



Y2Marketing

total marketing solutions

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MONOPOLIZE

YOUR MARKETPLACE

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YOUR

MARKETPLACE

Introduction

When I started my company Y2 Marketing in 1994, I wanted to take all of what I have learned about marketing, advertising, and business development and create a step-by-step system for marketing any product or service.

At the time, a *systematic and strategic approach* didn't exist. I knew that we could create it, and with a system in place, we could show companies a way to get predictable results. During the first three years, we worked to develop and perfect the system. We held seminars every month while we tweaked the system.

We also worked with hundreds of clients to prove that the system gets results. The end product is the *Monopolize Your Marketplace (MYM) system*.

I want you to grow your business using Y2Marketing's *Monopolize Your Marketplace* system. By making you more successful, we build Y2Marketing into *the leader* in results-based marketing.

Our passion is to help people like you become financially free.

We offer this program to you as a way to achieve financial freedom—the ability to do whatever you want with your time and money long before you reach retirement age. We invite you to take this powerful information and use it. It can take you where you want to go.

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The MYM Model

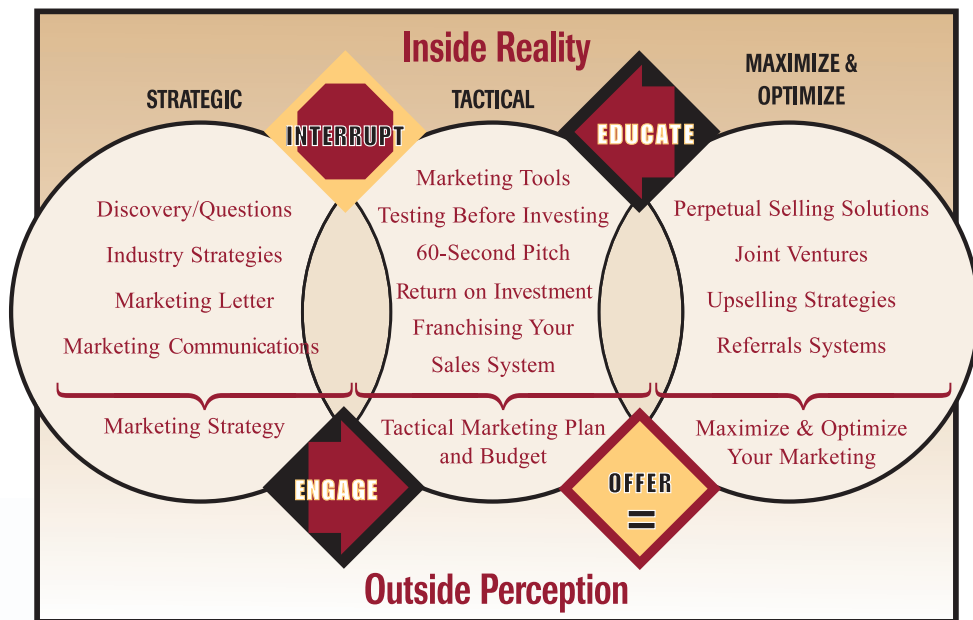
Our marketing system is a series of steps implemented over the course of a few months. Each step takes some know-how to properly execute. The following model shows how these steps are integrated into a business growth system.

With this system, we can put your marketing together relatively quickly and easily. Our principal consultants are seasoned business professionals who are extensively trained in how to implement this system for our clients.

We want to give your business an extreme makeover. Obviously, going from the “before” picture to the “after” picture takes know-how and a systematic approach.

First, you need to know what marketing is supposed to do and why most marketing fails. Next, you need to know how to create strategic marketing messages to make your marketing program easy to implement and to build your brand. Then you need to execute a tactical marketing program. Use the marketing equation as a road map to ensure you’re always saying the right thing to the right people every single

time. Then systematize your tactical marketing program to generate leads, place media, and implement a follow-up system. Finally, learn



how to maximize and optimize your marketing program—two of the more advanced tactical execution strategies.

The strategic side of marketing—why you do what you do and what you say—is almost always more important than when and where and how you say it (the tactical deployment). If you fail to distinguish between strategic and tactical marketing, you risk eliminating some forms of marketing that should be a part of your tactical plan, simply because these methods haven’t worked for you in the past.

We’ll teach you how to grow your business and powerfully communicate your unique advantages to your target market.

Inside Reality vs. Outside Perception

Monopolize Your Marketplace is a step-by-step program that teaches you how to out-market the competition and become the obvious choice to do

business with.

When the outside perception of your organization is an accurate reflection of an amazing inside reality, you can monopolize your market.

Monopolize Your Marketplace teaches you how to align both sides of your business: the inside reality and the outside perception. The crux of all marketing problems—including yours—can be wrapped up in one simple statement:

Most companies’ outside perception is not an accurate reflection of their inside reality. What the MYM system does, first and foremost, is fix that problem.

The inside reality has to do with all the things your business does that make you valuable to your customers. The “inside reality” is about what you do and what you are. It’s what gives you a competitive advantage. The inside reality encompasses all your skills, your people, your expertise, your products and service to the customer—before,

Most businesses are good at knowing what their customers want, but they can’t communicate their “inside reality” to the outside world.

during, *and* after the sale—your systems, practices, commitment to excellence, passion, and the way you conduct your business.

How is the inside reality in your business? If you ask your customers why they buy from you, they could point to specific advantages of doing business with you and say, “That’s why I do business here; that’s why I refer my friends; that’s why I’m a loyal customer; that’s why I don’t mind paying more here; that’s why I keep coming back.”

The reality of what you do and the customers’ perceptions of what you do may not match. You might think you are better than you are, or you might not give yourself enough credit for the things you do well.

The outside perception is how customers and prospects perceive your company based on their interactions with your company. Customers draw on their buying experiences to form their perceptions. But even if your customer service is great and your customers love you, none of that means anything to a prospective customer if 1) they don’t know you exist as an option, or 2) they can’t distinguish your value.

Marketing ineptitude creates a chasm between your inside reality and your outside perception. Regardless of how good you are or how good your “inside reality” is, your prospects can’t figure it out based on your marketing. You appear to be just another company. The prospect will be apathetic at best, resistant or hostile at worst.

Most businesses are good at knowing what their customers want, but they can’t communicate their “inside reality” to the outside world. They can’t lead prospects to the conclusion: “I would have to be a fool to do business with anyone else but you.” How to do that is what *Monopolize Your Marketplace* is all about.

You’ve got to work on both sides



Make your advantages so obvious that your prospects and customers draw this conclusion: “I would have to be an absolute fool to do business with anyone else but you—regardless of price.”

of your business—the inside reality and the outside perception. If you concentrate all your efforts on the “inside reality” but you don’t know how to market properly, you set yourself up for frustration and failure.

Most businesses need improvement in both areas, but they struggle most with the outside perception. They build good companies and offer good value, but they have problems differentiating themselves. The MYM system teaches you to improve both the inside reality and the outside perception of your company. Part of the system deals with innovation and how to make your business competitive from a product, operations, and management standpoint. Then the system deals with how to communicate through your

marketing—advertising, direct mail, web-based, or whatever—so that it effectively separates you from your competitors in the minds of your prospects.

We help you improve the “outside perception” of your business. We teach you how to say it well and say it often so people instantly recognize you as their best choice.

You have to consider both the inside reality and the outside perception. Just teaching you how to innovate leaves you with a wonderful company that nobody knows about. Just teaching you sales, marketing, advertising, and PR techniques will attract customers who won’t stay because they receive no perceived value. MYM integrates these two elements of growing your business. What your current customers think about you is important, but what your *prospects* think about you is even more so. Can they tell why and how you’re unique, different, or better by looking at your ads, brochures, and Web site? Do you show them how to judge your offer, what factors they need to consider, and how you provide value? Do you ensure that your outside perception is an accurate reflection of your inside reality?

Are You the Obvious Choice to Do Business With?

Are you marketing your company in such a way that it is instantly evident that you are the obvious choice to do business with? If not, you need to learn how to make those advantages *so obvious* to your prospects and customers that they quickly draw this one conclusion: “***I would have to be an absolute fool to do business with anyone else but you—regardless of price.***” Our program is about getting more results and making more

money with the same investment.

Use the *Monopolize Your Marketplace* system to leverage what you are doing by changing the message in your ads, media spots, brochures, Web sites, trade shows, and signage. We show you how to gain and sustain market momentum.

People always want to make the best buying decision possible.

Marketing's job—your job—is not to talk incessantly about how great you are or how low your prices are. Your job is to facilitate the prospect's decision-making and allow them to feel they are in control of the decision, based on having quantity and quality of information.

