

Create Your Own Online Course

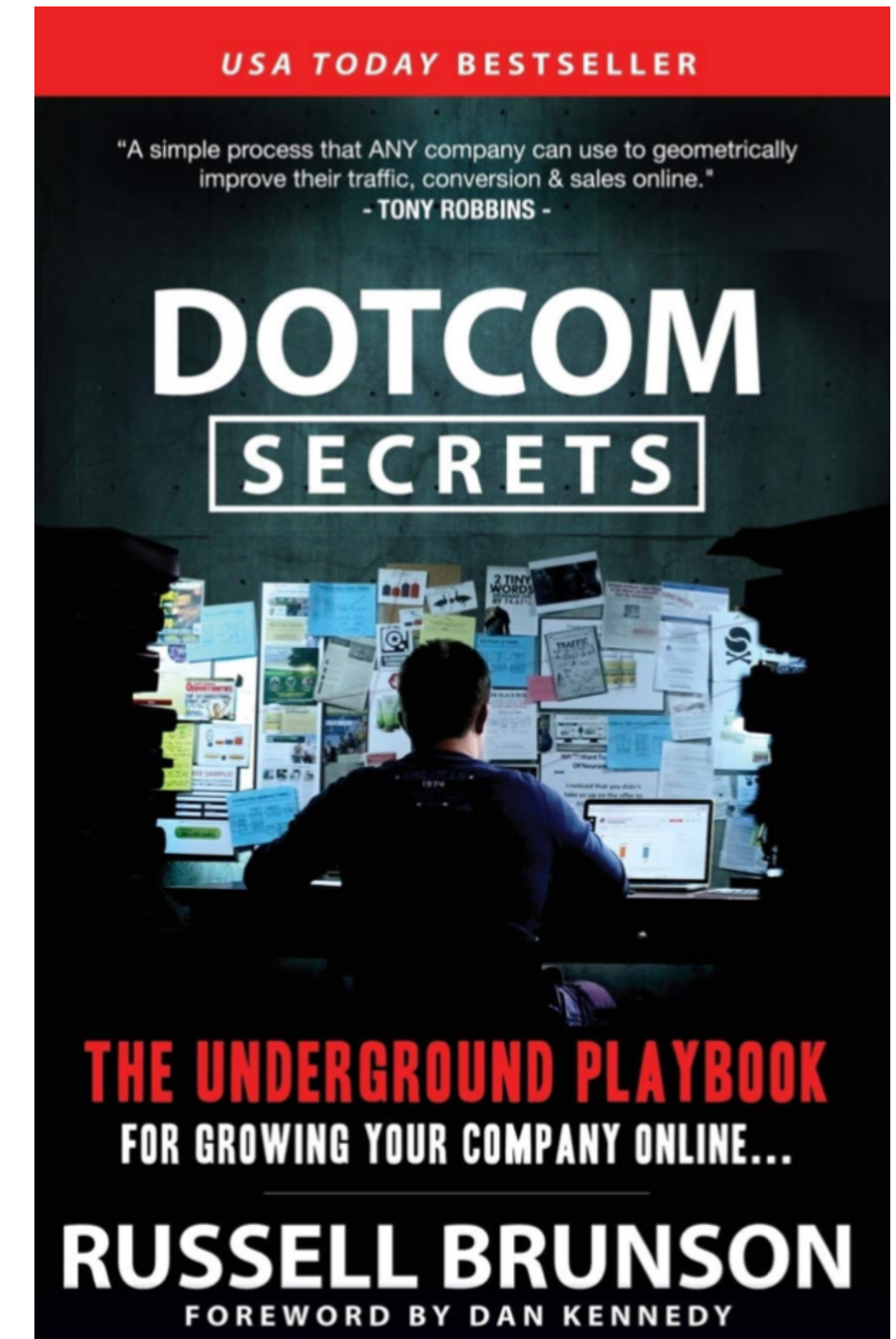
Bonus: 5 Marketing Books You Should Read

“Dot Com Secrets”

by Russell Brunson

“Consumers want and expect messaging that speaks directly to them, or they will likely ignore you. There’s just too much information bombarding us at all hours of the day and night. As modern humans, we are subconsciously forced to screen out anything that doesn’t directly apply to us.”

“You are trying to engage someone who is already checking email, Facebook, and his cell phone at the exact same time. You have to interrupt potential customers long enough for them to click on your ad and visit your website.”



