



**(A Step-by-Step Guide For Selling Anything To Anyone)**

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## Introduction

Hello, my name is Louis Gamble, chief marketing strategist at Brainwave Media. I want to take this time to personally thank you for reading this marketing blueprint.

In it you will find ultra-powerful techniques professional marketers use to produce measurable results and **add dollars to the bottom line.**

I've been called a "Human Idea Machine" by clients because in one conversation I can usually come up with about 3 to 5 creative ideas to attract more customers or create additional revenue streams for their business.

At the end of this guide, there is an invitation for you to experience a free 20 minute strategy session for yourself.

During our phone call, I will answer any marketing questions you may have and offer insights that will help you map out a battle plan for greater business growth and profitability.

Brainwave Media specializes in creating ROI-driven marketing campaigns and automated customer retention systems for entrepreneurs, small business owners and practice professionals.

If that sounds a bit convoluted to you -- it essentially means one thing:

***We help businesses - get More customers -  
To spend More money - More often!***

There's no question, the ways to effectively market your business is

changing at a breakneck speed.

In the past you could do well with newspaper, radio, direct mail, and Yellow Pages advertising.

The next thing you know, it's all about being on the web and getting hits, clicks, and eyeballs.

Fast forward a few years and it's all about social media. Now, the big thing is how the mobile revolution will lead the charge in customer engagement.

Despite all these changes and available mediums in which to reach new customers, there are core marketing principles that are battle tested and proven to help you, as a business owner, achieve your ultimate goal -- which is to make a sale.

With respect for your time, I will share these principles with you in this concise, step-by-step, easily digestible guide.

The following principles have worked time and time again, and have made many business marketers successful beyond their wildest dreams. They should be at the foundation of all of your marketing efforts from this day forward.

It is for that reason, this guide is called the "Sure-Fire Business Marketing Blueprint".

It will provide a solid foundation to help you fix all of your marketing problems forever... so let's jump right in.

## **Step 1 - How To Create The Secret Weapon That Will Make Your Competition Virtually Disappear**

The first surefire technique to put you head and shoulders above your competition is to clearly define the value your product or service will provide to the marketplace.

The development of such a message is one of the most important things you can do for your business.

This message is called a USP or Unique Selling Proposition, and its goal is to explain to your prospect:

***Why they should buy from you as opposed to buying from your competitor... or even buying nothing at all?***

Here's how to create your USP:

- Start by making a list of every feature and benefit you can identify that makes your business, product or service uniquely different from whatever else is available in your marketplace.
- Once you have your list, think about which features and benefits provide the most value to your customer and craft a message that explains why.

If you cannot think of anything unique because you and your competitors pretty much offer the same thing, then here's what I do to help clients create their USP's...

My go-to weapons are:

- **The irresistible offer** - an offer so good that anyone even remotely interested in what you are selling would be a fool not to buy it from you!
- **The iron-clad, no-hassle, no-headache, money-back guarantee** - this type of guarantee totally removes all the risk and reservations a prospect may have about doing business with you.

By implementing USP's like these, the value is immediately apparent to your prospects because **everyone loves getting a great deal and no one wants to get ripped off!**

The most effective USP's I have manufactured for clients have actually combined the irresistible offer with an iron-clad guarantee to make it an absolute no-brainer for their prospect's to do business with them.

Once your USP is defined, refined and proven to work, it should be the only message broadcast in your advertisements.

If you offer multiple products or services, feel free to develop a USP for each individual item.

The process of creating the "perfect" USP may take some time, but this primer is enough for you to get it done and hit the ground running.

Don't worry about getting it perfect for now -- just describe the value your product or service provides as best as you can and get it out there. Truly interested customers will eat it up.

Also, you can be sure none of your competition will take the time to

differentiate themselves like this because:

1. They don't have this information and don't even know what a USP is, much less know how to create one...

or

2. They will be too lazy to actually sit down and do it even if they did know.

In either case, make sure you take advantage. When the time comes for your prospect to make a buying decision, they won't even notice your competition and head directly to your business!

## **Step 2 - How To Target Your “Dream” Customer With The Accuracy Of A Heat Seeking Missile**

We have been discussing prospects, clients, patients and customers so now its time to identify exactly who they are.

Looking at your list of features and benefits, who do you feel will benefit the most from your products and/or services?