We show you how to build a profit faucet—a stream of profitability that you control. If you start generating more leads than you can comfortably handle or you reach full capacity, just turn down the marketing faucet until you get caught up. Need more business and more profitability? Turn up the faucet and let it flow.

You can stop competing on price and start selling for what you are really worth. You will increase your response, drive in more leads, convert a higher percentage of those leads, increase the

amount of each sale, and augment your repeat business.

The Three Purposes of Marketing

Surprisingly few people can even tell you the purposes of marketing, let alone how to achieve those primary purposes. Marketing is supposed to do three things: (1) capture the attention of your target market; (2) teach, train, and inform people to help them make the best purchasing decision possible when buying what you have to sell; and (3) lower the risk of taking the next step in the buying process so you can further educate them. Effective marketing accomplishes all three objectives. It causes your prospects and customers to conclude: "I would have to be an absolute fool to do business with anyone else but you—regardless of price."

All business owners want more new customers and less competition, more profitability and less waste, more retention and less turnover, better results from their marketing and advertising, more loyalty from their customers, and higher conversion ratios for their sales people. In short, they want to make more money.

Realize that prospects and customers want the same things. They want to feel confident that their money is well spent and their purchasing decisions are wise. They want to get the best deal, in terms of both price and value. ***People intuitively want to make the best decision possible, for them, and not second-***

guess themselves all the time.

Customers want to get the best possible value. As the marketer, you have to figure out what's important to your prospects, educate them about what constitutes the best deal, and then provide proof that you provide that best deal. If you communicate that message properly, your customer will pay attention, believe you, and then take action.

Our system is powerful because your prospects get what they want from you. They get the best deal in terms of price and value, and they can have confidence that they are making the best decision possible for them. ***Give your customers a specific, low-risk, easy-to-take action that further facilitates their ability to make a good decision.*** You can't cram everything that a person needs to know into one ad. You have to find a way to give them more information—via reports, Web sites, audio CDs, and CD-ROMs.

Prospective buyers want and need to be educated—so they can feel confident when making their decision. If you provide relevant information, along with a low-risk way for the prospect to take the next step in the buying process, you win business. If you fail to educate your prospects, they would be fools not to demand a lower price.

Why Everything You Learned About Marketing Is Wrong

You have been conditioned to believe and practice certain things about marketing and advertising that

Customers want to get the best possible value. As the marketer, you have to figure out what's important to your prospects, educate them about what constitutes the best deal, and then provide proof that you provide that best deal.



can't grow your business.

All you learned about marketing is wrong because it doesn't allow you to accurately, effectively, and succinctly portray your inside reality to the outside world.

The current state of marketing and advertising is a mess. Today, the outside perception built by the advertising and other forms of marketing communications does not reflect or reveal the inside reality of the company. Most ads are either institutional ads or "menu-board" ads. Institutional ads say, "Here's our name, here's our best attempt at being creative, and here's the biggest budget we could muster to support this crap." Menu-board-style advertising basically says, "Here's our name and here's a list of what we have for sale." Like a menu at a restaurant—a simple listing of what's for sale.

This advertising does little for you. It doesn't get the prospects' attention, it doesn't facilitate their decision-making process, it doesn't build a case, it doesn't lower the risk, and it doesn't lead prospects to say, "I would have to be an absolute fool to do business with anyone else but you, regardless of price." It just says, "Hey, we have stuff for sale, come buy some from us for no reason other than we want your money."

Most of this advertising is trite, banal, and full of platitudes. *Trite* means lacking power to evoke interest through overuse or repetition, and *banal* means drearily commonplace and often predictable. A *platitude* is words or phrases that are drearily commonplace and predictable. Let me summarize all those definitions into one:

They lack the power to evoke interest through overuse or repetition—even though they are stated as if they were original or significant.

In advertising, we see and hear platitudes all the time: "largest



Give your customers a specific, low-risk, easy-to-take action that further facilitates their ability to make a good decision.

selection, most professional, lowest prices, highest quality, best service, fastest, most convenient, largest in the state, more honest, experts in, specializing in, works harder, get the job done right the first time, been in business for 50 years"—and all such stuff.

Platitudes result in an outside perception that you're just like everybody else—no distinction, separation, or differentiation. You can't make your inside reality and outside perception match using platitudes.

Take three evaluations to guard your marketing and advertising from platitudes:

Platitude Evaluation #1: "Well, I would hope so!" When you make a claim, ask yourself if the prospect will immediately respond with: "Well, I would hope so!" Whenever you make a claim, always ask yourself: Why would anyone choose us over our competitors? Honestly evaluate your answer against the "Well, I would

hope so!" evaluation. Does your inside reality shine through? Next, check your advertising and marketing materials. Are they full of platitudes? If so, then you need to make changes.

Platitude evaluation #2: "Who else can say that?" The question is not who else can *do* what you do. The question is who else can *say* what you say. The answer is usually *anybody and everybody*. Remember, it's not who can do what you do, it's who can say what you are saying. You need to learn how to communicate your inside reality to your prospects in a compelling way that will build an outside perception worthy of your company that nobody else can copy.

Platitude evaluation #3: *Scratch out, write in test.* Look at your brochure or advertisement. Now scratch your name out and write in your competitor's name. Is the ad still valid? If so, you've failed the test.

Subject your own marketing materials to these three evaluations: *Well, I would hope so!* *Who else can say that?* and *Scratch out, write in.* You will gain competitive advantage if you can fix the platitude problem and make your outside perception a good reflection of your inside reality. Then, you'll start to get the results you should be getting from your marketing.

Buyers have the power today, and they want to know who offers superior value. So, if you're trying to sell more, you need to help prospective buyers decide who offers the best value. You don't do that by saying everything with the same meaningless platitudes. Such "noise" creates a huge "confidence gap" and alienates the buyer.

This "confidence gap" represents the customer's inability to distinguish the difference in quality of any of the products or services offered. Consumers cannot tell from the advertising whether the sellers are any different from or any better than their

competitors. To the buyer, all things appear to be equal. That's why they end up shopping for price; they don't have the tools to decide based on value.

Monopolize Your Marketplace is about being worth more to the marketplace and, as a result, getting more response from the marketplace.

The Marketing Equation

The crux of the marketing solution is to take out the mystery and ego-driven creativity and adopt a systematic approach. The marketing equation is the backbone of the MYM system. It has four parts: interrupt, engage, educate, and offer.

Step 1: Interrupt prospects by hitting their hot buttons. Interrupt is getting qualified prospects to pay attention to your marketing by hitting their emotional hot buttons. You want to shake your prospects out of their subconscious haze that never sees your ad or marketing piece and into alert mode where they are aware of

what you are trying to communicate, notice your ad or marketing piece, and become open to suggestions and solutions.

Something captures their attention and compels them to keep paying attention.

Knowing how to do this—and then doing it—is how you make a fortune in marketing. Whenever your brain detects things that are familiar, unusual, or problematic, it sends a

message to you and says, "Hey, wake up! There's something you need to pay attention to here." We call those familiar, unusual, or problematic things "activators." Your brain acts like radar on a subconscious level, constantly looking for activators. Understanding the reticular activator is what gets us past interrupt and on to engage. If we can engage the prospect, we increase our chance of selling something by 1,000 times.

So, marketing's first job is to interrupt prospects—to get them to "snap" out of it by finding out the things that resonate in the prospects' reticular activators—to get prospects not just interrupted but also engaged—by not just finding any activator, but finding the right activator. Once the brain is activated, it

wants to be engaged. So it immediately searches for additional clarifying information. The person wants to know, "What's this all about? How does this affect me? Do I need to do anything about this?" So, the brain goes on a fact-finding mission. "How relevant and important is this to me? Should I allocate any bandwidth to this?" So it searches for additional facts. If it finds them, it

will become engaged. We call these important and relevant issues **hot buttons**.

An activator can only also be classified as a *hot button* if it is based on something that's important, familiar, unusual, problematic, or relevant to the prospect. **Your best bet to successfully interrupt and engage your target market is to identify your prospects' problems, frustrations, and annoyances and address them in marketing.** Find out where their pain is, identify that pain, and describe situations and scenarios that exemplify that pain. Put this information in your headlines and subheads, then let the prospect's reticular activator take over from there.

The results are inevitable. The things causing their pain are their hot buttons. Tap into problems they already have—there is no need to try to manufacture problems. Just point out



Use a headline or subhead that promises the readers they will get the information they need to make the best buying decision possible. An offer gives the prospect a way to become further educated about what you're selling.



those problems and bring them up on their active radar screens.

We typically portray the hot buttons in **headlines** because the headline is your first opportunity to interrupt the prospect. You've only got a split second to interrupt the prospect, so your headline must include activators based on the hot buttons—things that are important and relevant. The headlines must have words and phrases that describe familiar problems that the prospect is feeling. The tone and words used in the headline should mirror the intensity of the emotional level of the prospect. The headline must be loaded with problem-oriented hot buttons that trigger the proper emotional response.