“The E5 C.A.M.P Method”

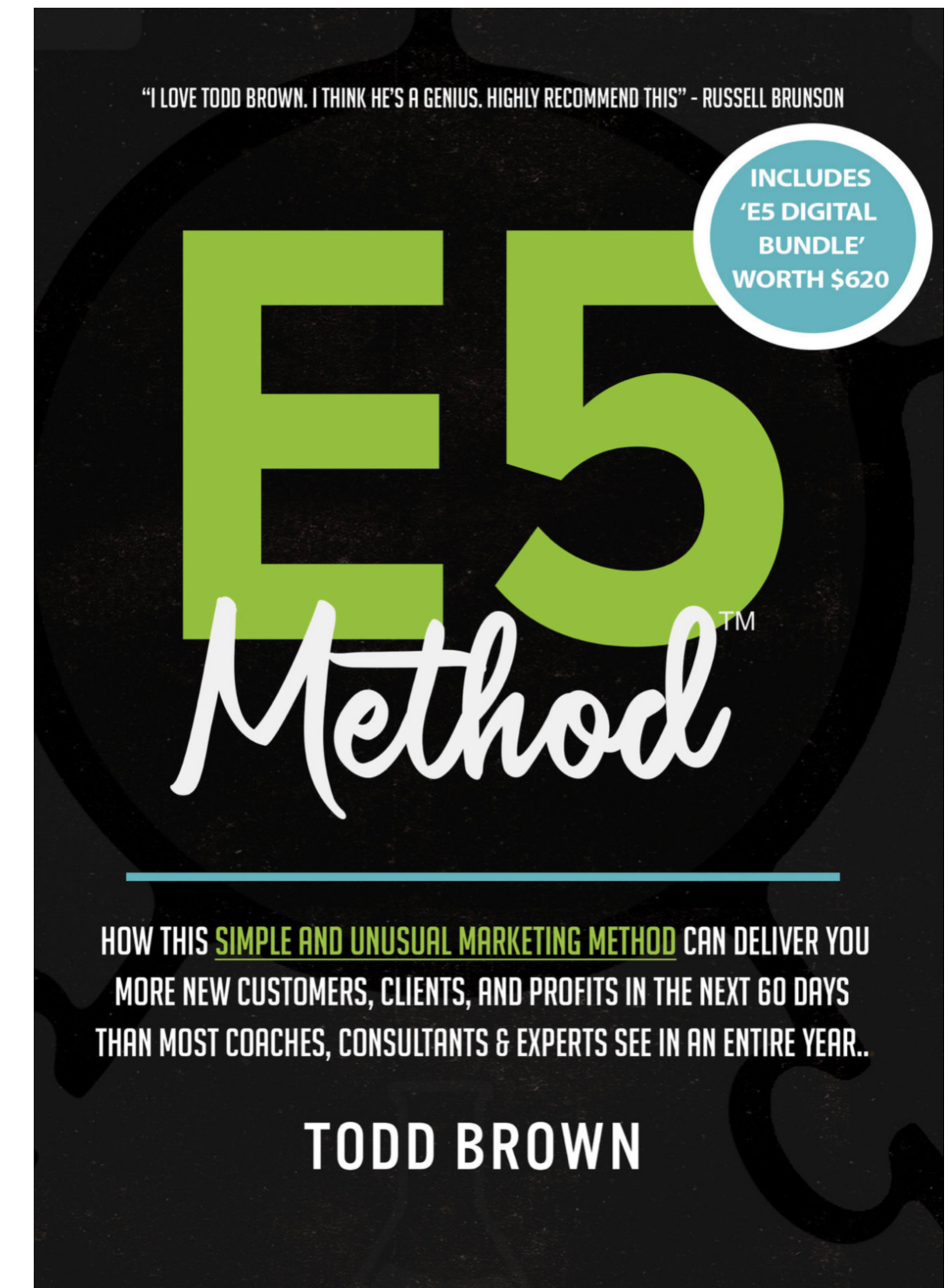
by Todd Brown

*“But that the real secret to generating lots of customers day-in and day-out, in a cool way, is in having a **unique marketing message** that doesn’t try to sell. But **instead, educates prospects** on a new way they can get the results they want. And then, offers them the opportunity to experience that new way with my product.”*

Marketing is all about the prospect’s situation, the prospect's pain, the prospect's obstacle, and ultimately what the prospect wants to achieve or accomplish... the outcome, the transformation, the result.”

The first critical element of your success with any marketing campaign is that you've targeted the right people.”

I'm in this one! 👍



“The Ultimate Sales Letter”

by Dan S Kennedy

“I am convinced that just about anybody can learn to craft very effective sales letters .”

“The goal is understanding. To persuade someone, to motivate someone, to sell someone, you really need to understand that person.”