You want to figure out who your best prospects are so that you can make ads that will target them like a heat seeking missile.

Let's say you were a cosmetic surgeon and after performing a few procedures, you found yourself with a blinding headache.

You go to the local Walgreens, and as you're perusing the aspirin

aisle, you see a box with the following:

*“Fast Acting Headache Relief Tablets ”*

*...specially formulated for today's busy cosmetic surgeon.*

How would you feel? What would you think? You would probably flip head over heels for such a well defined solution and undoubtedly buy it...and if it delivered on the promise of headache relief -- that company now has a customer for life!

When you create advertising that specifically targets your ideal prospect, it will resonate with them and they will have a similar reaction.

So to get the brain juices flowing, here are some points to consider:

- What kind of customer would you best like to serve?
- What kind of person are they?
- Do they have a certain predisposition?
- What kinds of challenges do they face that your solution solves?

What you are doing in effect is creating a “dream” prospect profile. One of the fastest way to construct your prospect profile, is to look at your business.

Who are your best current and past customers? What are their characteristics and qualities? Are they men -- women -- old -- young -- middle aged -- married -- single -- family -- no kids -- many kids -- moms -- dads -- grandparents?

Where do they live? What are their beliefs? What organizations do they belong to?

A simple way I help clients nail down their dream prospect profile is to think:

- Geographically - location, proximity, town, county, city, state
- Demographically - gender, ethnicity, age, disabilities, income, etc
- Psychographically - attitudes, values, fears, beliefs

It is very important to answer as many of these questions as you can because it will help you hone in on exactly who your “dream” prospect really is.

In addition to the above qualities, your ideal prospect **MUST** also be someone that wants or needs your product or service, has the authority to make a buying decision, and has the ability to pay for it.

### **Step 3 - How To Make Your Advertising Leap Off The Page And Grab Your Prospects By The Throat!**

If you don't know the key ingredient to creating kick ass advertising, I will tell you what it is right now -- it's all about the copy!

Unfortunately, we don't have time to discuss every nuance of great copywriting, so I will give you a short cut.

And truthfully speaking, a full discourse isn't really needed for you to kick your competition's ass because chances are -- their advertising sucks!



You already have the edge with your USP and your customer targeting, so now we will add another lethal weapon to your marketing arsenal.

I tell clients all the time...

*“If you do not change any other aspect of your marketing, please do yourself a favor and at least implement this one thing -- from this day forward, put a **headline** on every single ad you create!”*

To further emphasize how critical this advice is, here are 6 killer reasons why you should use a headline in all of your ads:

1. Headlines are natural attention grabbers.
2. Headlines are responsible for more than 80% of the effectiveness of an advertisement.
3. Headlines tell your ideal prospect the benefits they can expect from your product or service.
4. Headlines allow you to deliver your biggest bang upfront.
5. Headlines create anticipation and stimulate interest.
6. Headlines drown out the noise of your competition and gives your advertisements the power to stand out.

I'm sure, by now you get the point. So let's dive into exactly what a headline is and how to construct one that will make you some money!

In the simplest explanation, a headline is an “advertisement” for your advertisement.

Your headline calls out to your prospect and says...“Hey look at me, I have that thing you are interested in. Come and buy it here!”

In an effort to give this whole headline business more clarity -- let's look at the headline champs of the world and figure out why they use them, and more importantly, how you can adapt them for your purposes.

## **The Headline Heavyweight Champions Of The World**

The undisputed, pound for pound, headline champion of the world is by far the Newspaper.

Their entire business model is based on the use of headlines. Think about it, how do you decide which articles in the newspaper you want to read?...*By the headline of course.*

If the headline sounds interesting, then you will skim the first paragraph and if it really grabs you, then you will continue to read the entire article.

Well it is the same way with your advertisements. A reader will see the headline and then skim your next few lines to see if it is of interest to them.

### **Here's an example:**

*"30 Year Old Mother of 3 Drowns Her Children, Then Kills Herself...  
Suicide Note Blames Cheating Husband!"*

*or*

*“Lindsay Lohan Crashes Porsche SUV Into Party-Goers Outside  
L.A. Night Club... Police Say Illegal Drugs Were Found In Her  
Vehicle!”*

Newspaper headlines like these are very common and they grab the attention of millions of readers everyday. If it didn't work, you could be sure the newspapers would have stopped using them decades ago.