Step 2: Engage the prospect. If the activator is based on hot buttons, the prospect will be mentally prepared to become engaged. At this point, crossing that gap from “ready to be engaged” to “actually engaged” is simple. All you have to do is use a headline or subhead that promises the readers they will get the information they need to make the best buying decision possible. For example, the subhead “Five Things You Need to Know Before Buying a Digital Camera” promises readers they will find information that will further facilitate their decision making if they keep reading. Once you interrupt prospects, you need to provide them with information that will help them make the best decision possible. You engage prospects by facilitating their decision-making process.

Step 3: Educate the prospect. Now that you have interrupted and engaged your prospect, your job as marketer is to deliver relevant information in a way that's easy to scan and digest



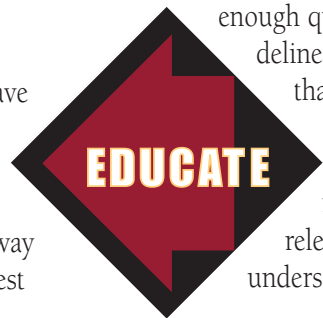
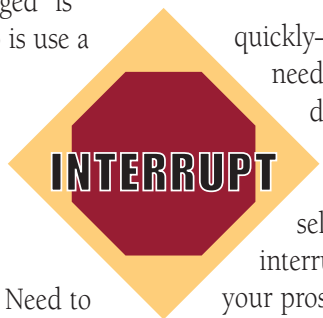
Your best bet to successfully interrupt and engage your target market is to identify your prospects' problems, frustrations, and annoyances and address them in marketing.

feel in control of the decision and confident that they are making the best choice. The more you educate prospects on what they need to know, what to look for, and what to look out for, the more you'll sell. Education is how you make your outside perception match your inside reality.

To properly educate your prospects, you need to build a case that gives prospects and customers confidence that they would be a fool to do business with anyone else but you. You accomplish this by educating your prospects about what they need to know about buying what you sell. You teach them how to determine value—the buzzwords and benchmarks, along with specific, quantifiable evidence of value that your company, product, or service will provide them.

Prove to them that you offer the best value available by defining the relevant issues, preparing a convincing argument, producing the evidence, and presenting it in a way that prospects will believe you. If you present your case in a compelling and convincing way, you'll build confidence with your prospects and bridge the confidence gap. They'll feel like they're in control of the decision. You'll have business coming to you because you will effectively separate yourself from your competition. They'll feel like they would be fools to do business with anyone else but you, regardless of price.

Step 4: Offer prospects a low-risk way to take the next step in the sales process. Every marketing piece should contain a low-risk offer to encourage prospects to take the next step. The offer may be to receive additional information so you can further educate the prospect and build your case. A powerful offer can sometimes



quickly—what the prospect needs to know to determine how to buy what you sell. After you interrupt and engage your prospects based on emotional hot buttons, you next provide information that helps them understand the problem. Then you prove why you can solve it. You do this by providing detailed, quantifiable, specific, inside-reality-revealing information. This transforms an “emotional” sale to a “logical” sale. You've got to give your prospects enough quantified, specific, delineated information that they feel they understand the important and relevant issues. This understanding makes them

increase your response rate by 100 times—all by itself! The right offer allows you to capture a large percentage of all future buyers in addition to the now buyers. Prospects go through an educational process from the moment they begin thinking about buying your product or service to the point when they actually put down their hard-earned cash.

Offer your prospects a low-risk way to take the next step in the sales process. You do this by offering a free marketing tool such as a report, brochure, seminar, audio, or video to educate them even *more*. The goal of this information is to allow prospects to feel in control of the final decision.

This *marketing equation* is an easy way to prepare marketing that gets results. Marketing has to interrupt and engage the prospect, then educate and offer the prospect additional information to facilitate the decision-making process and lower the risk of taking the next step in the buying process.

At any given time there could be hundreds or thousands of prospects at various positions along the *educational spectrum* of buying what you sell. And no sale is complete until they give you money, even if they decided to buy from you somewhere along the way.

Most marketing and advertising efforts are only geared toward the prospects who have made the decision to buy and are ripe for marketing that can sway them to buy. But, at any given moment, the number of prospects who are ready to buy right now represent no more than 5 percent of all those who are ultimately going to buy what you sell. Up to 99 percent of your prospects are in the “thinking-about-it” or “gathering-information” mode! Most marketers don’t give these potential customers the information they need to make an informed buying decision.

Your offer is to provide additional educational information to the gathering-information-mode prospects and to capture valuable information about these people so you can proactively market to them on an on-going basis.

People tell us they put an offer in their ads, what they term “call to action.” This offer is for a 20 percent off coupon or a buy one, get one free deal. Sometimes, depending on what you sell, such offers are appropriate. But those are not the offers I’m talking about. I’m talking about an offer that gives the prospect a low-risk way to become further educated about what you’re selling. If your marketing fails to

include such offers, you’re not building a relationship with over 90 percent of your potential customers.

Strategic Marketing Five Discovery Questions

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Before you race ahead with some shoot-from-the-lip campaign, discover what your prospects and customers are looking for.

Discovery, the first part of our total marketing system, means gathering information and learning your prospect’s hot buttons, developing your case, and uncovering evidence. We first ask a series of discovery questions to get a good snapshot of your business. We want to know what you do, who your target market is, and what your important issues are.

As you learn these five discovery questions, answer them for your business.

1. The qualification question. You want to figure out who is qualified to buy what you sell. Here’s the question: *Under what circumstances does the typical prospect start to think about buying what we sell?* What would cause your customers to start thinking about buying what you sell?

2. The customer values question. Here’s what we’re trying to find out: *What things are important to our prospects*

Figure out who is qualified to buy what you sell, what their issues and values are, discover how you can fill that need and provide the evidence to back up your case.



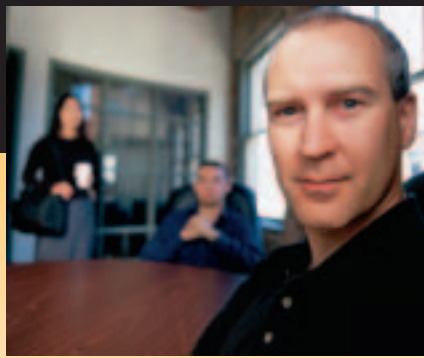
when they are buying what we sell? By asking and answering the qualification and customer value questions, you identify your prospects' hot buttons and create a list of what prospects want when they decide to buy what you sell. Now, make sure that what you think is important reflects what prospects and customers think is important. If you look at that list of customer values and see things on the list that you currently don't do, then you have some *innovation opportunities*. If the customer wants something and you don't do it, then just start doing it.

To *monopolize* your market, you've got to innovate—to create the inside reality—so people conclude: I would be an absolute fool to do business with anyone else but you, regardless of price. So, are there things that are important to your customers—things they need or services they would value—that you currently do not offer? If so, here is your opportunity to innovate. Get together with your team members and brainstorm ideas for innovation. Ask them: "What do our customers and prospects want that is not currently available in the industry?"

3. *The Need-to-Know Question.*

The *need-to-know* question identifies the kinds of things prospects need to know to make the best decision possible when making a purchase within your industry. So, ask: *What do our customers need to know to buy what we sell?* Uncover possible pitfalls or buying traps. You must evaluate each of your *customer values* to determine what your prospects need to know that they may not be aware of when starting the buying process. Answer this question as if you were giving advice to a good friend who was going to buy what you sell. Teach them how to become an expert in your field.

If you have poor marketing you



Strategic marketing has to do with what you say, how you say it, and who you say it to. It's the content of your message and positioning of your brand, company, or product.

will get beat up on pricing. Start giving your customers what they want—or *would* want if they knew to ask for it. By asking and answering the question "What do my prospects need to know to buy what we sell?" you can identify their hot buttons and use this intelligence in writing headlines that attract them and in creating copy and content that educate them in need-to-know areas.

4. *The case-building question.*

Now it's time to build the case for doing business with your company: *What do you do to give customers what they want?* If what you do is not yet up to par with what your prospects want, there's an innovation opportunity. The *case building* question is all about *your* company. Your answer will mirror your answer to the *need to know* question. Our program is all about being on the customer's side

and giving customers what they want. Giving customers the best products and services possible allows you to monopolize your marketplace.

5. *The evidence question.* As you build a case, you'll need to provide evidence to back up what you say. The evidence allows you to break past the platitudes; it gives everything you say power. Here's the question: *What would our prospects need to see to feel like they had enough information to make the best decision possible?* What evidence would they need to feel like they were in total control of the buying decision? You've already identified several hot buttons and *customer values* in the first four discovery questions. Now you need to add the evidence that will validate those points in the prospects' minds. In marketing, emotion gives logic life, and logic lends validity to the emotion. So, validate the emotions you tap into.

