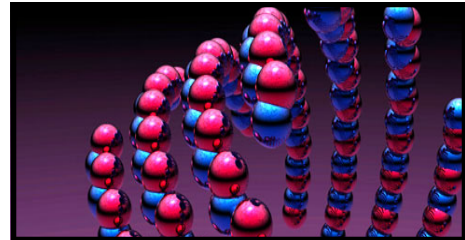




Marketing Strategies to Help You:

- ◀ **Make \$1,000,000 to \$5,000,000 Every Year**
- ◀ **Dominate a Market/Eliminate Competition**
- ◀ **Triple the Value of Your Business**



Every Advertisement Should Be Part Of An Overall Marketing Strategy

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People regularly ask us to write an ad for their product or service. They usually have a hard time understanding why we refuse to "just write an ad." The reason is that a lot of research and thought is required before we can write an ad. Most of the thought process is summarized in the marketing strategy articles we send out. If you look back over past articles, you'll see there are a lot of things to consider before you can produce even a simple advertisement. You must create a master strategy for advertising, marketing, and selling your product that takes into account your selling advantages (your inside reality) and your customers' needs. If you want your marketing to get predictable results, it can't be based on guesswork.

What's the Boy Scout motto? Be prepared. Same thing in marketing and advertising - know your strategy, know what your customers want, innovate your business, know the best way to say things (for your target audience)...then write the ads.

Here are a few things to think about before you start writing. These are not "techniques." These are foundational considerations that precede any ad writing.

- What is your advertisement's objective? Is it trying to get orders? Inquiries? Generate leads? Promote brand awareness? What is your ad trying to do?
- Who's your target market?
- What do they need to hear and in what format will they most readily accept your information? What's important to them? Would they watch a video brochure of your product or do they just need a postcard?
- What kinds of things influence their buying decisions? Have they been burned by someone in your industry before? Is what you're selling not important enough for them to put a lot of thought into it? Or is it such a major purchase that they're going to have to see something really impressive from you before they'll buy? Or is it somewhere in between?

You've got to know all this **before** you start writing the advertisement or else it's inevitable that you'll be saying the wrong things to the wrong people and that you will waste most of your marketing and advertising investment.

It's imperative you create a master game plan for all of your advertising. **Every ad you place should have a specific, predetermined purpose.** Each ad should pull its own weight and make a profit for itself. We have people call frequently with questions like, "Hey, I just got out of a meeting with a radio sales rep and they'll give us a great deal on this block of airtime...what do you think?" Answer? Let's review your marketing plan and see if this "wonderful deal" fits into that plan.

Or someone will say, "Look, I know that you say all that stuff about creating a whole marketing plan...but I really, really need a flyer right now. Can you just put one together real fast and then worry about the rest of the marketing plan later?"

And our answer is, "Yes, we certainly have the capability to prepare a flyer 'on the fly,' but we won't do it that way, because we can't have confidence in the results.

Trying to take shortcuts does a disservice to your business. You can't just slap a couple of techniques on a page and hope to get stellar results. You've got to take the time to put a strategic marketing plan together that builds a case that first convinces your prospects it's worth their time and money to consider doing business with you, and then that **leads them to the conclusion that they would have to be an absolute fool to do business with anyone else but you, regardless of price.**

If you'd like more information on how to build a strategic marketing plan and to build a case for your business, email me for a copy of our FREE CD program Monopolize Your Marketplace. It's filled with money making ideas on how to get the most out of your marketing and advertising investment.

This Value Building Strategy was brought to you by...

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Free CD Program:

The Monopolize Your Marketplace CD program is packed with valuable marketing ideas like the above and it's yours FREE for the asking. Just call us or send an email to Mike@Private-Equities.com with the letters "MYM" in the subject line and we'll send you the program.

If you have enjoyed this Newsletter - please feel free to forward it to a person who might find it beneficial.

If you're not a subscriber and would like to sign up for the FREE "Monopolize Your Marketplace" newsletter and learn how to "Separate Your Business from the Competition." