of marketing or advertising. How would you go about creating good headlines that are going to stop people like a blue stop sign?

**Marc:**

That's a great question and there are a lot of practices for doing so. The bottom line is, you can never have enough headlines. Headlines come from all over the place; you can be reading or looking at somebody else's ad in a completely different industry and see something that gets your attention because it's something you're interested in and there's key words or key aspects or key hot button words in that headline that you can apply to your business. You can add that headline to your headline bank.

One thing that I would say is necessary is to develop the process of creating a headline bank or a depository of good headlines. That way, when you hear, see, or think of a good headline, archive it in this headline bank. One of the best places to get headlines is from your customers and prospects. When you do that interview process that we talked about in the beginning, you'll hear many good headlines. It's beautiful because they do all the articulate work for me since it's a prospect speaking of the product or service in their language so all I have to do is tweak it to make it more powerful or more engaging or more hypnotic.

Another way to improve or write headlines is using software that's available that has the top working headlines for the last 100 years built into the database so you could just key in some fields about your products or the details of your services and it will spit out 100 headlines. You still have to go in there and clean up. One of the applications is included free in the MYM On Demand program. When you get to session four, which is the session strictly on how to write headlines, we give you the opportunity to download that software as part of the program so you have that as a resource to help with your headlines.

It's not the end all be all, but it's a great start that helps automate the process so you're not looking at a blank sheet of paper all day long. The reality is that you just have to open your ears and eyes and stop thinking in a one-dimensional plane. When you hear something that's great, or when you see a blue stop sign in some other aspect, to follow the analogy, to take that blue stop sign and put it into your business or your messaging so that it can do the same thing from a different angle with your target market or prospects.

**Terry:**

While we're talking about headlines, can you give me some examples of the better headlines that you've created for some of your clients?

**Marc:**

One thing about a headline is that people say... "Is that headline too long?" or, "Is that headline too short?" The reality is, a headline is as long or as short as it needs to be to trigger the reticular activator to make somebody pay attention to the message that's about to follow. It's supposed to make them want to continue reading to learn the message.

I just did a campaign for a neurosurgeon here in the States who is a brain surgeon who has developed a diabetic dietary supplement that will help manage their blood sugar levels without having to have medications or prescription drugs. Diabetes is a real big issue and obesity in America is a real big issue right now, so really making sure that folks understand that this message is going to help them, and trigger the reticular activator of folks who either have diabetes or are concerned about diabetes is something that needs to be very effectively communicated when you are putting pieces of messages together.

One of the headlines that we came up with was, "Diabetes: the silent killer that's difficult to detect, prevent, and cure. What can you do about it?" For somebody who is concerned with diabetes or somebody who just came from their doctor's office and they said, "Hey, you have to manage your meal plan because you're prone to Diabetes," that headline phrases a question that will entice a person's brain to want to read the next line. It's not a yes or no question; that's something you don't want to do. If someone reads that headline and the answer in their mind is "no," they stop reading.

**Terry:**

Right, okay.

**Marc:**

So, you want to stay away from yes/no questions. The best questions to have in headlines are what questions and which questions. "Which are the best ways to... or "What can you do about...." In order to answer that, they have to keep reading your message. So, your effort to try to organize your headlines around different categories is important. What I just gave you is a category headline in the form of a question.

The other categories of headlines that you can take advantage of are news headlines, announcing headlines, or say things like "at last," "finally," or "introducing." These types of headline starters really help with news types of headlines. They are things that are about to give news information to somebody so that they can be aware of something.

"How to" headlines are good too. "How to prevent diabetes in 60 days guaranteed." These are the types of things that trigger the activator to pay attention to your message. "How to" is a very effective and powerful headline starter than you can use. I think in the course we detail about 18 or 20 starter categories as well that you can go through and we give examples of each of these. You can use these to get your mind flowing when it comes to creating these powerful interrupters to get your message listened to.

**Terry:**

Excellent. That's really cool. When we got our headlines in place and we got our ads in place, what other marketing tools can we create that would have a perceived value?