It's amazing how easily people fall into talking about the features of their product or service, instead of the benefits it provides. I find myself constantly reminding our clients: “People do not buy things for what they are; they buy things for what they do.””



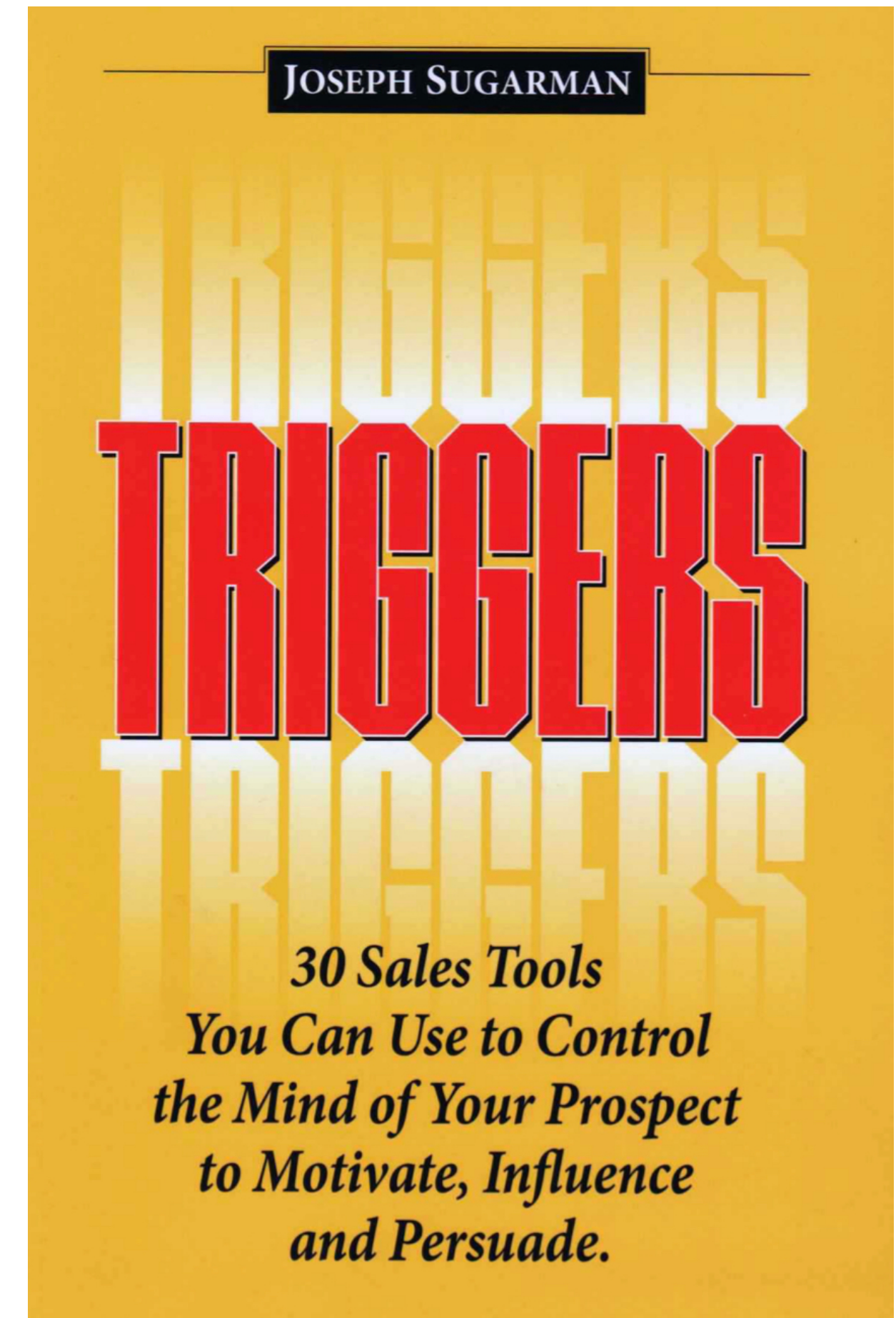
“Triggers”

by Joseph Sugarmen

“Sometimes using a trigger and changing just a few words at the end of a thousand-word ad doubled the response. Imagine doubling your sales effectiveness with just this one concept! And I developed 30 different triggers.”

As a direct marketer, I have determined that the most important thing you can do to turn a prospect into a customer is to make it incredibly easy for that prospect to commit to a purchase, regardless of how small that purchase may be.”

“If you don’t understand the nature of the product you are selling, you won’t effectively sell it. Every product has a unique nature to it—a unique way of relating itself to the consumer. If you understand this nature and find the way to best relate the product to your prospect, you’ll hold the key to a successful sales program.”