What would your prospects need to feel confident? What evidence could you provide? Articles, charts, comparisons, and tests.

Now Write Something

Now you are ready to start writing a few headlines and other forms of engaging marketing communications. Writing translates all that information into words using headlines to interrupt and engage, present your case, and put it all together in the format required for advertising and marketing.

Headlines are tools we use to interrupt and engage prospects. Every ad or marketing piece must have a headline. It should be an activator that paints a mental picture and interrupts the prospect. It needs to be oriented around hot buttons.

Subheadlines promise to further educate engaged prospects.

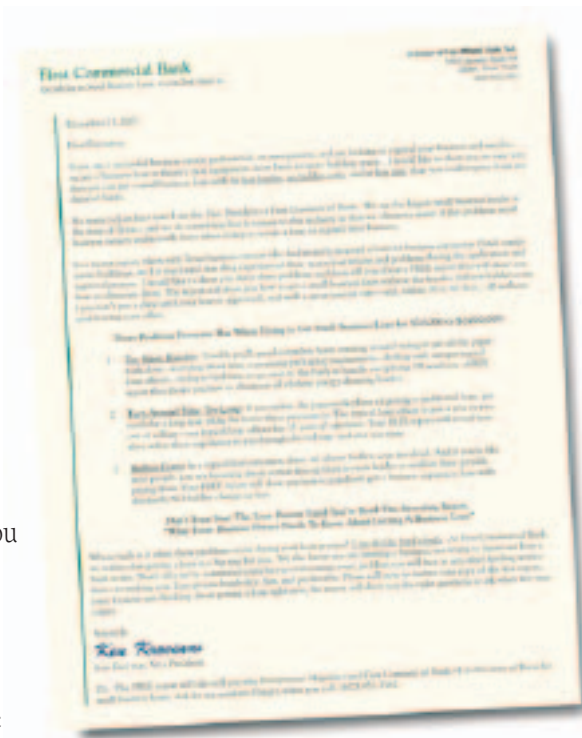
Strategic Marketing Communications

Writing a master letter, writing copy, and pre-evaluating the effectiveness of what you have crafted is all part of strategic marketing. Strategic marketing has to do with what you say, how you say it, and who you say it to. It's the content of your message and positioning of your brand, company, or product. Your tactical marketing program has to do with the execution of that strategic marketing plan as far as generating leads, placing media, and implementing a follow-up system. We call the tactical marketing program "Franchising Your Sales System" because we show you how to systematize the entire process so that your marketing program is easy to implement and always consistent.

Writing a Master Letter. The *master letter* is like a case briefing.

It's a snapshot of your strategic marketing plan that utilizes all the information gleaned during the discovery process as well as the headlines you write. The *master letter* should follow the *marketing equation*—it should interrupt, engage, educate, and offer. And, it's done in the form of a letter. Once you have the *master letter*, you will have all of the information at your fingertips in a well-written, powerfully stated format that you can easily draw on to write any other piece of marketing you need.

Writing copy. First, make sure your writing style is simple and conversational. Use plain talk to clearly, concisely, and quickly communicate your point. Use short sentences. Use simple language. Use familiar words, concrete words, and short words. Use personal references and human interest words. Use live words—verbs. Evaluate all claims. Be specific and quantify everything. Use the word *free* effectively. Use short



copy vs. long copy. Talk about benefits as much as possible. Use emphasis tools. Allow the reader to "hear" your voice tone and inflection while reading. Use punctuation. Allow the reader to "hear" your pausing and pacing while reading.

Evaluating your writing. You can know if what you've written is any

Six major industry categories:

1. trade service providers,
2. professional service providers,
3. mass retailers,
4. specialty retailers,
5. companies that sell to resellers, and
6. products sold to end-users, products with a defensible position, and products with no defensible position or a "phantom position."



good before you run it. We developed the *Marketing Evaluation Worksheet* to ensure that you're correctly implementing the marketing equation into your ads and marketing pieces. This worksheet not only lets you know whether the ad will work, but it also points out exactly which components of the ad are not working. This information allows you to fix those parts. Understanding marketing gives you power in the marketplace.

Marketing Strategies

By following a few guidelines, you can learn to apply the marketing equation to any business or industry.

These guidelines help you implement the *marketing equation* for various businesses within certain industry categories. We've identified six major industry categories; within those industry categories, the strategies to use are similar. Here's a quick list of six industry types: (1) trade service providers, (2) professional service providers, (3) mass retailers, (4) specialty retailers, (5) companies that sell to resellers, and (6) products sold to end-users, products with a defensible position, and products with no defensible position or a "phantom position."

The industry category dictates which strategies you should use. The reason the *Industry Category Strategies* work is because the hot buttons—the problems, frustrations, annoyances, and situations—are pretty common across the board within each industry category. Remember: If you want to know why your prospects buy what they buy, you've got to see the world through their eyes.

If a company is marketing a product with a defensible position, then its strategy should be to build a



Your tactical marketing program is the execution of your strategic marketing plan to generate leads, place media, and implement a follow-up system.

case for the inside reality of that product. Identify hot buttons and articulate a quantified, specific case with evidence to back up all claims. When you build a case properly, you automatically build a brand image based on your inside reality.

If your product is not particularly different than its competitors and you can't build a case that warrants separation, distinction, and leadership, then you need to go back to the discovery questions and innovate your product and your company to offer something that is worthy of praise, attention, and dollars.

If you are marketing a product with a defensible position, then build a case for that product based on its unique and innovative inside reality. That unique and innovative inside reality will build a brand image that's fitting.

Category Strategies are guidelines,

not complete marketing plans. They still have to be tactically executed and implemented. Every company needs to implement *Maximization and Optimization* strategies as well.

Tactical Marketing Program

The question now becomes: How can we leverage what we are doing to experience exponential returns on our marketing investments?

Your tactical marketing program, what we call *Franchising Your Sales System*, underscores the importance of systemization. It covers the principles of lead generating, marketing tools, hopper systems, knock down lists, and what we call *maximizing and optimizing* your marketing program—more advanced tactical execution strategies.

Your strategic marketing plan has to do with what you say, how you say it, and to whom you say it. Your tactical marketing program, on the other hand, has to do with the execution of that strategic marketing plan to generate leads, place media, and implement a follow-up system. We call the tactical marketing program *Franchising Your Sales System* because it has to do with systematizing the entire marketing and sales process.

Franchising Your Sales System

If you don't have a system to your marketing, you'll be stuck in a hit-and-miss mode that wastes time, talent, and money.

Franchising your sales system has everything to do with systemization. You make decisions ahead of time and

put a process in place that eliminates the need for constant, crunch-time decision-making.

You need to put the system in place that: generates the leads, follows up on those leads immediately, educates the prospects via marketing tools, and uses a hopper system to continually follow up on those leads.

You can systematize far more than you ever thought possible. You can systematize the follow-up letters and procedures, the phone scripts, the element of “surprising” your customers, the “thank-you’s,” problem handling, lead generation—everything, even the passion.

Return on Marketing Investment

Any investment in advertising and other forms of marketing should generate some sort of return, but how

can you know in advance?

You can figure out how much money you should spend on advertising. Your advertising budget should be as much as possible as long as it’s making you money.

A savvy advertiser will tell you that the cost of the ad is not the issue. What’s important is the return that ad will bring. You’ve got to figure out how much money an ad will make before you determine whether it costs too much. So how do you do that?

First, you’ve got to know how much profit you make on each sale. For instance, if you buy something for \$50 and sell it for \$100, your gross profit is \$50. Next, figure your closing ratio. Now, figure what your break-even is. Finally, figure out the number of leads you need to generate from the ad to break even.

Testing Before Investing

You can stick with hunches and opinions and market by the seat of your pants, or you can test to know which approach is best.

Advertising decisions based on what you think will work rather than what the marketplace wants is the main

reason ads don’t work—and businesses fail. Your livelihood depends on your ability to determine which messages will effectively attract new customers and entice your current customers to come back for more.

You can make these determinations by putting every important marketing and advertising question to a vote by the only people whose ballots count: customers and prospects. The people “vote” in the form of small, inexpensive tests. Testing tells you which headlines, offers, and prices the market will respond to—and cause them to buy—before you spend a fortune on advertising. You can test the effectiveness of certain parts of your ads on small representative samples of your market to learn what works. Unless you test, you won’t know which approach is the best one.

Marketing Tools

If you’re serious about marketing, you’ll learn how to use tools to facilitate your prospect’s decision to purchase your products.

Marketing tools educate your leads without relying strictly on salespeople. You want your marketing program to do the heavy lifting in the sales process. You want the marketing to facilitate the decision-making process and lead prospects to the conclusion that they’d have to be fools to do business with anyone else, regardless of price. You want the salesperson to arrive on the scene to wrap up the details and answer specific questions—after the marketing

Marketing tools are designed to increase the conversion ratio of leads you’ve generated, make your salespeople more effective, and help you sell more products and services.



has paved the way.

Marketing tools include anything that will educate the prospect. They include brochures, audios, videos, Web sites, on-hold messages, signs, reports, sales scripts, in-store signage, and follow-up letters. Those tools are all designed to increase the conversion ratio of all those leads you've generated. They also make your salespeople more effective, which will help you sell more products and services.

Hopper Systems

You need to consistently contact your target market with effective marketing pieces to nurture them until they're ready to buy.

Your offer will also attract prospects who *don't* convert right away. You need a **hopper system** for these people. You've got to consistently contact your target market—whether that is a defined target market or a database of prospects generated by advertising—with compelling marketing pieces to nurture them to the point where they're finally ready to buy. In effect, the hopper system trains your prospects to buy from you when they're ready.

How can you implement a hopper system? Simply schedule your hopper system ahead six months to one year. Select the most important hot buttons, rate them according to importance, and allocate your hopper system pieces accordingly. Write the medium that you'll use, whether that is mail, fax, or email. Once you've scheduled your *hopper system* and written the pieces, pull the trigger and let it fly.

Knock Down Lists

A certain number of your prime prospects should be selected, assigned



Take the resources and assets you already have at your disposal and leverage them for even more profitability.

to salespeople, and given some preferential treatment.

Knock Down Lists allow you to systematize relationship selling. A *knock down list* is a smaller subset of your entire target market—those select prospects you'd like as clients (the ones you want to knock down). Depending on the nature of what you sell and the time restraints of your salespeople, you'll want to assign between 10 and 25 prospects to each of your salespeople's *knock down list*. Decide who to put on the list by carefully studying the leads list you've generated. Choose about 10 to 25 prospects per salesperson based on companies that fit the profile of your ideal customer. Manage your prime prospects along with other prospects in your hopper system. Set a budget, and decide how and when to spend the budget. Make deposits in their "emotional bank accounts" regularly to build the relationship. Gather as much personal information as possible about the prospect. Find out about

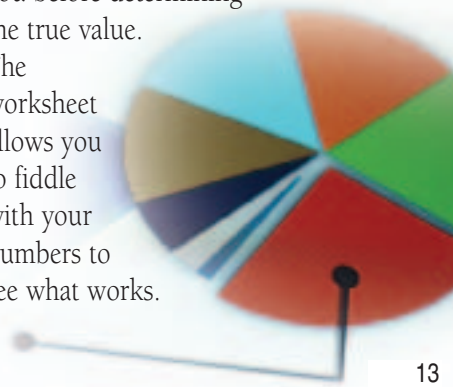
birthdays, spouses, children, interests, and hobbies. You can send them toys or games they can give to their children. You can find a unique gift for their spouse. Become genuinely interested in the person and show it to build a relationship. Make consistent deposits in the emotional bank accounts of your prospects—the ones you want to build a relationship with.

Your Tactical Marketing Plan and Budget

Your plan and budget should reflect your enlightened understanding of the importance and place of marketing in your organization.

How much will it cost to implement a tactical marketing system? To estimate the cost, you need to synthesize lead generation, marketing tools, hopper systems, and knock down lists. Use the *Tactical Marketing Plan Overview/Cost Worksheet*. Each section on the worksheet has columns for the specific media, quantity, cost, start date, and duration. How do you know how much you want to spend? Look at the worksheet. Start with lead generators. Figure out which media will work best for you. Next, determine marketing tools to use. The hopper system is next. There are three major hopper system components: mail, fax, and email. Estimate the cost of each. You need to figure out how much your average customer and sale is worth to you before determining the true value.

The worksheet allows you to fiddle with your numbers to see what works.



Maximizing and Optimizing Your Business

To grow your business beyond the advances and setbacks of the ambient market, you need to apply four maximizing methodologies.

Maximizing and optimizing has to do with taking the resources and assets you already have at your disposal and leveraging them for even more profitability. The biggest of these assets are your current customers. Implement strategies to increase the average amount of money your customers spend with you—not by deceit or trickery, but by implementing strategies that add more value for your customers and earn you more money. You can also access the customer lists of other businesses and springboard off the credibility they have with their customers to increase sales for both companies. We recommend four ways to maximize and optimize your business: (1) perpetual sales strategies; (2) joint ventures; (3) upselling; and (4) referrals.

Perpetual Selling Strategies


Would it help, for starters, if you could entice your current customers to come back again and again to buy more and more?

The idea behind Perpetual Selling Strategies is to get customers to come back for more, forever. It's about taking those customers who do buy from you and turning them into repeat customers who come back over and over again. The beauty of the *Perpetual Selling Strategy* is that spending just a little money on your current customers goes a long way. The challenge lies in knowing how much money to spend and what to spend it on to keep your customers coming back for more. We recommend four different *Perpetual Selling Strategies*: (1) follow-ups with specific follow-up offers; (2) frequency programs; (3) club memberships; and (4) free loss leaders.

Joint Ventures

You can only go so far and so fast with staff-generated sales, so look proactively for the best possible partners.

One of the best ways to leverage your time and marketing dollars is to enter into joint ventures with other businesses. If you see that your customers are one of your businesses' most valuable assets, imagine the potential profits available if another business made its customers available to you. They become available through a joint venture with your company. There are many different kinds of joint ventures, but they all work in one of two basic ways: (1) You let other companies market to your customer base and then take a percentage of each sale; (2) You market to the customers of other companies and pay them a portion of each sale. The key is to find other businesses that have customer bases with good prospects for what you sell. Put together a couple of *Joint Ventures*. Then you'll be ready to consider *upselling*.



One of the best ways to leverage your time and marketing dollars is to enter into joint ventures with other businesses.

Upselling Strategies

When upselling, you give your customers a gentle nudge to purchase additional items or spend more money on items they buy anyway.

Upselling finds ways to get your customers to spend more money with you at the point of purchase than they normally would if left to their own devices.

Upselling gives your customers a gentle nudge to purchase additional items or spend more money on items they are buying anyway. The first upselling strategy is *packaging* various products and services together to make a more attractive deal for your customers. Another upselling strategy offers the prospect a compatible item at the point of sale, possibly at a discount. You offer the compatible item separately, as an add-on. Think of complementary items you could sell at the point of purchase. Another upselling strategy is selling in bulk quantities at a discount. Another strategy offers a premium as an incentive for the customer to spend more money. All of this is within reach. All you have to do is extend yourself and apply what you're learning.

Referral Systems

Word of mouth is only the best form of advertising if you have the right mouths saying the right things about you.

Referrals can be one of the greatest sources of new business for any company. Referrals work because of *confidence*. People



This Monopolize Your Marketplace program is so powerful, the results are so inevitable, that you'd be an absolute fool not to take action and implement it on your own behalf.

referred by excited clients already have confidence in you. Without a *proactive* system for gathering referrals, you miss a major opportunity to get new clients, because your customers have a large number of friends and associates who are qualified prospects. The object of the proactive referral process is to get customers excited so they'll let you access their database of friends and associates. They allow you to use their name when introducing your company to their friends who fit your target market. If you can get between two

and 10 referrals per client (even first-time call-in prospects), you can increase your prospect—and customer—base. You do this using a simple three-step process: (1) identify a premium; (2) send an offer to your customers; and (3) send the premium to the referrals.

60-Second Elevator Pitches

If you only have a minute with a man or woman, what might you say to present your business in the best possible way?

What would you say to somebody if you were on an elevator and you didn't have much time to describe what you do, and you wanted to get the most bang for your buck? The *60-Second Elevator Pitch* is a quick synopsis of who you are and what you do. It should interrupt, engage, educate and offer. Here is an outline: We provide... (state the nature of your product or service) for... (state who your target customer is) who... (answer the *Qualification Question*) and are looking for... (list the answer to the *Customer Values Question*). Most people who buy... (list your product/service) aren't even aware that... (list your most important answers from the *Need To Know Question*).

We always offer... (list information from your *Case Building Question*) to help our target customers make the best decision possible. We offer a *free* (list your offer) which contains... (list the information you listed in the *Evidence Question*).

The elevator pitch makes it obvious at a glance that you offer unsurpassed value.

