

Marketing Message Toolkit

A GUIDE TO CREATING YOUR DIGITAL
AND DIRECT MARKETING MATERIALS



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How to Sell More of Your Products and Services

Much of what I am about to share with you I learned in my early twenties and some from a lovely gentleman and successful marketer Fran Kern. Creating an amazing offer that you customer will love is easy when you break it down into a simple framework and that is what you and I are going to do now. So, when would you want to use this type of an offer? Here are a few suggestions for you that I use myself in my own business and yes, you can use this offer structure both online and live. It works regardless if your business is a traditional brick a mortar, you are a public speaker or author, or you conduct your business solely online. The framework for a great offer is always the same and can be used to help you in multiple situations. Here are a few suggestions to get you thinking.

- Improve your conversions from your sales or promotional videos and ads.
- Improve your conversions from your live streams or webinars.
- Improve the effectiveness, quality, and feel of your sales letter so that your customer enjoys listening to your sales pitch instead of it feeling like it's tacky and insincere.
- Instill greater confidence if you have ever felt uncomfortable closing a sale.
- If you sit down to write sales copy and have no clue how to begin or have mindset issues around asking for a sale

This quite simple yet effective offer framework will empower you to rethink the way you sell your products and services, improve your conversions, and transform making a sale into a more enjoyable process for you and your customers.

As we all know, people like to buy things. A healthy economy is predicated by vast amounts of people buying things. We celebrate the purchase of the latest fashionable whatever, as if it were a legitimate accomplishment of some sort. She with the most exclusive designer label handbags wins. The same is true for "boys and their toys", except theirs tend to be more expensive. We all like to buy and that is fundamentally in your favor.

The difficulty is that we as entrepreneurs have also been told that "selling" is somehow bad which immediately takes me to one specific question and that

is, “If we don’t sell how is anyone else going to buy”? We don’t actively sell because we don’t want to make our customers feel pressured and end up resenting us. You know the old saying, “People love to buy, but they don’t like being sold to”. The truth is, it’s not the selling that is bad, it’s the way you go about doing it that can be disastrous for your brand and your bottom line, and we don’t want that. So, I am going to break down this remarkably simple offer framework for you into two main sections, and then we will go deeper into each section with some actionable tools you can use immediately.

How You Think About Selling



Like with everything else, the first place we must start is your mindset. Nothing else you try will be of any value to you if you are not mentally in a good place when it comes to closing a sale and there is definitely a right way and a wrong way of doing this. Selling your products and services should always be about offering your customers your solution to their current problem and exceeding

their expectations by providing tremendous value and service. It has nothing to do with cajoling, maneuvering, or trying to manipulate your customer into buying something that they don’t really want or need.

FEAR: Often the biggest personal obstacles we face is our own fear of how our customer will react if we offer our products and services. What if they react negatively? What if they become annoyed or even upset with us because tried hard to close the sale and maybe it was a little too hard? If you have been selling anything for a significant length of time, I am sure you have had the experience of customers who were a bit unkind, I know I have. The internet has added a new element to this situation and if you sell online you need to know that there are people out there who are simply impolite and unkind. And then, there is the concern that the person you are selling to may say no. Guess what? It happens, a lot. In fact, most people will say no to you and that fear of “No” has crippled more than one entrepreneur. So, let’s address each of these concerns you may be facing, and I will share with you what has worked best for me and the entrepreneurs I work with. If

you are concerned how your audience will react to you when you try to make a sale, I have an amazingly simple and yet very effective approach.

Rule Number 1:

Do not be a jerk when it comes to selling your products and services.

Likely, if you are not being a self-serving jerk, your customers are most likely not going to become annoyed. If in fact, your approach is friendly, and you are genuinely helping your customers by providing real value before you make the sale then the risk of your audience becoming upset or annoyed with you is at a minimum and you can genuinely and intentionally ignore that little fear monger running around in your head. This little gremlin is stopping you from reaching your fullest potential and success, so it is time to give it the boot!

Now, are you ready to hear something shocking? If you are not doing your best to sell your products or services to the very best of your ability because you are afraid of how your audience may react or if someone might say something unkind about you on the internet, I have a news flash for you. It is like you just sat down and wrote them a check for all your potential profit. Letting the fear that someone may not like you or may say something negative about you on social media keep you from selling to the very best of your ability is just like witting down to your desk and writing out a check to "Fear Gremlin" for the sum of (potential lost profit and success). Are you truly willing to do that? No? Great! Here are some actionable steps you can take.

Step 1: Only Preach to Your Personal Choir.

People who do not enjoy what you do, who do not think the way you think, who don't like the selling of products or services, who are uncomfortable with new, innovative, or different than what they have been used to in years' past, are not your choir. Or those people who simply do not currently have a need for your products or services are not your choir and are not going to be excited about you or your offer, no matter what. You can be the friendliest person, provide the most value and exceptional customer service. It still won't change their mind about you if they don't believe what you believe. If they don't think the way you think and value what you value. They are not a part of your personal choir, won't become your customer, are a waist of your time, effort, resources, and will just consider you annoying.

Instead, your focus should always be on delivering your value and sales presentations to those people who will already be predisposed to want to

buy what you are offering. These people are your choir. They think like you think. They value what you value and believe what you believe. So how do you do that?

The most effective way is to speak directly to those who would be in your choir long before they ever see your sales presentation and the most effective way of doing that, is through your messaging. This could be in the copy on your website or in your advertising. It defiantly should be in the value you offer before your sales presentation. You do this by effectively communicating *why* you do what you do and how what you do or what you offer will positively impact your audience's lives. People who resonate with your message are your choir, but most importantly, they are your choir by their own choice. People rarely get mad at you for their own decisions.

Let me give you a more personal example. As you know, I like to create and sell tools that empower women entrepreneurs and small business owners to become more successful, financially independent, and enjoy more freedom and options in their personal lives. That is why I do what I do. People who are uncomfortable with a woman being financially independent and autonomous over her own life and personal choices are not going to be great fans of my work. They have some control issues and notions that are going to make them very unhappy with me and what I offer my customers. There are also going to be people out there who are looking for a quick fix or an easy solution to their financial woes. They are not going to be happy with me either because they are not willing to do the work of building a lasting and successful business. Sorry, but no lottery tickets for sale here. These people are defiantly not my choir.