Next up, is the number 2 ranked headline heavyweight champ of the world -- the Magazine.

Like newspapers, magazines use headlines to draw you deep into their pages, but not all magazines wield this seductive sledgehammer with equal force.

Without question, the top contenders among magazines are the battle tested brawlers that duke it out toe-to-toe with customers at the checkout counter -- the gossip rags, the tabloids, and the glamour mags.

These brutes are the masters of the headline because in a split second they have to convince you to pick up an item you had no intentions of buying.

Their headlines are the most compelling and usually involve some kind of mystery, shocking discovery, or life enhancing instructions.

**For instance:**

*“The Amazing True Story Of How An Out Of Work Mother Of 3  
Struck It Rich In The Stock Market...Without Prior Trading  
Experience and Only A 6th Grade Education!”*

*or*

*“4 Foods You Should Be Eating Twice A Day To Permanently  
Blast Belly Fat and Drop 3 Dress Sizes In Fourteen Days!”*

These headline examples may be a bit too sensationalistic for your business, but the point is to pay attention to the format and style.

People are accustomed to responding to headlines like these so use human nature to your advantage.

Here’s a simple test to see if you have a kick-ass headline or a dud. If your headline can be inserted in the classifieds with only a request to call in for more info, and still make sense, then chances are you have a winner.

Here’s a good headline:

*“Get More Customers, Clients or Patients In One Month  
Than You Currently Get All Year!”  
for more info call 555-5555*

Now here's a "not-so good" headline:

*"Flabby Frank's Bowl-O-Rama"*

*for more info call 777-7777*

Which one do you think will attract more prospects? Which ad do you think a customer would be more inclined to ignore?

Now imagine you had your "dream" customer profile and used it to target your prospect specifically, can you see how powerful that would be?

For instance, you sell a face cream for women over 40 with wrinkles, here's what your headline might look like:

*"Are You A Women Over The Age Of 40 and Concerned About Wrinkles?*

*Now You Can Look 20 Years Younger -- In Just 30 Days... With The Most  
Advanced "Wrinkle-Eliminating" Face Cream On The Planet!"*

*To order your free trial call 555-3333*

Do you see how effective this ad is? If you used it, it would eliminate all the tire kickers and time wasters, and attract only the customers you wanted to spend money with you.

Take time to craft headlines that are clear about what you're offering, how your product or service can be of benefit, and is specifically targeted to the prospects you want to attract...

Then use them in **EVERY** single advertisement from now till doomsday!

## Step 4 - How To Get The Biggest Bang For Your Marketing Buck

Time for the moment of truth my friend.

This is the part where the rubber meets the road.

You have created a masterful ad with a great headline, a USP, and you have targeted exactly who you want to deliver your message to.

Despite all of this, there's still one last thing...

You need to know how the market will respond to your campaign!

The only 100% correct answer to every marketing problem can be summed up in one word... **TEST.**

Fortunately, I have given you have a formula that has already been tested to put you on the fast track to profitability.

But regardless of the results you get, you always want to try to improve upon it and get the most bang for your buck.

This is where tracking becomes crucial my friend. Tracking basically means that you will measure each and every advertising campaign -- and its various parameters -- individually for their effectiveness.

You want to know if an advertisement in a particular medium equates to cash? If it doesn't, the first thing you should ask yourself is:

*“Is this medium truly reaching the target audience I want?”*

If it does, then you will want to find out why the campaign isn't working, and try to fix it. It could be your copy, pictures, color of page or fonts... but most of the time, it's usually the USP or offer.

Now obviously, some campaigns will do better than others, so what you do when you get a performing campaign is what the marketing pros call “split test”.

Split testing is taking a working version of your ad, called the **Control**, and incrementally try to improve its performance by changing one aspect of the ad, such as the headline, offer, copy, picture, etc. If the new ad produces better results, then it becomes the new Control.

Theoretically, this process can go on indefinitely, but most marketers stop split testing when they get very profitable results or move on to the next promotion.

Just using this one technique will guarantee you get the most from your ad budget.

Eventually, you will get to the point where you are getting far more customers for far **less money**.

