

Summary Of Some **Main Topics That Follow**

- ▶ Introduction: Past ≠ Future, Important Questions, and How To Develop Yourself
- ▶ The Vision Exercise
- ▶ Your Customer Avatar
- ▶ Response Marketing, The Mindsets, and Design
- ▶ The 3 R's Of The Magnetic Message
- ▶ Power Words Exercise Part 1 & 2
- ▶ Situational Relating
- ▶ Search Engine Basics
- ▶ Traffic Techniques

Introduction:

- Nothing happens until a customer buys.
- The key: Getting customers and getting them to buy.
- The customer summit is focused on How to get customers

Communication Disconnect
VS
Offering what we have clearly in their language in the words imagery
and emotions that resonate with THEM not with what resonates with us

⊗ Living Your Past Into Your Future ⊗

Present State – biggest fear frustration (related to past/memory)

Future Positive Oriented Question/Outcome – “How do I/How to...”

...We get caught up in our story and past and making that ‘all the time’ – the past does not equal the future – and even taking your past problem and weaving it into a future oriented question a lot of times the past makes its’ way into our future there...we have to be conscious of this stuff...

Important questions involving your paradigm of life, business, reality:

- “How do you develop YOURSELF to the point...”
- “How do I figure out how to offer the highest value product and service so the best customers will be attracted to me?”
- “How do I forget about all of those things that are distracting me and just focus on my customers/just focus on the highest quality customer and giving them exactly what they want and communicating in a manner and through channels and with a tone and style that instantly resonates with them so that there isn’t a signal-noise problem and I just resonate with my customers?”

...Listen through what people say...

What you resist persists and controls you

► Persistence and Determination will determine your success: You have to do the work, stick with it, and know no one else is going to do it for you, do whatever it takes, **MAKE IT HAPPEN** → The Key: persistent determined consistent action toward the vision you have in your mind – the vision of a better you, a better world, a better business

☼ Proactivity VS Reactivity ☼

4 BIG FEARS:

- ▼ Fear of embarrassment
- ▼ Fear of rejection
- ▼ Fear of verbal confrontation
- ▼ Fear of verbal confrontation escalating into violence

► Overcoming big challenges helps your customers to find out how to overcome their big challenges...so a theme is: face your stuff so you can help others face their stuff – and if you haven't dealt with your own stuff, you won't be trustworthy and they will sense in many ways you are not trustable

Δ How To Develop Yourself Δ

♦ *Comfort Zone*...Get Outside Your Comfort Zone: ALL positive change happens outside your comfort zone, Massive success exists outside your comfort zone

♦ *Creating Your Own Reality*...You can create your reality with your thoughts if you can learn to control your thoughts and thus direct them to create this reality outside of yourself:

1. We imagine something that doesn't yet exist and play with things in our minds/We can imagine a version of ourselves that isn't here yet
2. We can then create a more concrete vision we can describe to people
3. We can create an action plan how to get there/We can put the steps together
4. Then, the critical piece, we get up everyday and get ourselves to take action to create that reality

♦ *Illusion/Sleep/Hiding > Outside Comfort Zone > Frustration > Awareness > Letting Go/Ego Death > Develop and Actualize Potential*...most people have the illusion of 'thinking' and 'control'. (aka: Mass Waking Dream) So get outside your comfort zone to get some AWARENESS and then put Conditions in place. Transformation involves Frustration and challenging you at a level you don't know if you can handle. It really comes down to Death of Your Ego and who you think you are and attached to that reality – and we need to let that simulated version or part of us go to transform. Your old limiting ways of thinking preventing you from reaching your potential. We can develop ourselves. You need to become the best you that you can be. If you have any issues, they will show up in your life and what you create. When you become the best you, you attract the best people in your life. Who you are is what attracts other people. Work through your issues to totally dial your Health, Finance and Relationships. 80% of the game is you and your inner game – if you do, you'll resonate with customers.

∂ The Vision Exercise ∂

(“What” We Want To Accomplish, The “Why”, and The “How”)

The Ultimate Self Scenario Exercise → Self Compaction

The Ultimate Serving Scenario Exercise → Contribution Compaction

Self Compaction + Contribution Compaction = The Ultimate Scenario Compacted

Steps:

→ Seeing the next version of yourself and your life - write a narrative for the next level of your life as if it's already happened. What is the next level for your life 1, 2, 5 years from now? Write a narrative of where your life is at. What's going on inside and outside...Health, Finance, Relationships...