On the other hand, my ideal customer is highly motivated and committed to the process of building a successful and sustainable business that will provide her and her family with the peace of mind of financial security that will in turn, offer her personal freedom and the option of choice in her personal life. She values this so much that she is already in my choir and predisposed to be my customer. If you are only preaching to your own personal choir you will only be selling to those who are already think the way you think, value what you value, and are predisposed to buy what you are offering, provided it is of real value and you are operate with the highest level of excellence.

Step 2: Repel From The Beginning

Those people who are not a part of your choir are best avoided. You can successfully do so in your messaging copy and in your advertising targeting. You are effectively repelling those people who would not want to buy from

you. Repelling those who do not like what you do and why you do it. Who do not believe and value what you believe and value. Now, here is the tricky bit. Repelling certain groups of people and not being a jerk isn't really a great fit, because to repel people often means that you are going to offend someone. Here is the interesting bit. The more you repel those people that you do not want to attract, the more automatically and magnetically you will draw towards you those who you do want to attract. You will create your own personal choir of people who think like you think, believe in why you do what you do, value what you value, and because of it are already predisposed to buy your products and services.

You don't have to be confrontational about it if you don't want to. If your messaging is done well enough a good portion of proper repelling will happen automatically. And, if you are like me and prefer to spend your time being kind and friendly, that is a good thing. However, there may be times when a more confrontational approach in your advertising or messaging may be required and that is perfectly fine as well. If your message is polarizing, the people who are in your personal choir and are predisposed to like and buy from you are going to like you even more because you are being clear on who is in your choir and who is not.

So, if I were to be polarizing in my messaging, but do so in a positive way I would state very clearly what I value and why I do what I do. Then I would state who exactly my products and services would benefit and why. Finally, I would underscore my message by identifying our mutual "enemy" and why. I will take a quote from above as an example.

"I like to create and sell tools that empower women entrepreneurs and small business owners to become more successful, financially independent, and enjoy more freedom and options in their personal lives. That is why I do what I do. People who are uncomfortable with a woman being financially independent and autonomous over her own life and personal choices are not going to be great fans of my work. They have some control issues and notions that are going to make them very unhappy with me and what I offer my customers. There are also going to be people out there who are looking for a quick fix or an easy solution to their financial woes. They are not going to be happy with me either because they are not willing to do the work of building a lasting and successful business. Sorry, but no lottery tickets for sale here."

That paragraph is an example of repelling or polarizing. As you were reading it you most likely had one of two reactions. One, "Yes! That is just how I feel!" or you were annoyed and/or offended. The positive effect of this is that your ideal customer or "choir" is galvanized to you and those

who would never be open to buying from you anyway realize it immediately which save you both a lot of time and frustration. It allows you non-buying audience to recognize you are not what they are looking for and continue to move in a different direction that will be of better value to their own needs and wants. While those who do share your values and beliefs are going to feel an even greater bond with you which begins to build trust which makes closing your sale easier.

I would like to offer you another take I learned from Simon Sinek. He has a inspiring book out called "[Start With Why](#)" that I highly recommend and a great [TED Talk](#). Here is part of an excerpt that explains my preferred approach perfectly.

"Why, How, What. This little idea explains why some organizations and some leaders are able to inspire where others are not. Let me define the terms really quickly.

Every single person, every single organization on the planet knows what they do, 100%. Some know how they do it. Whether you call it your differential value proposition, or your proprietary process, or your USP (unique selling point). A very, very few people or organizations know why they do what they do. And by why, I don't mean profit. That is a result. It's always a result. By why I mean, what is your purpose? What is your cause? What is your belief? Why does your organization exist? Why do you get out of bed in the morning and why should anyone care?

As a result, the way we think, the way we act, the way we communicate is from the outside in. It's obvious. We go from the clearest thing to the fuzziest thing. But the inspired leaders and the inspired organizations regardless of their size, regardless of their industry all think, act, and communicate from the inside out.

Let me give you an example. I use Apple because they are easy to understand and everybody gets it. If Apple were like everyone else a marketing message from them might sound like this. "We make great computers. They are beautifully designed, simple to use, and user friendly. Want to buy one?" Meh...h...

And that is how most of us communicate. That is how most marketing is done. That is how most sales are done. And that is how most of us communicate interpersonally. We say what we do, we say how we are different or how we do it better and we expect some sort of behavior, a purchase, a vote, something like that.

Here is our new law firm. We have best lawyers with the biggest clients and we always perform for our clients. Do business with us. Here is our new car. It gets great gas mileage. It has leather seats. Buy our car, but it is uninspiring.

Here is how Apple actually communicates. "Everything we do; we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly. We just happen to make great computers. Want to buy one?" Totally different, right? You are ready to buy a computer

from me. All I did was reverse the order of the information. What it proves to us is that people don't buy what you do, people buy why you do it. People don't buy what you do, they buy why you do it!

This explains why every single person in this room is perfectly comfortable buying a computer from Apple. But we are also perfectly comfortable buying an MP3 player from Apple. Or a phone from Apple. Or a DVR from Apple. But as I said before, Apple just a computer company. There is nothing that distinguishes them structurally from their other competitors. Their competitors are all equally qualified to make all of these products. In fact, they tried!

A few years ago, Gateway came out with flat screen TV's. They are eminently qualified to make flat screen TV's. They have been making flat screen monitors for years. Nobody bought one. And Dell came out with MP3 players and PDA's. They make great quality products, and they make perfectly well-designed products. And nobody bought one.

In fact, talking about it now, we can't even imagine buying a MP3 player from Dell. Why would you buy a MP3 player from a computer company? But we do it every day. People don't buy what you do, they buy why you do it. The goal is not to do business with everybody who needs your what you have. The goal is to do business with people who believe what you believe. Here is the best part.

None of what I am telling you is my opinion. It is all grounded in the tenants of biology. Not psychology, biology. If you look at a cross section of the human brain looking from the top down what you will see is that the human brain is broken into three major that correlate perfectly with the Golden Circle.

Our newest brain, our homosapien brain, our neocortex corresponds with the "What" level. The neocortex is responsible for all our rational and analytical thought, and language. The middle two sections make up our Limbic brains and our Limbic brains are responsible for all of our feelings like trust and loyalty. It's also responsible for all human behavior, all decision making, and it has no capacity for language.

In other words, when we communicate from the outside in, yes, people can understand vast amounts of complicated information like features, benefits, facts, and figures. It just doesn't drive behavior. When we communicate from the inside out we are talking directly to the part of the brain that controls behavior and we allow people to rationalize it with the tangible things that we say and do.