Case Study #1

62,478
Responses
In 42 Days

10 Times More Than The
Most Optimistic Projections

We were introduced to a company that created a small line of products targeted at bodybuilders. In early 2003, they launched a new food product. This protein bar was different from others on the market because it tasted incredible, and it combined three high-class protein sources with real freeze-dried fruit pieces. It cost more than most other protein products, but for a very good reason. It had outstanding quality and did not contain any of the hidden fillers commonly found in ultra-cheap protein products. They even provided Near InfraRed Certificates of Analysis to prove its purity.

The client contacted us to write a small piece about this new product, which was created in about 30 minutes.

This ad was based on two main principles taught by MYM: always use a low-risk offer that is easy to see, understand and act upon; and focus on creating leads, not just sales. The sales will come later as you educate your prospects. This particular ad offered two free samples to prospects so they could try it before they bought the full-sized product.

So, we emailed my copy off to the client and then simply forgot about it. Without even knowing about it, the client ran the ad in Muscular Development magazine hoping to get about 6,000 responses during the first year. But early one morning, he called in an absolute panic.

After the ad ran in the magazine, and from subscribers alone, the client received 13,700 requests within the first two weeks. Then the magazine hit newsstands, and that number jumped to a total of 41,700 after two more days. The grand total after only 42 days was **62,478** requests! Based on this success, he immediately contracted us to help fix this mess.

While this success is certainly

impressive, it hasn't been the smoothest ride. You need to know what your actual ability is to fulfill *before* you start! Since this client planned on building up to 6,000 leads in the course of 12 months, he didn't have nearly enough sample kits to send out to 62,000 people. And even if he did, the postage alone would've bankrupted him. As a last resort, we decided to email the extra people with a special offer that immediately produced respectable sales for him, but it also upset some people who thought his original offer for free samples was a complete scam.

We played catch-up on this project and were *finally* able to roll out a proper campaign for him, along with a fantastic Web site based on MYM principles. There's also a very hard-hitting free report available for download on a site called "The Protein Buyer's Protection Pack." The client's first new ad hit the newsstands, and we watched to see how well it worked. It offered a new version of the free sample kit with all 7 flavors, plus a \$5 coupon for first-time orders. The only thing interested people had to do was cover the FedEx shipping cost of \$4.95; low enough that it was still risk-free, but high enough to keep the "tire-kickers" away. You definitely couldn't miss the ad since the big, bold headline is dripping with hot buttons that anyone who's tried traditional protein powders can relate to:

**They Said It Would Taste Like
"Strawberry Cream."**

**Instead It Tasted More Like...
Strawberry CRAP!**

The client's business really seemed to be taking off after that. As you might imagine, this client is now a total believer in the Monopolize Your Marketplace system. As my partner Edward Earle has stated many, many times, "We are looking for converts, NOT clients!"



Case Study #2

650 First-Day Responses— Second Ad Run Cancelled to Play Catch Up

Total of 1,650 responses to one ad.
Sales Increased by 98 percent
in first month.

This client was an upper-end steak-house whose sales had decreased from \$1,300,000 to \$829,000. The first thing we did was run two ads in the local paper in the same week.

The morning paper only reached about 200,000 people, and our ad was less than 1/16 of a page with white text on a black background. It was just a headline and sub-headline followed by some brief information and an offer.

The offer required prospects to log onto the restaurant's Web site to submit their contact information in return for a gift card from the restaurant. We couldn't believe it when we opened the view submission page. The first response was entered at 5:14 am and by 10:30 am there were already 250 responses. By the end of the first day, we had 650 responses. We called the paper to cancel the second ad and kept watching the responses roll in from this one ad. By the end of the second day we had 1,000 names to add to the database. By the time we decided to run our second ad, we had a **total of 1,650 names**.

Business increased immediately as the client gave each person who registered a gift card to use at the restaurant. We tracked all the business from the offer, and sales for the first month of this new promotion were **98 percent** more than they had



The smart wording in the newspaper ad has enticed tens of thousands to log onto the company's website to print off the special coupon.

been at that time the previous year. The second ad produced 500 names the first day and a total of 1,100 names before we ran the third ad. The second and third ads were the same as the first, except they extended the deadline each time because of the offer's overwhelming success. Total hits on the client's Web site increased by 35,000 in one month.

Everyone won: customers were happy to dine at the area's top restaurant and save money using the gift card; the owners were happy to increase sales by 98 percent more than the previous year and almost pay for the marketing program with only the increased profit from one month; and the staff was happy to get extra hours and more tips (the first month tips increased by \$6,500). When we started, the client didn't have a data base of customers or prospects. In three months, the data

base stood at just over 4,500 people and was continuing to grow daily.

Case Study #3

Yacht Club Direct Mail Responses Choked Phone System

We worked with a Yacht Club in Florida that had an ongoing direct mail campaign, Yellow Pages ads, magazine ads, weekly local rags, and special events. They could not identify any leads from their direct mail or advertising. Surveys of current, prospective, pipeline, and past members indicated that advertising was not a factor in members' selection or introduction to the club. Needless to say, the club was skeptical of our abilities to make "advertising" work.

Our first test mailing of invitations for a party resulted in 29 replies (RSVPs) out of 1,000 invitations. Our A/B ratio was 58/42. We had planned to have only 10 couples for the first party and 10 more every 2 weeks. The first month, spots filled up, and responses overflowed into the next month. We anticipated a steady 3 percent increase in responses after we began using the better of two invitations. (Even if the close rate went down to 30 percent, they would still gain 7 new memberships a month more than their average of 6. That more than doubled their sales, and the close rate would improve after our sales training program was fully implemented.) We rolled out 3 additional programs the next quarter. They had asked us to get 200 new members for them in two years, and we were well underway.

The second mail drop of 2,000

pieces hit, and the phone rang so much that it choked the Membership Director's voice mailbox and they had to expand the time allowance to handle more calls. We discovered the problem and had senior management come in to adjust the phone mailbox; the membership director was so swamped that she couldn't fix the mailbox or even listen to all of the messages from the recent direct mail responses.

The club's leads had historically been members' friends and neighbors, drive-bys, and referrals. The close rate was high (50–60 percent) when the prospects were motivated enough to seek out the Club.

We helped them adjust their inside reality to focus on the members' and prospective members' hot buttons. We

learned these concerns from a survey process that explored the reasons why members chose this Club and why people failed to join. We created a 100-day new member VIP program that ensured that new members matriculated quickly into the Club and its sub-clubs, groups, committees, and organizations.

We then created a bi-weekly sunset cocktail dinner party for prospective members and selected club members, staff, and management. After cocktails, the ten couples were escorted in groups on a tour of the facility. Afterward, they would have dinner, and the seating was arranged so that prospects were near current members, staff, and management. Any question was answered by a representative or member of the club. No sales pressure

was applied. We provided the participants with a "Discover the Great Life" package, providing *all* of the detailed events, activities,

and happenings at the club and every compelling argument for belonging. An appointment was offered, and the club followed up on those prospects until they joined or asked to be removed.

The lifetime net value of a new member at this club is \$25,444. Our two-year campaign with them would provide \$5,048,800 in additional net revenue.