**Marc:**

Being able to organize or put together information that people can digest at their leisure is really what you should focus on. At the end of the day, somebody's going through and trying to decide if they should do business with a certain company or person and there's a threshold that everybody reaches and makes them say, "Okay. This is the right guy. Let me go ahead and go through with the deal right now." It's not necessary to drop so much information on them so that they have to call mercy and beg you to stop. A lot of businesses do that by sending out too many e-mails or sending out too much junk mail or calling too often; that's not what we're talking about.

We're also not talking about turning around and sending out generic stuff that's a waste of a person's time. We're talking about building a relationship with somebody from the very beginning so they get the perception that you care about what they need and are willing to offer the insight information and expertise that you have to help them make the right decision.

One of the things that I tell my clients when I work with them is that our whole attitude shows that we don't care if you decide to do business with us or one of our competitors. Our only goal is that we give you all of the information you need, mister prospect, to make the best decision for yourself. At the end of the day, if you decide that based on the information that you provide, that we're not the best service, we are fine with you going with someone else. We just want to make sure we've been able to help you make your decision effectively and appropriately.

That foundational believe that you take from that aspect beings to build that relationship with that prospect from the jumpstart. This means that they start to lower the sales barrier that they put up; if you send them relevant information that is relative to them, then the relationship starts to bud and take shape, and business comes from that.

Let me give you an example. First, let me say this: most folks say advertising and marketing in the same breath and they use them interchangeably. The fact of the matter is that they are two completely different functions in the growth aspect of your business. Advertising's job is one fold. That job is to identify or create leads for the business, so that when you put an ad in the marketplace, in whatever medium, the offer should be low risk enough to get a prospect to raise his/her hand and say, "That's for me... here I am... here's how to get in touch with me."

You want them to voluntarily give you their contact information. In some cases you start very low risk and ask for only an e-mail address, then you build more of a relationship with them and ask for more information about them personally or their contact information.

That leads me to my next point, which is marketing. Marketing is the communication side of everything. Once you know who these people are, then you can market to them, communicate with them, and start sending them e-mails, coupons and brochures and everything else you

have so you can communicate why you're better and more unique than everybody else that's out there.

So, you look at advertising as the way to interrupt, engage, educate, and make offers so that you can get leads in your marketing database. Once you get a lead, then you switch the flip to your marketing communication systems and you start communicating with folks on a regular basis. But, you don't send crap out to them or things that aren't relevant to them. What you need to do is find out stuff about your prospects and what's important to them, then organize follow-up materials that specifically relate to that.

In your case, if it was for your Business Professional site, if you run some ads, Google pay-per-click, or whatever, and you get leads in your database, and you send out an e-mail to everyone in your database that says, "I'd like to find out a little more about each of you. Click this link, and I'll give you this gift." Once they click on the link, there are a few more questions that they have to answer, like, "How quickly would you like to see improvement in your home based business?" "Are you looking at information products or affiliate programs?" Or whatever it is that you want to inquire about to find out more about your prospects.

Once you get that data in the system, now you organize your follow up materials accordingly so that the folks who have indicated interest in affiliate programs will get follow up marketing pieces related to how and why affiliate programs are so cool or so profitable or so great to take advantage of. For those folks who have indicated that they are interested in product marketing, you send out resources, links, tools, and marketing pieces that help them in that aspect. But, it all follows the marketing equation; every piece that you send out interrupts, engages, educates, and makes another low risk offer. So, you're constantly making low risk offers on top of low risk offers so ultimately, the person is interacting with you and the better the offer, the more you're asking of a commitment from that prospect.

When it gets to saying, "Put your credit card down," or "Do business with me," or "Pull your check book out," your offer has to be significant enough because that's the commitment level you're asking of your prospect. If your offer is for a free eBook, the commitment level is just to give your e-mail address. But, that relationship builds and grows so you can constantly learn more about your prospects. If you ask them five or six personal questions about what's important to

them, then you have to give them a better offer. Instead of a PDF, give them an audio or video file or something.