This is where gut decisions come from. You know, sometimes you can give somebody all the facts and figures and they say, "I know what all the facts and details say, but it just doesn't feel right." Why would we use that verb, "It doesn't feel right." Because the part of the brain that controls decision making doesn't control language, and the best we can muster up is, "I don't know, it just doesn't feel right". Or sometimes you say you are leading with your heart or you are leading with your soul. Well, I hate to break it to you, those aren't other body parts controlling your behavior. It is all happening here in your Limbic brain, the part of the brain that controls decision making and not language.

If you don't know why you do what you do and people respond to why you do what you do how will you ever get people to vote for you or buy something from you, or more importantly, be loyal and want to be a part of what it is that you do? Again, the goal is not to sell to people who need what you have, the goal is to sell to people who believe what you believe.

This is my personal favorite approach and was a complete game-changer when I began to implement it into just about every aspect of my business. Specifically, my marketing messaging, brand identity, and website design. There is one more crucial aspect to your success and that is...

Step 3: Be Undeniably Honest

Let's go back a moment and talk about any concerns you might have regarding how your audience might feel about making your sales presentation or pitch. The absolute best way to deal with this fear is to confront it head-on and be very upfront and honest with your potential customers that you are in fact, going to make an offer to them for your products or services. This approach is something that your audience can respect. It has a way of lowering their resistance to you because they are no longer on edge waiting for you to sneak in your pitch. They already know it is coming and you have been upfront and honest about it, so they naturally are a bit more relaxed.

Regardless, if this is a video sales letter on your website, a webinar, a sales presentation in a public or corporate setting, or even in a traditional brick and mortar business, if your customer is fully aware from the onset that you will be making an offer to them everyone is a bit more relaxed because no one is bracing for the sneak attack of the sales pitch. Let me give you an example of what I mean and actually use in my own business.

My father taught me the "Golden Rule" from the time I was quite little, and it has always stuck with me, mainly because it just made sense. It is logical. It is also good business sense. If we treat our customers, the same way we would want to be treated if we were the customer, it naturally makes for a much better customer experience. That includes being upfront and honest about your intention to make an offer to them. Here is an example of what you might say. "In this (video, webinar, presentation, etc.) we are going to talk about (customer's need or problem) and how you can learn to (solution to customer's need or problem) using our (product or service) and at the end I will tell you how you can get it to (solution to customer problem or need).

This is the equivalent of a shot across the bow, to use a military term. They know your offer is coming. You have been upfront about it and if you still have their attention it is because they are a willing participant. They have

given you permission to fully engage them in your presentation by offering tremendous value first before you make your sales offer. If you feel that your product or service is of real value and will meet a specific and urgent need of your customer, the best way to sell more of them is to demonstrate it by actually helping your customer upfront before you make your offer. It makes the selling process so much easier.

Of course, there will naturally be some people who will not stay for the presentation or take you up on your offer. That is all natural and normal. They most likely would not have purchased from you anyway and that is okay. The people who are your target customers will appreciate you even more so because you were upfront and honest with them about your intentions, which cultivate trust. That is something that is rarely seen in the marketplace. Most buyers are immediately resistant, even skeptical to someone making an offer to them. That is why taking this approach by offer real value in advance and being upfront about your intention to make them an offer after you provide them value tends to break down those walls and builds trust. So, I guess my father was right. Treating others, the way you would want to be treated is a like creating a circle of goodwill and that is always good for your business.

Rule Number 2:

There are some people that you can never please no matter what you do.



You are as helpful as you can be and do your best to provide real value to your market and guess what? There are going to be some people out there

who are going to be annoyed that you even considered making a living by helping them solve their problems and meeting their needs. I am sure you have heard this analogy before, but it illustrates it perfectly. You give them a \$100.00 and they are annoyed that it is not \$200.00, or they are insulted that you thought they needed the \$100.00 in the first place. These are the people we could refer to as “no win’s”. No matter what you do for them you cannot win and unfortunately there are some people out there who are like that.

Now let’s talk about the internet. If you have an internet-based business or at the very least a business website, you may be concerned about making



an offer because you fear that someone may post some nasty comment about you on social media. Like the song says, “Haters are going to hate” and it is more of a reflection of the kind of person they are than it is you. Unless what they are saying about your business, products, or services are accurate. If that is the case, you had better get busy pronto and fix the issue, quickly. Then acknowledge your mistake and let everyone know you appreciate the heads-up and have fixed the issue. Most often that is not the case and the potential of negative comments about you or your business can be, well..., intimidating.

We all make mistakes, all of us, at one time or another and that is not really the issue. It is how you handle it that can make or break you. The public is usually very forgiving if you own your mistake and quickly resolve it. Once you have it fixed, it is important to let your audience know how valuable they are to you and how concerned you are over their customer experience with your company. This approach shows how deeply you care about them and how valuable they are to you. That in turn builds trust and strengthens the bond between you creating long-term and loyal customers. At the same time, it can deflate the impact of someone who has nothing better to do “troll” the internet posting unkind comments.

The likelihood of you encountering someone like this is almost inevitable if you are in business long enough. The most effective way of dealing with this type of person is incredibly simple. Ignore them. Give them as little of your time and energy as you can and keep your focus on providing as much value as you can to your audience and continue to sell your products and services

to the very best of your ability. I find it an interesting phenomenon that your best and most loyal customers have no problem jumping on these social media nay-sayers on your behalf and shutting them down for you. So, it is best if you just stay out of the fray and keep your focus on continually trying to up your game and exceed your customer's expectations by providing them with exceptional value and customer service.

Ultimately, you don't want to be the one who must tell his children you can't pay for their college tuition because you were afraid that @SocialMediaHater_99 might say something unkind. If you are allowing this type of fear to hinder you from selling your products and services to the very best of your ability, that is essentially what you are doing to yourself and your family. You are choosing to allow your fear of what might be, to keep you from properly providing for yourself and your family.

You are willingly choosing not to operate your business to your highest and best capability. You have chosen to give away your personal power over yourself and your livelihood because of your fear over the inevitable. People acting out under the guise of internet anonymity, disagreeing with you and posting rude or unkind comments (a.k.a. hating on you). Guess what? The sky isn't going to fall if they do. You won't die and the world won't end. Just ignore them and move on unless their beef with you is legit. If it is, own it and fix it, pronto. Then do the super cool thing and thank them for letting you know. Super simple and a whole lot more productive.

If you feel right now like I am suggesting you take a more detached approach, I'm not. I am telling you outright. Success is not awarded to the weak. You must be internally strong and not care about the nay-sayers. Keep your focus on taking exceptional care of your customers. Continually provide them with the highest value you can. Let your own success speak for you.