Case Study #4

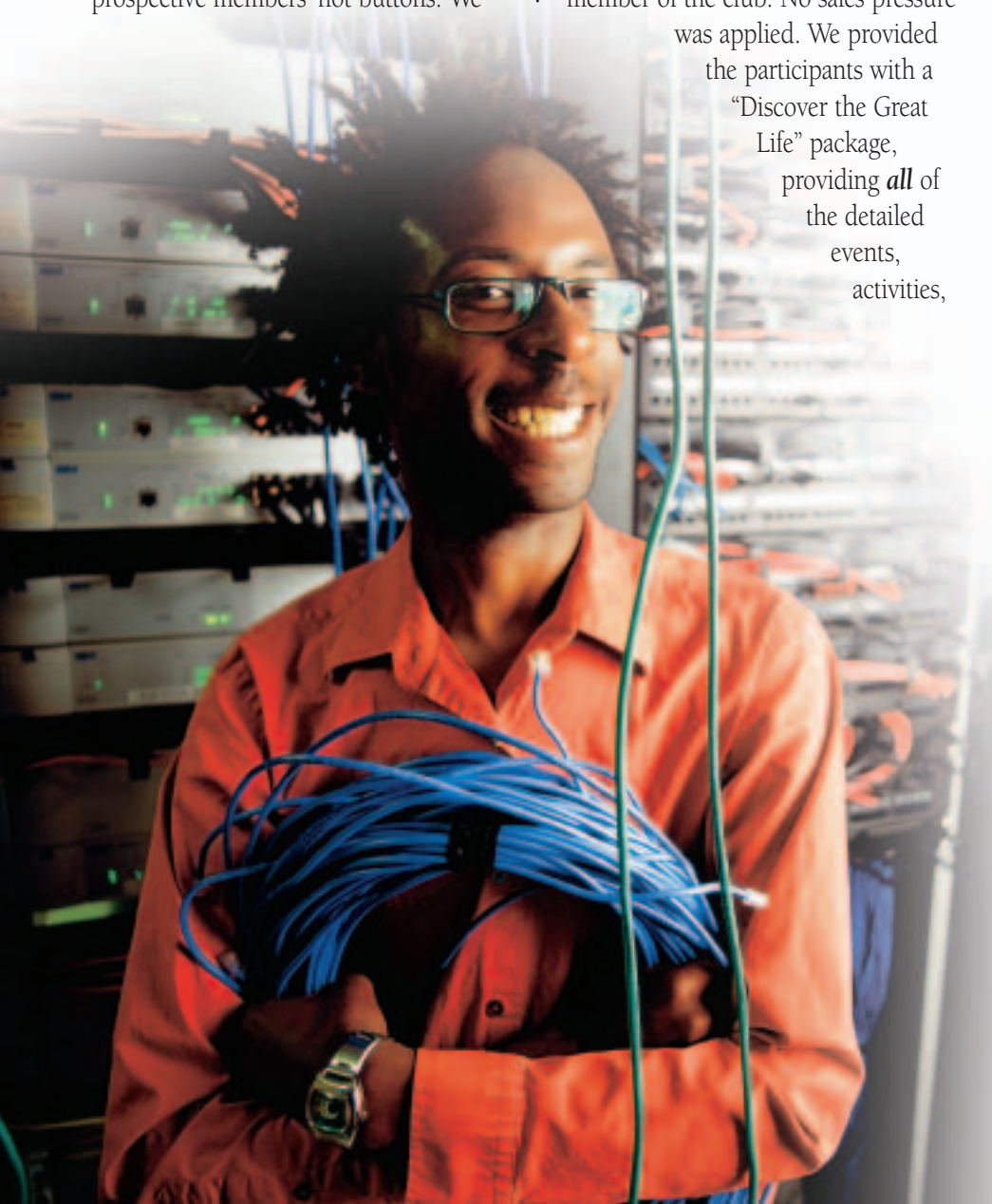
100 Times More Customer Calls Per Week

We worked with a small business in Florida that provided 100 percent "on-site" computer hardware, software, and network repair and support services for small business and home computer users. They were 11 months old when we began working with them. They had 33 Microsoft Certified Technicians available (on-call) and a central dispatch operation to respond to customer calls and dispatch of services.

Before working with Y2M, they had engaged in a "guerilla" style marketing program that included placing roadside signs in neighborhoods and at key intersections, placing a few fliers in the newspaper, distributing fliers at several busy locations at the University of Florida campus, and running an ad on cable TV. These campaigns portrayed the client as an organization that could "Do It All" with a typical punch list of the kinds of services they provide (network repair, hard disk formatting, etc.).

Their results of these efforts were an average of less than five calls a week, and they charged \$50 per hour of service.

The owner passionately wanted the



business to grow. In the first three months, we:

- Increased the hourly fee from \$50 to \$65 with a \$130 fee for emergency services.
- Placed new ads in the yellow pages of 3 different phone books.
- Did a radio spot and issued newspaper fliers to specific target zip codes.

These efforts resulted in an average of 55 calls a week, (up from less than 5) and the client even increased their hourly rate to \$75 (from \$50). The daily call volume continued to increase as the phone books were distributed, and we tracked the results from each phone book.

Here are some points we stressed in the ads:

- We guarantee a 60-minute response ...we get to you FAST!
We do this with 33 technicians that are on-call 24/7.
- You will always speak with a **real** person.

We also offered customers a coupon offer for \$10 or \$15 off on the first hour of a service call. Business escalated, and the client was **thrilled**.

Case Study #5

How It All Ties Together

Seeing an extended case study helps you see how all of this can come together and result in you monopolizing your marketplace.

Now I'll show you how everything works together. I like to use stories to illustrate these principles, and this entire program is principle-oriented, not a laundry list of techniques. I hope you will find relevance to your company from a case study, because the same principles are applicable to any



The second mail drop of 2,000 pieces hit and the phone rang so much it choked the voice mailbox and they had to expand the time allowance to handle more calls.

company.

The client was suffering from a classic case of “churning out horrible marketing because they simply didn't know any better.” They were suffering a severe downturn in their industry, and, even though they had a fantastic inside reality, their inability to communicate it was killing the business.

At the time, this client was running neck and neck with one major competitor in the manufacturing of coin-operated pool, air hockey, and foosball tables. Ten years ago, both companies sold all the products they could stand by sheer momentum because back then they were the **only** two choices.

Five months before we began working with them, a few small companies sprang up that made pool tables and sold them for 40 percent less. And then several foreign companies started trying to edge in on their business. One Korean company had the

nerve to import a table that they sold for as much as 50 percent less than our client's table. In a span of five years, our client's market share went from just under half to less than 30 percent. That drop represented almost \$20 million a year in lost sales!

The days of simple selling were over in their industry. Just having the product—even an **innovative and superior product**—didn't ensure sales any more. Their tables *were* substantially higher in quality. The internal parts were engineered better and lasted longer and required less maintenance. Their tables were worth the extra 30 to 50 percent. **The problem** is that the market is too noisy for buyers to decide who's a better deal; there are too many choices, competitors saying different things, and stories about getting ripped off.

The owners of this company spent almost \$100,000 the previous year hiring a so-called marketing research firm who just gave them a big fat report that said competitors were now making inferior tables and selling them for less money, destroying their market share. They were desperate for a solution. In fact, officials from their main competitor were touring their facilities, entertaining the idea of buying the company and consolidating their operations. The owner had had enough and was looking for a way out.

First, we looked at their inside reality and examined their marketing and advertising. They had a great inside reality for their products and a lousy outside perception because they didn't understand the distinction between strategic and tactical marketing. The results were the predictable smattering of institutional and menu board-style advertising.

Marketing didn't play a very big role in the grand scheme of their business. Trade shows, industry magazines, and a sales force drove their business. The tradeshow were

doing okay, but they were getting expensive to attend, especially when the returns were questionable. They couldn't track the responses from their ads in trade journals and assumed they only increased so-called awareness. Almost all their sales came from their sales efforts, but even those came from long-time, repeat customers; they recruited very few new customers at all.

A strategic marketing plan is with what you say, how you say it and who you say it to. First, we had to identify who they were talking to. This company had two forms of distribution. One was through distributors that sold all kinds of amusement equipment to operators. The volume of business going through these distributors was minimal, so we decided to pass them up and focus our efforts on the operators themselves. An operator is a business that buys these kinds of games and equipment and then finds locations to install them. Usually the operator has an agreement with the owner of the location: in addition to maintaining and servicing the machine, the operator splits the profits with the owner of the location in exchange for space to put the machine. This arrangement keeps all the risk in the hands of the operators and is a potential cash cow for the location owners.

What strategic marketing message

would be appropriate? Our client was selling to resellers, and the most important hot button for the resellers is to make money. The operators have risk and potential exposure when they put these games in a location. If people don't play them, they don't make money. If the tables break down or are vandalized, they don't make money. If the tables wear out, they have to replace them. For the operators, it's strictly a business, so their hot buttons all revolve around making more money. We decided that our objective was to build a case proving that our client's tables made operators more money than any other brand.

In a situation like this one where a company has multiple, distinct product lines, you have to run the *Marketing Equation* and build a case for each one. We focused first on their core business—pool—then on air hockey, then foosball, and video game cabinets last because they were a newer product line.

It was immediately evident that their pool



tables were built to higher quality standards than any of the other manufacturers in the industry. The tables were engineered better, lasted longer, and had less problems, which made them well worth the extra money. The inside reality of their pool tables would support our case that the tables made operators more money without having to innovate the product. We found the same thing to be true for each of their major product categories; high quality wasn't just lip service with our client—it was a way of life.

In putting together a tactical plan, the first thing we did was overhaul a newsletter they put out just prior to our coming on board. It was an eight page, color piece that basically informed readers who won their recent golf tournament and who attended the last trade show. They were excited because it was a marketing piece, and they had received a lot of positive response from the first mailing. The piece had no strategic message whatsoever. When we drilled them to quantify "a lot," it turns out that five of the marketing director's friends had called to tell him they appreciated him



including their picture.

We overhauled the newsletter using the *Marketing Equation* as our guide. We wrote articles about the products that interrupted, engaged, educated, and made offers. We included articles about topics like how to decide what ratio of pool tables to air hockey tables a location should have. We gave tips about how to reduce the noise level from air hockey pucks. We wrote case studies about operators who had increased their profits by switching from other brands to our client's tables. All in all, there were five offers in the newsletter for tools that educated about the company's various products, and one offer for a free "Silencer" hockey puck, which we had talked about in an article.