So, as you start to learn more about the people in your marketing database, you should have the right tools and technologies in place to help you separate and organize your online database. Then, in there you should be able to easily pick out who likes what things and give six or seven follow up e-mails that connect with what they told you they liked. That's for any type of business. They don't have to be questions about different products or different services you offer, it can be questions about what's important to them.

If you have a customer who redoes kitchens and bathrooms, maybe they want to know about tile. And you can show them that ceramic is better than tile or that tile is better than ceramic and show them why. Learn about your prospects and communicate to them about what they have indicated is important to them so your follow up marketing pieces have parts of your master letter embedded around the things that are important to your prospect. Your follow up marketing pieces all interrupt, engage, educate, and make another low risk offer.

**Terry:**

So, you're making them a lot of low risk offers. How do you get them to the actual sale of your product?

**Marc:**

Well, I say low risk because, for example, when you and I didn't know each other, there was no interaction. When we were starting to get to know each other, there was more interaction and the ability and interest in doing more together was more open to both of us. So, what was low risk before we knew each other is now just assumed. You could elevate your offer higher now that you have a relationship with somebody.

As they do more and take advantage of your next offer, it's a low risk offer but it's a higher risk than the last one because now the relationship is greater. This is because they know more about you and have shared more about them personally. They've maybe gone out and bought the low-end product that's \$5 that you have to offer before they bought the \$500 product. You're increasing the risk in each step, so in their mind it's still a low risk offer.

**Terry:**

Okay, so it's a low risk offer but it's going up step by step.



**Marc:**

It might be three or four, depending on how significant your deal is. Another thing I want to say, that I tell my clients about is especially if they have an expensive product or service that requires some thinking to have a client make his or her decision. When a prospect does business with you for a product or service, and that prospect or new customer is happy with the services they've received for the money they paid, in his mind he's a customer, even if he paid \$10.

So, if someone spent \$10 on something that you said was worth a gazillion dollars and they say, "Wow, this is worth \$10. I'm glad I took advantage of this low risk offer and got this thing for \$10." Even though you're trying to sell them a \$500 product later on, that \$10 transaction, in his mind, means that he's a customer. The relationship with you has been elevated and they trust you significantly more than they did when they were just receiving your e-mails.

Putting lower offers to help folks get comfortable with doing business with you is something that might be a strategy that a company, business, or employer should look into. You might not be trying to make any significant money from these low risk offers, but you're just trying to communicate with the prospects and show them that when they do business with you that their dollar gets a lot of value. If you spend \$5, I'll give you something that's worth \$50. When you see it, you'll agree. So, when I share with you something that's \$500, you'll agree that it's worth ten times that as well.

So, that's another example of elevating your offers, but keeping them very low risk.

**Terry:**

That's fantastic. That's the first time I ever heard putting it into that perspective. That's just fantastic. Another thing that crossed my mind when you were talking about the low risk side of things: we've covered a lot of different aspects, whether it's ads or flyers or e-mail or TV or radio... how do you go about deciding what you're going to use when it comes to the tactical side of marketing? Do you go with ads, do you go with flyers, do you do e-mail? How do you decide where to focus your energy and put your money?

**Marc:**

That's a great question. The short question is you take the MYM On Demand course, because in session seven we focus on tactical vehicles



that a business can use. We broke them down and shown every single vehicle that you can use. I'm not saying that we have every newspaper, but a newspaper is a vehicle. Direct mail, telemarketing, Yellow Pages and websites are all vehicles too. Identifying every single solitary advertising vehicle that you can utilize is one of the resources that you get in a download on the MYM On Demand course.

That's the beginning of the answer; you start with this as a checklist and you lay out all these different resources in front of you. Then you do what I call giving everything a relative importance. Look at and determine what other folks in your industry are doing in the form of marketing, whether they're big or small, just so you can get the idea of if it's something that you should even consider.

For example, if you sold pizzas, you'd definitely want to consider being in the Yellow Pages. Irrespective of anything else that you're doing because everybody else who's selling pizzas in your neighborhood is in the Yellow Pages too. So, that's the first starting point. The next step would really be to look at your financial situation to determine what feasibly makes sense. Then, role out very manageable and doable tests so that you can determine, as long as you followed what we said earlier which is tracking which vehicles are getting lead responses for you appropriately.