Rule Number 3:

There are people are going to say no to your offers.

The fear of rejection is a real and many of us falter when presenting our offers to potential customers because we don't like how we feel when we do our very best and still, we are told no. The knot in our stomach and feeling of let-down after being told no is usually equal in impact to the amount of work and effort, we have put into trying to make our products or services as appealing as possible. Our fear of "No" can become so debilitating that we instead fill our time doing tasks that offered no real results. We could avoid the potential of a "no" as long as we avoided making a bonafide offer.

Guess what? Almost everyone feels like this at some point during their career. That means what you are feeling is perfectly normal. What will set you apart from others in your business is how you deal with it. You see, "No" doesn't always mean no. Sometimes it can mean "Not right now". It can mean "Not this product. What else do you have"? It can mean "I need to know more about your offer". Often no can mean "I don't understand how this will be valuable to me". You cannot let your fear of a potential no get in the way of you providing for yourself and your family. Of growing your business to its fullest potential and most importantly, hiding your solutions to someone's desperate need just because you aren't woman enough or man enough to let them know you have it available. That is just unbelievably selfish.



Our world is truly hurting right now and if you have the capacity to ease someone's pain even just a little, you have a moral obligation to let them know it. Take your focus off yourself and turn it onto the people around you. As a business owner and a decent human being, your goal each day should be to look for any opportunity to improve the quality of life for at least one person every single day using your products and service. Do you see how that feels different? When you are focused on yourself and your own ego it feels fearful. When you focus your attention on looking for an opportunity to help lift someone else up using your products and services it feels empowering. Truth be told, some people are going to say no, and that is okay! Just be kind to them and look for another opportunity to help someone who is in a difficult situation or has an urgent problem that you can help solve for them.

Step 4: Always provide real value before you make your offer.

This cardinal rule that should be the very foundation of how you do business. Show your potential customers how valuable your products and services are by giving them real value up front. If you give your potential customers an opportunity to experience for themselves the positive impact your products and services will have on their life before you make your offer, they will become infinitely more restive. Let me give you a couple of ideas how to do this depending on the type of business you have.

If you have a traditional brick and mortar business and you offer products, you have two highly effective things you can do. Whenever possible offer free samples of the products your potential customer is interested in. Second, make sure you get their email address, and I will show you why in just a moment. Let me give you two examples of how this would work. If you were the owner of a market you could offer free sample of some of your best produce in the spring and summer, a favorite hot beverage in the winter, a cozy autumn arrangement idea in the fall. If you got your potential customers email address you could follow up with recipes using your seasonal products created by some of your other customers. If you were a boutique owner, you could offer free styling classes on Saturday mornings and then offer to email a free styling guide or tips from that day's class for the people who attended your class. This gives you an opportunity to follow up with them and keep providing value.

If your business is online, you could offer free eBooks or training videos like what I am doing for you right now. They should be of high value and specific to your audience's needs. You could include your products or services in the narrative as you illustrate how they can achieve their desired results. Although, I don't think I would make it an actual sales pitch at this point, but rather as more of an illustration tool as you show your audience how to solve their current need or problem. After you have provided them with the information on how to solve their problem, you simply extend to them an invitation to purchase your products or services so they can now actually do what you just taught them. If they say no, no problem. You can simply follow up later and provide them additional value by helping them solve another problem and then extend another offer.

Think of it this way. It is like teaching someone how to peel a potato so they can make potato salad using your amazing peeler and then once you have peeled the potatoes and made the salad, you ask them if they would like to have one of your potato peelers for their very own so they can do all this amazing stuff. If they say no, that is okay. Perhaps they don't like potato salad, but they love apple pie.

"Oh, and by the way, it peels apples too and next time I will show you how you can make the best apple pie your family and friends have ever tasted".

Does that make sense? Provide real value first by showing your audience exactly how to solve their most urgent need or pressing problem. Then offer them an opportunity to achieve those result themselves by using your tools and services. The more value you provide in advance of your offer, the easier the sale will be. Problem + high value information = solution.

Solution + your products/services = customer results. Customer results + your offer = more sales.

Step 5: Know your customer's objections and concerns beforehand.

Most potential customers are going to have at least a few objections to purchasing your products or services. It is important that know what they are and address them *before* you make your offer. If you don't the only thing they will be thinking about while you are making your offer is why they shouldn't buy it. Even if your product or service is the perfect solution to their problem it won't matter because the only thing that is going to be going through their mind are the concerns they have. That means you are going to address these concerns while you are providing them high value information or service. You can address them again during the close and after the close during the offer stack which we will get into a bit later.

Just as an example, if I were trying to sell you a course on how to sell more of your products and services, I just did what we were talking about. I addressed several of your potential top concerns right at the very beginning. What if they say unkind things about me on social media? What if they say no? What if they get upset with me? These are three of the biggest concern business owners like you have when it comes to making more sales. You could model the format of everything that we have just been talking about for your business and use it to help you overcome your customer's potential objections before you make your offer to them so that they are free to think about why they should buy from you and instead of being concerned about why they should not.

Time for A Quick Overview





Be fearless. The number one reason you may not be making the revenue you would like in your business is because of your fears. What if they get upset? What if they say something unkind? What if they say no? Not selling to the best of your ability because you are afraid your potential customer may get upset that you are trying to make a living is like you just giving them the money you are taking away from your staff, your family,

and those you care about. Some people are going to get annoyed. Some people are going to be unkind. Some people are going to say no, but you cannot allow that to keep you from providing a better living situation for your family and the promise of a great future for your children simply because you too afraid. Do you see what we have done in this chapter? We acknowledged each fear and then gave you a different prospective that hopefully minimized that concern and empowered you to generate more revenue by feeling more comfortable making your offer. Then I told you that I would help learn how to stack your offer and I would be telling you about it a bit later. So, let's do that now and talk about how to close the sale.

Relationships

There is one more thing that we want to consider when it comes to selling our products and services and that is our relationship with our customers. One of the steps I personally use in building a good relationship with my customers, but particularly with new customers, is to provide real value in advance of making sales offer. Since I do most of my work online that is relatively easy to do. If you have a more traditional brick and mortar shop or business, it is still very important for you to do, though it may require a little more thought and creativity. Do not worry, I am going to give you several ideas before we are through.

Think of selling this way. If your best friend told you about a current need or problem that they had and you just happen to have something that would be the perfect solution, wouldn't you want to help them out by offering it to them? Think of your customer as your best friend and then help them solve their problem with your products and services. That is selling the correct way! If you understand that, how you think about selling your products and services can be your greatest asset.