A simple newsletter was our first marketing effort. We mailed it to the subscriber list of the major industry magazine, *Replay Magazine*, which totaled about 5,000 operators. The newsletter gave readers two ways to request the free offers: by fax or mail. We received over 350 total responses in three weeks, which is a seven percent response. Wow!

While we were printing the newsletter, we got to work on the reports to further educate the prospects and build the case. The first marketing tool



Because of this marketing success, this company went from losing money every month to a net profit of over \$7 million in 10 months. One year later, this company bought out its main competitor and consolidated operations.

was a report for pool entitled "16 Pool Table Innovations Designed To Make You More Money." We put together similar reports for hockey and foosball as we watched the requests roll in. We didn't have time or money, so we did an

extremely basic layout on our word processor and printed them on colored card stock at Kinko's. But the information was good, and that was what was important.

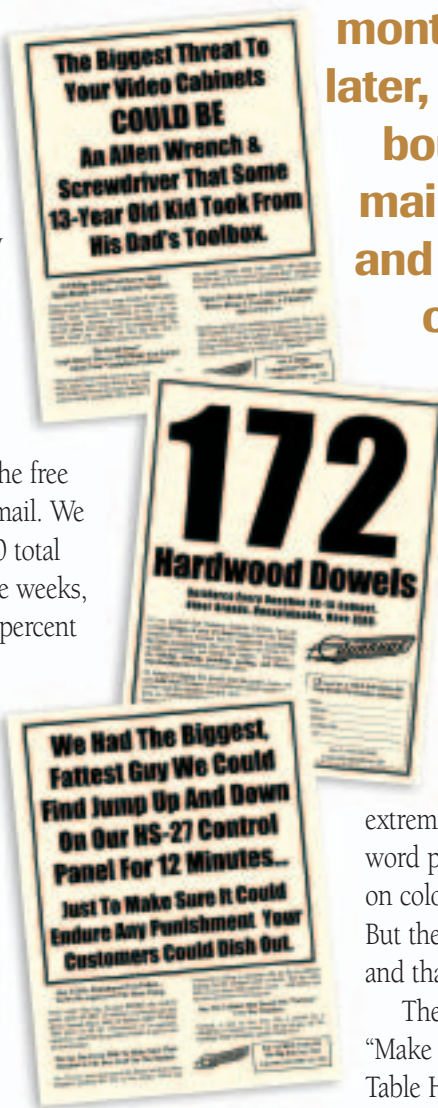
The Hockey Report was titled "Make More Money from Your Table Hockey Locations." Then

the subheadline read, "Dynamo Hockey Outsells All Of Its Competitors by 12 to 1. Here's Why." The report interrupts based on the hot button "make more money" and then it engages by promising to educate. The next four lines said: Players love fast tables. Fast tables get played more often. Tables that get played more often make more money. And by the way, these tables are practically maintenance-free and cheat proof.

The goal of these reports is to educate and facilitate the prospect's decision-making process. The first headline in the body text read, "The Fastest Tables On Earth... Up To 81 MPH." That section described how and why their tables are faster. You're right if you think that "The Fastest Tables on Earth" is a platitude. But we already addressed speed in a powerful way, and this phrase serves as a topic heading to help the reader find the section on speed. We also qualified the platitude by quantifying the speed.

The next section, called "Maintenance Free and Cheat Proof," explained how our client's tables did not use micro switches to keep score, which tend to cause jams. We also explained how the tables were impossible to jam for free games. This meant more revenue for operators — their number one hot button.

Other sections of the report talked about awards won to provide evidence of the tables' superiority, how to decide how many hockey tables to put in a location versus pool tables, about the new Silencer puck our client had developed to reduce noise and the risk of "puck flyage" because the tables are so fast. We then offered the reader a free sample of the new puck. The final section educated operators about available upgrades that could make them even more money. This little report was a powerhouse, despite its non-professional appearance. The pool



and soccer reports were just as engaging and powerful.

We pondered ways to generate more leads. Because they sold to a defined target market of 5,000 operators, conventional wisdom says they could treat the entire target market like warm prospects — skip lead generation and set up a hopper system to nurture the whole orchard at once. But they didn't have a comprehensive list of those operators; they had only 2,200 on file. We decided to place ads in *Replay Magazine* to generate leads to add to our existing database. Then, we will roll out a hopper system to that database on an on-going basis. We figured we could eventually build that database to at least 4,000 operators.

The next thing we did was revamp their magazine ads. We found that they had developed a product they felt would turn the tide. It was an upscale pool table called Top Brass that looked nicer than other tables and charged more per play, so it would be appropriate for more upscale locations. This great, innovative product



didn't sell due to poor marketing—ads with a big picture of the table and this non-stimulating, hot button-devoid headline: TOP BRASS POOL. All the marketing focused on the table's good looks, even though this table satisfied the operators' No.1 hot button: it made them money.

So we defined the ability of a pool table to make money on these factors, listed in order of importance:

- How much money the table made each time it was played.
- How many times the table got played in a week.
- How frequently the table was out of service due to jamming, vandalism, and breakdowns.
- How many years the table would last.

Since Top Brass had the ability to earn more money per play (Value No. 1 on the list), we decided to rewrite the Top Brass ad

and lead with it. Money was tight, and the client could only run one ad. Our ad still showed the table, but we chose a headline that said this table made money: "COMMAND \$1 PLAY" with a sub-headline that said, "Double Your Money, Get 50 Percent More Play Per Table, And Capture New Locations." Interrupt and engage. Then the ad educated a little and had an offer at the bottom for an "Upscale Pool Industry Report."

The first placement of the revamped Top Brass ad in *Replay Magazine* drew 277 requests in the first week. That was the lead generator. Our marketing tool, the *Industry Report*, contained evidence galore:

A newspaper article about how upscale pool was the fastest growing segment of the pool industry. The article reported more people with money were starting to play pool and loved fancy pool tables.

A one-page interview with one of the most well-known operators in North America about getting as much as \$1.50 per play, the tables being played more frequently than regular pool tables, and getting these tables into locations that



never had regular pool tables.

A worksheet so the operator could figure out how much more money he would make a month if his tables got an extra 25 cents, 50 cents or 75 cents per play, and if the tables were played an extra 10, 25, or 50 times per week. Route collection reports from operators to prove the increased earnings.

A maintenance audit that proved these pool tables broke down less frequently and were easier to fix when they did.

A testimonial letter from an operator in Florida who said that Top Brass increased his per play price by 25 cents, and that his biggest problem is having to re-cover the tables more often because they get played so much.

We used the exact points from the *Customer Values Question* and built an irrefutable case.

After the Top Brass ad was done, we created and ran other ads for their other products in *Replay Magazine*. More ads only accelerated the growth. We also developed additional marketing tools, things like sales scripts, on hold messages, 60-second elevator pitches, and in-store signage for their trade shows. We transformed their tradeshow from a mere social appearance to a lead-generating and business-closing venue. The signs had the best headlines from the magazine ads. The investments in those shows quickly showed a profit.

After that, we developed a hopper system. We discovered that over half of the contacts on the database had fax numbers and very few had email addresses. So we put together a hopper system that was fax-based and began sending faxes one time per week. Each week we focused on a different product. We wrote every hopper system piece according to the *Marketing Equation* and each one produced quantifiable, measurable results.



This Monopolize Your Marketplace program is so powerful, the results are so inevitable that you'd be an absolute fool not to take action and implement it on your own behalf.

Because of this marketing success, this company went from losing money every month to a net profit of over \$7 million in 10 months. One year later, this company bought out its main competitor and consolidated operations. (This is the same competitor they had considered selling out to when we first hooked up with them.)

The story doesn't end there though. This whole dialogue about game tables is to show you how it's highly likely, that you *already* possess a wealth of information you can easily translate into powerful marketing for your company.

A Closing Challenge

This *Monopolize Your Marketplace* program is so powerful, the results are so inevitable that you'd be an absolute fool not to take action and implement it on your own behalf. But again, I urge you to discuss your options with one of our consultants. To find out who you should work with in your local area, go to our Web site at www.y2marketing.com and click on "Find A Consultant To Work With." We have over 600 active consultants who implement *Monopolize Your Marketplace* strategies nationwide. We support them with dozens of employees at our corporate headquarters near Dallas, Texas.

For more information on any topic addressed in this book, I invite you to check our Web site at www.mymbook.com. Are you happy with the results you are now getting from your marketing, advertising, and sales initiatives? Are you pleased with your marketing ROI and the growth of your business? Is so, I applaud you and hope I've given you a few ideas to build on. If you are not so fortunate, I challenge you to do something about it. You can turn things around with the MYM system. Put it to the test. You won't regret it. I promise you:
You will soon monopolize your marketplace.