→ Now identify the specific emotional triggers inside your narrative – the one or two or three words, when you read it that is what inspires you

→ Now pull those two or three out and condense them into the most powerful words that are the most inspiring to you to describe that idea (i.e. grateful, on track, enjoy smooth success “I'm grateful I'm on track and enjoying smooth success” – Imagine if that was

the dialogue going on in your mind all the time? No matter what happened in life, what if that sentence was your attitude towards everything? How would your life be different?)
→ Now, is your ultimate scenario focused on helping other people get what they want and it leading to us getting what we want? We can get what we want, faster, more efficiently, and make a difference in the world if it's an integral part helping, serving and educating other people be all they can be and it's wired right in at every level...and it's not just a marketing technique "Oh ya, I help people get what they want, that's how I make money"
→ Make a collage/visual representation of your ultimate scenario/outcome you want
→ The above 'what' is the thing pulling us into the future, it's our why
→ Now, come back from that future to NOW and ask: "What would I need to do now everyday to get myself to that future? What commitment do I need to make to myself everyday to get there?" (2 timeframes that matter: 'Long Term Direction You're Heading In The Future' and 'What You're Going To Do For The Next 90 Days To Help You Get Closer To It', and reassess every 90 days) ... The Core Commitment: "What are the specific activities you need to do every single day, ideally for a couple hours, for the next 90 days to x [generate more leads/traffic/customers to your website and business]?" Push the edge if you didn't get to the edge of your comfort zone. You're not living your full potential if you aren't a little uncomfortable.

Talk to your customers a lot, find out what their needs are, and create stuff to match their needs

Your Customer Avatar:

We reframed what we're doing in the previous section, and now we're going to start to think like customers. Turn yourself into your customer.

- What Is Research? Stop thinking like you, put on an open mindset, and have the capacity to see things through other eyes and imagine what it's like to see things a different way. You got to stop thinking you understand people and know what they want. Ask them. See their words. Look at what their saying. You can't think like a customer until you listen to them, observe them, and interact with them. Listen carefully and they will give you the words.

► The Customer Avatar ◀

Wrap up all your customers into one person. Look for what they all have in common. Describe that person. What is it like to be that person. A representation that could be the face for all your customers. Trying not to exclude by being too specific and trying not to include non-customers by being too general.

→ So, how old are they? What gender are they? What are their fears? What are their common experiences? What are their common beliefs?

→ Now write an inner dialogue as your customer, in the words and tone they would use – speak as your customer. Put your stuff aside, don't be politically correct or appropriate, be real...

→ Imagine what it's like to FEEL like them...THEY KEY IS THE FEELING, THE EMOTION...associated/disassociated...The emotion is where it's at. So, what's the

primary or set of emotions your prospect is feeling at that moment when they're a great prospect for your business and what are they saying to themselves/what's their internal dialogue? What are the specific words they're using to talk to themselves? What pictures are they making? Write out an expression of what's going on inside the mind of your customer at that moment when they become a great prospect for your business. GET THAT EMOTION – close your eyes and RELATE EMOTIONALLY, imagine a time when you had that feeling. Get the feeling and emotion inside of you, imagine you're in that situation, talk about what comes up...WRITE AS YOUR CUSTOMER, the conversation they're having in their head with themselves

→ Have a vision for your customer that's bigger than they have for themselves. This is especially powerful if they feel you understand them. If someone feels understood by another person, and then the other person has a vision for them that's bigger than the one they have – it's a magic. Not an idealistic vision, but a solid real inspiring vision for your customer that's bigger than the vision they have for themselves that you believe you can help them get – you're confident you can help them get there. "My vision for you is..." and make sure it's greater than the vision the other person has for themselves.

→ Translate that vision into the voice of your customer. Imagine how you'd feel, if you were your customer/prospect where they are now, how you would feel if this vision you have for them came true.

"The critical task is to go beyond your own understanding and to look at the world from your listeners' point of view. In essence, it is listener centred. Their perceptions trump whatever "objective reality" a given word or phrase you use might be presumed to have. Again, what matters isn't what you say, it's what people hear." – Frank Luntz

› Be real. Authentic. Get past the surface. Not a lot of generalizations – Be specific. Clarity, real world stuff.

› Writing to the side of the person that is oscillating back and forth – not the cool calm professional side, the side that says things like "I'm acting just like my mom/dad did!" They don't want to admit to anyone they have a problem [*when we go into problem – THE PROCESS OF 'PROBLEM': we isolate inwards trying to fix the problem ourselves, we don't want to tell anyone, we make it worse in the process, we start feeling more desperate alone and more like no one could possibly understand us – we say we're never going to do something ever again and then we do it again – "I hate myself, oh I don't hate myself but I just feel..." = reality]

› Stop thinking of people as customers and start thinking of them as a PERSON.