Finally, before you extend your offer to your potential customer, it is important to take some time and think in advance what their potential concerns and objections might be to owning and using your products and services. Your next step is to find solutions to their objections using your products and services. This is your opportunity to transform their concerns into benefits they will experience once they own your products and services. If you can accomplish all three of these things in advance of extending your offer to your potential customer, you will find your job of selling your products and services significantly easier and you will feel more confident about helping your customers.

Closing Your Sale



Successfully closing a sale comes down to conveying these things to your potential buyer. I will give you the brief outline here and then we will go into each one in more depth.

- Here is what I have to offer.
- Here are the results you will be able to experience.
- Here is how it works.
- Here is what else it can do for you (optional but encouraged if it applies).
- Here is what you need to do next.
- Here is why you should do this now.
- Here is why this is a safe and smart choice.

- Here are some extra bonuses or boosters such as a sales price (optional, but recommended)
- Here is some motivation to buy now (Such as limited time or amount available (optional but recommended)).
- Here is a brief recap.

Here Is What I Have to Offer.

Let's go back to our peeler example. *"If you love potato salad as much as I do then I would like to tell you about an easy way you can have it any time you want".*

This is my lead into my offer.

"It's a new vegetable peeler called Easy Peel. If you want your favorite potato salad without all the mess and fuss, this is for you".

I have just identified what I have to offer and who it is for.

Here Are the Results You Will Be Able To Experience.

"What sets this peeler apart from every other kitchen gadget out there is how it makes peeling potatoes for your favorite dish a snap by removing just enough peel and saving more of the potato with less time and effort if you were still using a regular kitchen tool."

Your primary focus in this section is on the benefits of your product or service (i.e., saving time and effort)

Here Is How It Works.

"You simply slide your potato onto the holder and turn the handle. When your potato is peeled, simply remove it from the holder and cut into your favorite shape or repeat. Then place it into the top rack of your dishwasher and you're done. Just let it air dry and store away. The peeler is light, compact, and because it doesn't require an electrical outlet you can take it anywhere! The peelings can go straight into the waste basket or into your favorite compost bin to help nourish your garden soil naturally."

This is where we go the extra mile in showcasing the benefits of our product or service and how our customer can experience them for themselves. We can't just list them. We need to demonstrate them in such a way so that our customer can simultaneously visualize themselves experiencing the benefits from our product or service also. This aspect of our offer is so important that it will be where we spend most of our effort and should be where we spend the bulk of our time during our offer presentation.

The reason is that if our customer can see for themselves the value our product or service and the positive impact it will have on them, their family, or their lifestyle, the majority of our selling effort is already complete, and we are able to do it in such a way that does not make our customer feel pressured. We were allowing them the opportunity to make an internal decision for themselves to say, "I want that".

Here is what else it can do for you.

This section is optional, but I highly recommend you use it whenever possible and particularly, if you are offering a high-ticket product or service. Often a product or service is created with a specific purpose in mind, but it may have additional applications. This is where you create additional value for your customers by showing them what other solutions this one product or service can provide for them and how this experience will *feel* for them.

So, in our example of our potato peeler that helps us make our favorite potato salad in a snap...

We can also make nourishing fresh garden salads in a fraction of the usual time by adding freshly peeled cucumbers and carrots. And, because making a fresh salad is now so easy, we will be more likely to eat them often, which can improve our overall health and may even help us shed a few unwanted pounds. Your new peeler can make preparing an evening meal even easier for that stressed-out, overworked mom. In the morning pour in enough stock to cover one inch of the bottom of your slow cooker. Use your new peeler to prepare a variety of your favorite vegetables and add them to the stock. Now add your meat of choice and seasoning. Dinner is done! All you need to do at the end of a busy day is serve and enjoy.

Here is what I want you to do next.

If you want to enjoy more of your favorite vegetable dishes with less of the fuss and muss, then I want to send you my amazing peeler for just \$15.99. All you need to do is click on the button below this video (or whatever format you are using) that says, "Send Me My Peeler"! Click it and tell me where to send your peeler. Once you done that simply tell me how you want to pay for it and I will rush it right out to you."

In our example, we are quite literally telling our customer what we want them to do next and how to accomplish it in the simplest and easiest to understand terms. We don't want to make this complicated or difficult and we want this to be an enjoyable experience for them, so we are going to be

very kind, very gentle, but very clear in our approach. Nothing confusing, complicated, or high pressured.

"If you want to enjoy more of your favorite vegetable dishes with less of the fuss and muss, then I want to send you my amazing peeler for just \$15.99" is much nicer and low key than "Buy my amazing peeler now!" Now is when you get very clear and very specific on how what they need to do to get it.

All you need to do is click on the button below this video (or whatever format you are using) that says, "Send Me My Peeler"! Click it and tell me where to send your peeler. Once you done that simply tell me how you want to pay for it and I will rush it right out to you."

Here is why you should do this now.

We have told them what to do, but we also need to provide them with motivation for taking action *now*. Procrastination and doubt are their two biggest hurdles to making the decision to buy, so we need to kind and help them out by providing additional motivation and reassurance. Here are a few ideas to get you started.

Pricing: "This is a special price." Or "After this special promotion, the price will go up to..."

If you are going to use any sort of a pricing deadline in your offer, make sure that you are authentic and genuine, and hold to that pricing deadline! Otherwise, you damage your credibility, your honor, your customers trust in you, and that is something you may never be able to recover from. Or, at least not without extraordinary effort and cost to you and your business.



Limited Time: "This (product or service) is only available during this special promotion" or "While supplies last".

If you are doing business online, one of my favorite ways of doing this while still making my campaign "evergreen" is to use a countdown timer on my web page. There are several applications out there and most of them work very well. Once the timer has counted down your customer is redirected to another page that lets them know the offer has expired.

If you are doing business in a physical location, you can simply take down any signage or banners regarding the sale or special offer once it is over. Regardless if you are doing business online or in a physical location, if you have a customer that comes in after your offer has expired this is a great opportunity to get their contact information so you can let them know the next time you have a special offer that would be of interest to them.

Limited Quantity: “We only have a limited quantity available. We won’t be producing any more for another year.”

We have talked about limited pricing. We have talked about limited time. Now let’s talk about limited quantity or supply. In this case there is no deadline, but the limited supply must be genuine. This is a great technique when you are introducing a new product. Have a limited supply of a new product is not only a smart business move, but also believable to your audience. If your product is a hit, great! You can use the revenue from the first round to reinvest in more inventory. If it is not, you have limited your loss. People understand that. It is an honest and believable approach.