You will know exactly which mediums produce customers and which ones don't so you can stop wasting your budget on them.

Ok, so now that you know what tracking is about... I should probably tell you how to do it.

Here are 5 simple ways to track your marketing campaigns:

1. You could ask your caller or visitor how they heard about you and what motivated them to come to your business. (This may not be the most reliable method...but it's better than nothing)
2. You could use specific phone numbers for each ad, medium, or offer.
3. You could use coupons with special codes to identify which ad, media or campaign elicited the response from a customer.
4. You could offer different products in different media and track the response of the various ads and campaigns.
5. And my personal favorite... you could send customers to special landing pages on your website that corresponds to an individual ad, offer, or campaign.

There are countless ways you can get creative when tracking a campaign, but the 5 above will work for almost every business.

In my experience, tracking using specific phone numbers and special web pages are the most reliable and effective.

I usually couple these methods with some kind of data/lead capture and this allows my clients to market to this prospect again in the future without the expense of creating a whole new campaign.

Although setting up this kind of automated system requires some technical experience, it is by far the most effective way to squeeze every ounce of power out of your advertising budget and dramatically increase sales!



## Conclusion

Ok, our time together has come to an end. I hope you have found this blueprint informative and ultimately use it to create profitable marketing campaigns.

As promised, below will find your personal invitation for a free marketing strategy session. I really hope you take advantage of it and I look forward to speaking to you soon.

Have a prosperous future!

### **Your Personal Invitation For A Free 20-Minute Marketing Makeover...**

#### **“Get A Professional Marketing Battle Plan Custom Created For Your Business... Absolutely FREE!!”**

If you If you would like help putting together a killer strategy for attracting more customers, clients or patients, here’s your chance to walk away from a free 1on1 phone consultation with the answer to your most pressing marketing questions and a battle plan you can readily deploy.

Our conversation will begin with me carefully listening to any questions you may have about your marketing efforts and the advertising goals you wish to accomplish.

I will then gather your feedback on a few areas I deem critically important in helping me diagnose the situation and then prescribe, what I believe to be, the most effective solution for getting you on track to achieving your objectives.

My aim, by the end of your FREE Strategy Session, is to provide you with a custom battle plan that helps you reach your marketing targets.

## **But Here's The Catch...**

Out of respect for your intelligence, I think it's only fair I explain why I am making such a seemingly generous offer.

I have a very frictionless process for identifying clients who will benefit the most from working with my company.

Our conversation and designing of your outline will give us an opportunity to feel each other out under working conditions.

When it is all said and done, we will have 2 options:

- We can explore the possibility of further working together to implement your new marketing prescription...or
- You can take your battle plan, put it into action for yourself and we part ways as friends.

Hopefully you will still consider me a valuable resource, but either way -- you can't lose!

Obviously, because of the complexity and the hands on nature of the work involved, I can't work with everyone I speak with, and only accept a certain amount of new clients every month.

I also have a "Competitive Lock-Out Policy" that precludes me from working with some businesses altogether.

## **Here's How My Clients Lock-Out Their Competitors...**

Once a client decides to retain my services and a plan of attack is mapped out, in my opinion, the goal is nothing less than **total and complete market domination**.

To show my commitment to the objective and to my clients, I never work with the same type of business in their geographical area. (For instance, if you are a

dentist in Piscataway, I won't work with another dentist in that town.)

If my client conducts business in a larger area such as New York City, Chicago, or L.A., then I will let my client name two or three competitors they want shut out of working with me.

That means no solicitation, no free training materials, no strategy invitations -- nothing!

If I have already began a relationship with any of the named competitors, and they are not yet paying clients, I immediately shut down communications and freeze them out.

After all, why give the competition the same heavy artillery we are gonna use to explode your profits?

The “lock-out” agreement is in effect for as long as the client and I have a working relationship and becomes void when that relationship is completed.

### **So Here’s How You Can Get The Ball Rolling...**

If any of this sounds of interest to you, here's what I would like you to do next...

Follow this link and [REGISTER HERE](#).

You'll be asked to provide your contact details and schedule a time for your FREE Strategy Session.

You will also be asked to answer a few questions which will allow me to properly prepare for our conversation.

Don't delay, click the link and [REGISTER NOW!](#)

Thank you for your time and I look forward to speaking to you soon!

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