› "I convinced myself I wasn't doing x." When you're doing something and your game has you convinced you're not doing it, and on top of everything you're a master – that's when you're in trouble.

› TALK TO “THAT PART”, that’s in that confused state and needs guidance and leadership and they need someone who has a bigger vision for them, someone who understands – talk to that part of them cause that’s what will resonate.

Response Marketing:

/ ⓘ The Basic Premise: Action ⓘ \

“The only thing that really matters is whether your prospect finds you and then buys from you and then ideally has a relationship with you over time”

Action Oriented Marketing

“Advertising is what you do when you can’t go see somebody” – Fairfax Cone

“...you have to say it in a way that people will feel it in their gut – or else nothing will happen.”

The Right Appeal

Test

Believability

News

Be concerned with what people get out of it, not what you write. Become a student of how people read or listen – then you’ll know how to say it.

→ The Only Thing We’re Concerned With: Getting Them To Take Some Action. So everything is lined up toward an action. Every detail of your design, headline, every part of your appeal – all of it – aimed at action. When you start anything, you think about the action you want someone to take. The only thing that matters is whether the prospect takes action at the end. You want them to act. It all leads to action.

\ ⓘ The Basic Premise: Action ⓘ /

What gets them to take action the most? When your message matches their emotional irrational need. When those meet, it inspired them to say “Finally, someone who gets me, someone who understands, someone who has my solution, that’s for me...”

This is why you must first understand yourself and break through your issues, so you can figure out THEIR driving needs and then communicate to get them to take action.

● THE MINDSETS ●

1. Your customers are completely irrational and decisions to buy have zero to do with logic. It is irrational fantasy, dream, fear, nightmare – that is what decision is based on – and then it is rationalized with logic and story they can sell to others.

2. Everything is a test. Test small, get response, then roll out. Dry test. See how they vote with their wallet. Test small, if it works, roll out. Test markets until you find one with a lot of buyers AND THEN create the products. Pay for results. Test small, measure results, build a model to scale up, as you scale it up keep watching it to see it's behaving the same way...
3. Consciously DESIGN and WORDSMITH everything.
4. Know your ROI on every dollar you test and invest. Test and measure everything and know your ROI.

Design:

- Does it feel like it's going to give me something or take something away from me?
- The problem: It looks like an ad
- Design = Trustability
- When you see something that grabs you, stop and ask "why" and try and use it elsewhere
- Trustable design + Headline that pulls us emotionally
- Short words, short sentences, short paragraphs – break copy up
- "How do I make it look editorial?"
- "How do I synthesize my design to look more unified and related?"
- "How do I make my site look more newsworthy/more like a professional subscription magazine/etc?"
- The feeling to go for: when somebody sees it they feel like they've been selected and lucky to get w that's normally worth x and all they have to do is enter their y to claim their free reward...and it really looks like any number of valuable reports/z...
- Design it so it's easy to read
- Browsershots.org ... 99designs.com ...

"Clank Of The Counterfeit"

Who's all this stuff about? Is it about you or the customer?

Talk to your clients, listen to them, listen to their biggest challenge, and put that at the top of your page...this is all about the message/connection...it connects with your audience when you listen to them...

SEO is all about LINKS

Most hunts don't work. If you don't do any, what are your chances of survival? Less than 0%.

REPHRASE YOUR PARADIGM – the words are just a symptom

It's not an internet marketing issue – it's other stuff, bothered by your things, but it just happens to be we're projecting our current frustration onto this current thing. Take 100% responsibility for your successes, failures, decisions, take challenges and take them

positively and failure is only failure as long as you see it as such – the moment you LEARN from it you traded time, money, etc for a lesson. It's about a lesson.