The customer’s motivation is that if your product is so wonderful that you run out quickly, it may be a while before you will have more inventory available. For added incentive, you could also offer to add them to a “first come, first serve, waiting list and you will be happy to ship directly to them when the new inventory is available. Their motivation is to order now before you run out and all they can do is be put on your waiting list. When you do add someone to your waiting list, I would encourage you to add in an extra surprise something into their package when you do ship to them, along with a thank you note for their patience and an invitation to be the first to try a new product that has not even been released yet. They have already experienced the pain of missing your offer and having to be waitlisted so they may be more motivated to buy if it is a product or service, they find valuable.

In this instance, we are using limited supply as a motivation for them to buy now. We could also combine it with a limited time offer. For example, we could offer a discount for a limited time only, effectively compounding our results.

Emotion: “This is your opportunity to prove to yourself and those closest to you that you really are someone who gets things done by (buying now, signing up today, etc.).”

In this case, you are appealing to their personal self-esteem. This approach is particularly effective if you are offering any type of self-improvement product or service. The idea is to **convey empowerment** over their personal point of pain which usually falls into one of three categories, financial, personal relationships, or health and wellbeing.

Another approach would be to amplify their current situation and illustrate how it would either continue or perhaps even get worse if they do not act now by taking advantage of the solution you are providing. You can do this by painting a vivid picture of their current situation and the emotions they are experiencing. Now take it one step further and do the same thing by illustrating in accurate, but vivid detail what their experience will be like without your product or service and most importantly how much worse they will feel emotionally. Emotions play a huge roll in the decision-making process and that is why we emphasize them so much here.

Why This Is A Smart Choice:



Now we need to reassure our buyer they have made a smart decision. This is a good point to introduce your product or service guarantee. The more generous you are here and the more risk to your buyer you can remove, the safer they are going to feel and the better they are going to feel about having made the decision to buy from you.

So, let's talk about that for minute. How do you structure your guarantee? I always feel that our very first step should be to put ourselves in our customer's shoes. If we were in our customer's situation what would make us feel 100% safe in making the decision to buy? Here are a few questions to help us get started.

- How can we help our customer feel at ease about their choice?
- How can we help our customer feel throughout the ordering process?
- How can we ensure that they are happy and satisfied?

Okay, now take it just one step further. If you have a physical product and there would be shipping involved during the return process, you could offer to cover the shipping and even have it picked up at their doorstep. Our customer would not have to do anything but put it back into the box and seal it.

If we have a service that we are offering, we could offer an additional free trial service to help make sure this is the right fit for them. As an example, an attorney will usually offer a free first consultation that gives any potential client the opportunity to ask a few questions and determining if this is the right attorney for their needs. By the way, this approach helps the attorney do exactly the same thing, saving them both time and money.

For an information product, I will use myself as an example. I offer a one-time purchase of a business development resource center that is continually updated. My main concern is meeting my customer's needs. Using the outline above, I have created a completely unique way of assuring my customer's satisfaction. If for some reason, they do not find what they need I will make sure they get whatever they need as quickly as possible and then I will add this information to the Business Genesis library so they can come back to it again and again anytime they want.

I could offer a money back guarantee, but that would not solve my customer's problem. They would just be right back to where they started. In this case, I would much rather do whatever I had to, to make sure they got what they needed as quickly as possible, than send them back to ground zero with nothing.

If you are offering a digital product and a money back guarantee works well for you, use it. Think about your customer and what would be best for them, and then do that. If you take that approach, it will always be the right choice. If along the way, you find it is not working out as well as you would like for your customers feel free to change it to meet their needs.

These are the primary steps in creating an amazing offer, but I would like to offer you a couple of additional things to help you make your offer truly special.

Option 1: Bonuses

Obviously, a bonus is something in addition to the main offer, but if you do this right it is also a great opportunity! Your customer is naturally going to have some type of objection to purchasing your product or service. This is a great opportunity to not only acknowledge their concern which displays you understand their needs and how they are feeling, but you could add additional value by providing a bonus gift that helps them resolve their concern while simultaneously adding even more value to your main offer.

Option 2: Boosters

A booster is an additional reason or motivation for our customer to order now. It could be special pricing for a specific time-period or something similar. As an example, "When you order today, we will take an additional \$--.00 off the already discounted price and you get (Your product or service) for just \$--.00, but only if you act now!"

Option 3: Stacking

You could also stack them. You could offer your product and service at the discounted price, plus add the bonus item. If they buy during the specified time-period (a.k.a. "now") they also get an additional \$__.00 discount.

Let's quickly recap. We have made our offer which was preceded by creating goodwill between our customer and ourselves and we did that by genuinely helping our customer and providing real value *before* our offer. We made our offer at a discounted price from our normal pricing and backed it up with our guarantee. Next, we added an additional bonus and stacked it with another smaller discount, but only if they made the decision to purchase during the specified time-period. If you follow this framework it will make your selling process so much more effective. "But wait! There's more!"

Option 4: Scarcity

This one must be legitimate. If it is not, do not do it. If your offer is going to expire at Midnight, then at midnight it better be gone. If you are doing this online there are deadline timers that are automated that will redirect your customer to another page once the offer has expired. If you are doing business in a physical location and the offer expires on a specific day you need to have it well posted and then before you open the following morning all signage must be down before you open the doors to your customers. No exceptions.

Scarcity is highly effective because it works. As humans, we all work better if we know that we have a deadline to meet. We instantly become more focused, better organized, and significantly more motivated to reach our goal if we know that what we want is going to disappear if we do not take the action, we need to successfully achieve our goal. Which in this case, is resolve our current need by purchasing a product or service at a discounted price plus an extra bonus during a specific time-period.

I have often been asked how long that “time-period” should be? That is entirely up to you and what makes sense to your offer. Because I work primarily online, my offers are usually 3-4 days. I use this time because it gives my customer enough time to process the information and make a choice without feeling pressured, and yet is short enough so they won’t forget about it altogether. If you have a physical business your offer period could be as little as one day to as long as one week, but I would not recommend going longer than that. You could even do a variety of one-hour specials on a specific day just to make it fun!

Option 5: Limited Quantity

Again, this must be true. “This special offer is limited to the first (XX) customers because each quality peeler is hand finished and assembled. It could be six months before we have enough additional inventory to meet the growing demand for more and we don’t want to sacrifice quality for speed.”