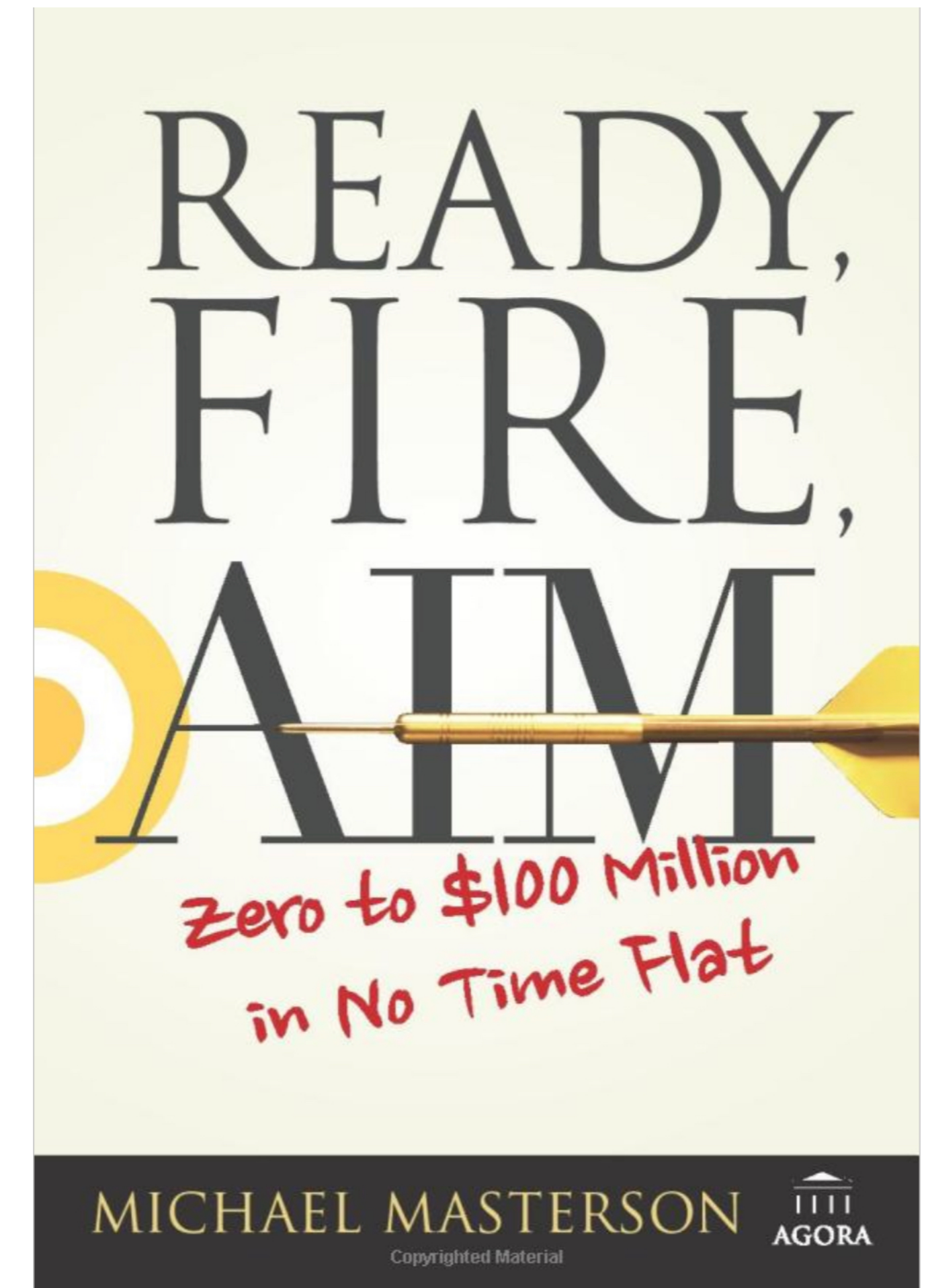
“Ready, Fire, Aim”

by Michael Masteron (Mark Forde)

“Before your business makes its first sale, it is nothing more than an unproven idea you are spending money on. Some of these ideas may be good and feasible. Others may be bad and/or impractical. You can’t know which are which until you test them by selling the product.”

1. *Get the product ready enough to sell it, but don’t worry about perfecting it.*
2. *Sell it.*
3. *Then, if it sell, make it better*

“Marketing copy matters. The difference between a good copy concept and a not-so-good copy concept can be the difference of 100% or more in terms of advertising response rates and profitability of your product sales.”



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