So, when you pass out a few flyers, you can track them and determine if that interrupting, engaging, educating, offer based flyers are generating that response that you need in order to justify doing it on a larger roll out. If you're doing direct mail or pay-per-click, it's the same thing.

Start with the big checklist and start with every option out there for you, then turn around and do manageable tests that you can actually run for a couple days or a month, then you can see how many leads you generate. Again, we're talking about leads, not sales, because this is advertising. If you were able to generate X number of leads, you know what your lead ratio is so you can determine how much you're investing in that vehicle to generate a new lead for you.

It's your marketing's job to convert that lead into a sale. It's your salesperson's job or the owner's job to just be there to close the deal. When you communicate when you have the master letter and you've broken down that letter to ten different e-mails that you're going to send out to people on a periodic basis or put them into PDFs or fliers

or whatever, your marketing's job is to help convert those leads into sales.

The first thing you want to look for is what vehicles or mediums generate the leads for you. Then, from there, find what marketing pieces help you make those leads into customers more effectively. Again, if you string along everything we talked about, you have low risk offers so you start getting them close to you and trusting you. Elevate the risk along the way then you can kind of stage and see that maybe when the person receives the fifth offer from you that they've already bought a \$10 product and now they're a customer and now they're going to get the offerings and marketing pieces that offer the much larger product or service that we have available for them.

They might get the phone calls personally from our sales team or something like that, where before, you wouldn't waste any time calling prospects that are just ticking tires, let them go through your marketing process and let them take advantage of all of your offers so they can elevate themselves to a point that justify you reaching out and talking to them personally or taking an order personally.

Once they've done that or made some phone calls or clicked things online that you wanted them to, then they deserve getting that much higher response or personalized touch from you. If you're out just marketing your product or service to your marketplace, you want an automated system that helps you identify those interested leads. Then, you can help them at their leisure turn into interested qualified prospects/early customers. Then, you get involved manually or personally helping them become closed deals.

**Terry:**

Fantastic. I think, Marc, you've given us now almost two hours of word for thought. It's just absolutely amazing information. You've covered everything in respects to strategic marketing down to tactical marketing, and specific examples. I can't think of anything you didn't talk about. Just before we wrap up, are there any last words of wisdom that you have that you'd like to share with us?

**Marc:**

Before I share any wisdom, I don't even know if I have any major wisdom at this stage; I'm not old enough to be wise. I've got a lot of experience, bumps, and bruises. I'll tell you when I become about 85. My grandfather passed away last year and he was 89 years old. That

was a gentleman who was definitely wise; he had a lot to share and had a lot of insight.

Let me just say this with regards to the online training program that I didn't get to say earlier. With the MYM training program, it's about five and a half hours of comprehensive, strategic, and tactical teachings for improving your marketing efforts. It's broken down into ten 30-minute sessions. There are two components to each session. The first is the television quality broadcast type video that's married with a synchronized PowerPoint slide show presentation.

The viewer doesn't even need to hit the next button or anything of that nature, they just watch the video presentation of the presenter and the PowerPoint slides, which are to the left of the presenter screen on your browser, will automatically change and update appropriately so that it's right on time with whatever is being discussed with the presenter. It also comes with about 50 megabytes of downloadable resources, tools, checklists, software, and audio files so you have the tools that you need to design and develop your strategy.

If you put a little binder together, you could fill out some of the discovery questions and checklists that are out there and the questions that you need to ask your customers and prospects. You can organize your headline bank using the other tools that you have so you can literally put your whole marketing binder together by using these downloadable marketing tools and resources that we make available.

The last thing to note about the course is that it's designed to take a person through it from beginning to end and not let you jump around and think you've got it until you actually get it. What I mean by that is, at the end of each of the ten sessions, there's a knowledge quiz that you must pass with a 75% or greater before the next session will be unlocked for you.