Once again, you could stack limited time with limited quantity for maximum motivation. An example might look something like this. “This offer is limited to (XX amount of time) or the first (XX amount) of customers.”

Final Thoughts:



We have de-mystified creating an amazing offer and broken it down into a simple step by step process that you will now be able to apply to any product or service, no matter what type of business you have. There is no reason why you can't even restructure any existing offers that you might have that aren't doing so well using this formula and start getting more sales today. This is particularly true if:

- You provide your customer with real value and help in advance of any offer you make.
- You create and extend your offer to your potential customers with no fear or worry that some of them may say no or that perhaps they might become upset with you.

If you have a physical place of business, you could offer Saturday morning "How-to" classes using your products or services. If you have a digital place of business you could (and should) precede any offer with a series of articles, blog posts, videos, live webinars, etc. Using our example of making your favorite potato salad, you could offer help on:

- What potatoes make the best salad and how to choose them at the store.
- Favorite regional ingredients for potato salad and how to use them.
- The best ways to store and serve your favorite potato salad.

...and then we extend our offer using the framework we just learned, and our sales should be significantly higher because our customer interest in our peeler has been heightened due to all the value we provide in advance.

We have also accomplished three other very important things.

- Our audience is interested and engaged in the art of creating their favorite potato salad.
- We have demonstrated our knowledge, expertise, and ability to help our customer meet their need.
- We have begun to establish a bond of trust and authority with our potential customers by genuinely helping them in advance of our offer.

Using the offer formula by itself is good. Using it in combination with providing genuine value and help to your customer in advance of your offer, is amazing! So, let's get started! Below you will find two tools that are literally fill in the blank. When you have finished you will have your completed marketing messaging to be used in every arear of your business and marketing materials. Here we go...

Marketing Copy Creator



There are certain words that motivate us, have a greater impact on us, and evoke an emotional response that calls us to action. Using these words as you create your marketing message copy can generate significant results if you know how to use them. Let's start by getting familiar with what they are.

Persuasive:

Absolutely
Best
Big
Breakthrough
Discover
Free
Maximize
Powerful
Rave
Shocking
Solution

Excitement:

You
Because
Free
Instantly
New Results
Easy
Love
Proven
Save
Money

Exclusivity:

Deadline
Exclusive
Limited
Special
Secret

Negative Feelings:

Afraid
Failure
Helpless
Paralyzed
Problem
Stressful
Surrender

Positive Feelings:	Savings:	Trust & Credibility:	Urgency:
Dependable	Bargain	Advanced	Deadline
Easy Energize	Bonus	Benefit	Limited
Happiness	Discount	Guaranteed	New
Overcome	Free	Improved	Now
Protect	Lowest	Protect	Results
Simplify	Reduced	Proven	Today
Surprise	Save	Results	
Trust	Special	Simple	
	Unlimited	Trust	
		Quality	

Now that you have the right words let's put them together. There is a framework for writing compelling copy and it is broken down into four main sections.

HEADLINE or HOOK

Briefly state your customer's most urgent need and your solution to that need using your product or service.

INFORMATION

Give a more detailed version of your headline or hook conveying an emotional understanding of your customer's most urgent need and excitement that it can now be resolved with your products or services.

HOW IT WORKS

Walk your customer through the process of how your product or service does what it does and if possible, show testimonials of others who have used it and gotten positive results. Use words that create trust.

CALL TO ACTION

This is where you motivate your customer to take action to purchase your product or service. This is done by creating a sense of urgency and exclusivity.

HEADLINE

INFORMATION

HOW IT WORKS

CALL TO ACTION



[illegible]

Heading:

“How to Create a Product or Service Your Customers Will Love and Turn Them Into Raging Fans....Guaranteed!”

I've created (product or service) to over (number of customers, years, etc.) and I can show you how you can do it too in just (time, days, lessons). If you are serious about being able to give your customer the (result of your product or service) that no other (person, business, service, etc) has offered them before.... whether it's (your first product, their firsttime doing business with you,) or they have been your customer for years.... then this may be the most important information you have ever received.

Optional if using written letter:

From the desk of _____
(Product or Service Name)

Dear Friend,

If you are reading this then you've come across an exclusive letter. In this letter you are going to discover a secret that most people will never know, but first let me warn you.

(Warning of the extent of product successfulness. Example: *Sox's keep feet too warm during climb up Mount Everest.*)

Introduce product or service results your customer will experience backed up with small amount of proof or data in just one or two sentences.

Introduce yourself or company by name and what your specialty or qualification is for providing the results your customer is looking for in one or two sentences.

Identify in one sentence or two what it took you to create the perfect solution to your customer's most urgent need and why yours is better. Example:

After years of trying to find a commercial stain remover that actually works, I finally developed Brand X. and when used correctly it works every time on any fabric and on any type of stain.

Feel free to use several short paragraphs of one or two sentences here and offer several more detailed examples of your product or service and how it can be used with the results as a main focal point.



WHY

Ask the question of WHY this is the best product or service for your customer.

Now in several one or two sentence paragraphs highlight each of the solutions to your customers problems and the benefits your customer will experience as a result of using your product or service.

Restate customer need or problem in an overview and then go into detailed

description of each of the needs or problems. Example:

Not all stains are created equal. Not only are stains different, they react differently depending on the type of fabric. Here is a list:

The 5 Main Types of Stains

1. Type of stain

Give a short more detailed explanation with a real-life example that most of your customer base will probably have already experienced.

2. Type of stain

Give a short more detailed explanation with a real-life example that most of your customer base will probably have already experienced.

3. Type of stain

Give a short more detailed explanation with a real-life example that most of your customer base will probably have already experienced.

4. Type of stain

Give a short more detailed explanation with a real-life example that most of your customer base will probably have already experienced.

5. Type of stain

Give a short more detailed explanation with a real-life example that most of your customer base will probably have already experienced.

Restate your customers need using another more personal and emotionally relatable situation.

Now based on the above situation and emotion resolve that emotionally charged problem using your solution, product or service and state the emotions your customer will feel when they experience the results your product or service will provide them. Restate how their life will be changed after experiencing the results of your product or service.

In this next section you are going to show the difference between using your product or solution and not buy getting your customer to visualize that difference. Example:

Let me explain it to you in a different way:

Think about getting in your own car right now, finding an open road, then GUNNING IT with the pedal to the medal.

Always fun, right?

Now think about if you got your hands on a Ferrari..... and going and doing the same thing.