** A Bonus Technique For Getting Action: Pressure Stacking **

Your Magnetic Message:

- ◆ Someone gets pulled in and takes action by Accuracy of Connection between Emotional Desire of Prospect and The Result/Outcome/Benefit Your Product Offers ... the connect has to be perfect
- ◆ We're looking for gut level emotional impact
- ◆ Your message can be: 100% Misunderstood |-----| 100% Understood
- ◆ Your message needs to be so clear and powerful it alienates and repulses your non-prospect

THE 3 R'S OF THE MAGNETIC MESSAGE: REALITY + RESULTS + RISK

- ▶ Reality: You must enter the reality of the prospect communicating on their level in their own language entering the conversation their already having. Using their jargon, their sophistication, the order they use the words... *"what's the one magic specific word the most of the customers use to describe their problem or frustration?"*
- ▶ Result: Your product/service is standing between the outcome they want and is a necessary evil to them, it costs them time effort and money, and they don't want it – what you have stands between them and the result they want – they don't want you talking about your product, they want you to talk about the result and benefit it's going to deliver, the outcome and self serving outcome it's going to deliver – avoid generalities at all costs... *"What's the specific measurable factual concrete outcome your prospect wants, and how can you state it in a way that's impossible to misinterpret with no ambiguity to it – what are the specific words that would used to describe the outcome your prospective customer wants, the EMOTIONAL words THEY use?"*
- ▶ Risk: In any transaction there is always risk implied, whether - money time looking stupid from making a mistake fear of looking bad rejection embarrassment it's not going to work again and they'll feel bad again – all these risks involved, so you must take the risk away and even better REVERSE the risk SO THE RISK IS ON YOU – you may not get to this stuff until you dig into the avatar exercises above – they have all sorts of insecurities going on inside their heads – AMPLIFY: simple, easy, low hassle, click, fun, automatic, instant, "there's not a lot of risk on your part and you'll get results and it won't be too hard or hassle you too much", all addresses risk... *Make the processes of buying from you simple, easy and fun – convenience is the key and be specific about it – talk about speed: fast, now, instantly, instant gratification oriented – specific about time – prove your claims: endorsements, testimonials, case studies, sample... as proof eliminates risk – use guarantees to take away the risk: the guarantee allows the person to say "If I screw up at least I can unscrew it and get out even and I just invested my time"*

– *MAKE IT EASY TO SAY YES* by walking the person through the whole process, cover all the points, talk through all their fears, address everything they could be thinking about, talk to them in everyday normal language, let them know you're a regular person and there if you need them, talk about the guarantee *MAKE IT EASY TO SAY YES*

REALITY + RESULTS + RISK

...these 3 when combined into a brief statement – that cuts right through all the clutter and speaks right to the emotions of the customer – is very difficult to find but anyone can create them.

POWER WORDS PART 1

- All words are not created equal
- You, Money, Save, New, Easy, Love, Discovery, Results, Health, Proven, Guarantee, Free
- How to, Suddenly, Now, Announcing, Introducing, It's here, Just arrived, Important development, Improvement, Amazing, Sensational, Remarkable, Revolutionary, Startling, Miracle, Magic, Offer, Quick, Easy, Wanted, Challenge, Advice to, The truth about, Compare, Bargain, Hurry, Last chance

● **Emotional words that instantly strike fear or desire into your prospect** (i.e. if you're a poker player → "world series of poker" cause they dream and imagine of winning the world series of poker – so it's a power word)

1 POWER WORD IS WORTH 1000 OKAY WORDS

→ Write Power Words For Your Prospect that are emotional hot buttons words that relate to fears, frustrations, outcomes, results, drives, desires – what are the words they say to themselves? NOT what you say.

→ Now, as a customer, attach an emotional hot button value to each of these words.
"When I see that word, how much does it push my emotional hot button from 0 to 100?"
From your customers perspective

→ The Keys: Specificity, Clarity, Impact, and Emotion ...so:

1. Describe the outcome your prospect wants and the emotion they are feeling, getting to the core essence of what it is they desire, right when they get to the point they need what you offer? Use words you've heard your prospect say that are emotional power words

2. Take your narrative there and take your list of power words – and wordsmith 10 words or fewer a statement that combines Result/the outcome benefit they're going to get or result they'll avoid that they want in their language emotional hot button words + Risk/something that takes away the risk or reverses it and makes it simple easy low hassle quick easy instant or something that guarantees it or something that talks specifically of what it will take to get it done + it does it in the Reality or language of your prospect (i.e. Fresh hot pizza delivered + in under 30 minutes guaranteed ... talks the customers language) → wordsmith, move the words and structure around – try the risk first, or 2 risk factors etc – move towards SPECIFIC and BELIEVABLE

→ Listen for the "Not exactly" ...Listen for ambiguity....

→ Example ("Just had knee surgery? Instant technique to get your flexibility back...")

'Get your flexibility back' is the way a regular human talks – not 'I am quite interested in learning restorative techniques for my knee joint') (Sick of being rejected, a loser, and