We're actually using the same classroom technology that colleges and universities use when they push their curriculum online so that the students can't jump ahead to the final exam without going through all the stuff throughout the semester. The same is true with this course; you can't start writing headlines, which is session four, until you've gone through and successfully understood session three, which is how to interview and determine what the hot buttons of your target market are.

After that you've got the resources in order to write effective headlines. So, you start as session one, you go through each session, when you're done with each session, you do your knowledge quiz. It's like a DVD so you can pause, fast forward, rewind, and then move on to the next session.

At the end of the final session, you will get an electronic certificate of completion. That basically enables you to have a couple of complimentary hours with me or somebody in my team to discuss your specific strategy and what you learned from the On Demand training program so you can get off on the right foot. It's our way just to make sure you don't just get a video training program, but you also get to chat with somebody live about what it is that you're trying to improve on. We'll look at some of your headlines and critique some of your ads and throw out our advice to make sure you're getting off on the right foot.

**Terry:**

That's super.

**Marc:**

I just want to make sure everybody understands that it's a video course and an interactive multi-media course that has four or five different presenters, ten different sessions, tons of stuff to download and also comes with some personal attention at the end as well, just to make sure that everything is moving along in the right direction for him or her.

**Terry:**

Just to add my two-cents for you, when I took the course, I graduated from college with an advertising degree, and it was a two-year, extremely intense course that included advertising and marketing. When I went through your course, I felt like I was going through a condensed version of my advertising courses. It was so full of information... I actually had to take three of your tests three times before I got through. I had to keep going back and reviewing the information. It is an absolutely fantastic course on marketing.

**Marc:**

Thank you very much; that means the world to me. We spent a lot of time trying to pour what we knew into something that was easy to digest, that we could chunk as I mentioned, and that we could have folks actually walk away with some real world tools that they could start using in their business immediately.

For example, we talked about your 60-second elevator script. If you put a 60-second elevator script together for your business that interrupts, gages, educates, and makes an offer to people, the next time somebody asks you what you do, you run into your 60-second elevator pitch and they say, "Oh, that's interesting, I want to take you up on that offer." You just have to lead.

**Terry:**

Exactly.

**Marc:**

And it costs you nothing. That's a tool that we have a whole template for, a whole bunch of different scripts you can use and to pop in your hot button and copy so you can get off on that right foot. It's not about spending more money to get more results, it's about leveraging the assets that you currently have in your business and being able to generate the larger returns from the resources you're currently invested in.

**Terry:**

And that's important... instead of going out and spending more and more and more.

**Marc:**

And a lot of folks do it; they feel that if they spend some money that they're doing something. It doesn't equate to more money in their bank account, so it makes you wonder what they were actually trying to do.

**Terry:**

Exactly. It makes them feel better.

**Marc:**

Exactly.

**Terry:**

Well, I really appreciate all the time you took to be with us, Marc. And thanks for all of the amazing and phenomenal information you provided for us.

**Marc:**

I'm going to give out one other website. I've been a little negligent in keeping this up, but I'm going to get it going as soon as I've organized

a couple of things. As a matter of fact, I want to do the same thing and interview you on The Business Professional for my complimentary, free marketing resource website. The address is [www.howtoincreaseprofit.com](http://www.howtoincreaseprofit.com).

It's really a podcast blog. I have some podcast shows up there with more information about interrupting, engaging, educating and offering, and how to determine what important hot buttons are for folks, and just more audio resources that people can listen to. There are also links to the MYM On Demand training program, so that folks can go ahead and sign up there. But you can also sign up at [www.MYMondemand.com](http://www.MYMondemand.com) for the online training course.

**Terry:**

Excellent. Well, you've been listening to Marc Gamble from [www.MYMondemand.com](http://www.MYMondemand.com) and [www.howtoincreaseprofit.com](http://www.howtoincreaseprofit.com), and myself, Terry Telford from [www.thebusinessprofessional.com](http://www.thebusinessprofessional.com). Thanks very much for your time.

It's Your Niche is sponsored by:

**Terry Telford Communications Inc.**

Helping Small Business Owners Communicate Like Big Business Owners

<http://www.TerryTelford.com>