BIG difference, right?

*Now what about the difference between taking off in a Ferrari.... and
Getting In The Cockpit Of A Fighter Jet..... and Slamming On The Afterburners Full
Force! VROOOOOOOOOM!*

What I am trying to tell you is that there is no comparison between using (your product or service) and some other band. Ask anyone who has used (your product or service) and they will tell you the same thing.

Now state other benefits your customer will experience when they use your product or service such as:

- 1. Being perceived at work as being more successful because of their impeccable appearance.*
- 2. More attention from their mate or other person because their enhanced appearance.*
- 3. 20 years from now everyone will be using (your product or service) but for now they are on the cutting edge of this (product or service) revolution and have a huge advantage over others. Give a call to action.*

Here is where you give more detailed and perhaps scientific information on why and how your product or service works. You will want to divide up your information into categories. Example:

1. Define clearly what it is or is not. Keep this to just a few sentences.
2. Who can use it or do it. Give a brief overview of any misconceptions and then finish with an example the results your customers will experience after they use your product or service.
3. Show how your product or service does what it does and how it works. Keep this to just a few sentences. Close by show just how simple and easy it is to use your product or service.
4. Identify how your product or service is different from other similar products or services that may be out there and why your customer will experience better results using yours.

Now take a few moments, tell a story illustrating a real-life example of your product or service in use, and detail the results. If you can make this a personal story of your own and disclose any concerns or misgivings, you may have had at first even better. Close with your own experience and what the results were that you experienced. Show how your own product or service has changed your life, how you do business, etc.

Now share what you are doing next or how else you are going to use your own product or service and what the new results you are experiencing and how it is positively affecting your life. What new freedom are you experiencing or how has your results empowered you to do something else. What advantage has using your product or service given you that other similar products or services did not? Describe the deciding factors that lead you to share your discovery of your product, or service with your customer base.

Take a moment and discuss why sharing your product or service with your customer base is meaningful to you and what your criteria for delivering a quality product or service is. How is the way you deliver your product or service better than anything else out there and what delivery method problem did you solve? Example: *Better no spill lid, easy search topic specific dvd, complete information pack (everything you are looking for in one easy to find place), etc.*

Introduce Your Product

Name of your product or service
Brief sub description

Illustrate how easy it is to use.

Give a specific point of reference within your product or service for your customer to achieve a specific result.

Who else uses your product or service?



This is a good place to add a well-known or celebrity endorsement for your product or service. You can always use any customer endorsements as long as you have their permission and legal authorization. Feel free to use several endorsements.

Now share a few more details of what your customer will get when they purchase your product or service and how they will experience it. Give examples of the emotional

results they will achieve and any added subcutaneous benefits they will experience after using your product or service.



Special Bonus's!

Announce any special bonus's for those who take action immediately. Example: *This special bonus for the first 200 customers!*

Name of your Bonus

Brief sub description

- Outline of what it is,
- what it does,
- what problem does it solve for your customer?
- what are the added benefits, and
- what results will your experience?

Outline your customers problem and what they want the results to be then follow it with a call to action. Example:

If you are tired of throwing away your favorite shirts because of stains and you want an easy and effective way of getting out any stain on any fabric, then click this button now or call this number.....

Outline what your customer is going to get.

What it is going to cost

What bonus's they will get.

The value of that bonus or bonus's.

The total value.

Your price today.

Payment plan details if available. This is a good place to add one more additional surprise bonus if you have it as a special limited time offer for those who take immediate action.

Restate the results your customer can expect to experience from your product or service and then follow with your guarantee.

Briefly restate what your product or service will accomplish.

Remind your customer how easy it is to use.

Remind them what they will get including each bonus if they take action now.

Restate your guarantee.

Briefly restate the results your customer can expect to experience after using your product or service.

Give your call to action (Double check and make sure all link or phone numbers are working properly).

Address any potential concerns for your customers privacy or ordering security and let them know ordering now is a very safe and easy process that should only take a few moments.

Now help your customer visualize using your product or service by painting a picture of what they will do next when your product or service arrives or is available for their use.

Example:

When your Spot Remover arrives, you can start using it right away and you will have 30 to try it on all sorts of stains and fabrics. If you don't get the results, we promised simply send it back for a full refund, but we are convinced you are going to agree that it is the best spot remover available and want to order more. That is why we are including an order form with your first bottle to make it as easy as possible. Once the amazing spot remover liquid reaches the mark on the side of the bottle it is time to order more.

At this point brevity is important. In one sentence or two highlight your own need for this product and how you came to create it. Share your own personal results that you have experienced after using your own product or service. Now list the results and any extraneous benefits your customer will experience after their problem has been solved using your product or service.

Give call to action and clear directions of how to do it ("click on link below", "Order now by calling this number", etc.).

Sign off.

If it is appropriate and using a written format such as an email or online marketing message you may want to add a postscript. In just a couple of sentences you can remind your customer of how your product can easily solve their problem and what they will experience, but only if they take action now!



Now that you have created your marketing message, we would like to recommend a few tools to help you get the word out. These are tools we use ourselves and some we have been able to partner with and they have been kind enough to offer you some special deals when you use these links. It also helps us to keep providing you with help to start and grow your own successful business doing what you love. So, let's get to it.

Your Website

One of the very first places to implement your marketing message is on the homepage of your website. To help you create an engaging website and convey your message we **[HIGHLY recommend DIVI](#)** from Elegant Themes. It can be enjoyed by design professionals and newcomers alike, giving you the power to create spectacular designs with surprising ease and efficiency. **[We highly recommend Divi!](#)**

Your Email List

Nurturing your email list is essential to the success of any business, including brick and mortars. **[AWeber is one of our top favorite tools for connecting with our audience](#)** and we have been using them for years! AWeber is a powerful, yet easy to use Small Business Email Marketing Essential with a team of experts standing by to help you. They are also very affordable if you are just starting out. We have been doing this for decades now, so believe us when we say, **[You Need AWeber!](#)**

Your Social Media

Canva is a newer addition to our Marketing Message tools, but one we are increasingly enjoying using as they continue to roll out new features that make getting our marketing message out there easier and easier. **Canva is a graphic design platform**, used to create social media graphics, presentations, posters, documents and other visual content. The app includes templates for users to use. The platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality. **Create your own social media posts, edit videos, even create your own logo!**

We hope this Marketing Message Toolkit has helped make the creation and implementation process of your own marketing message a bit easier for you.

For help on what to do after you've created your marketing message, visit www.TheSpectrumPost.com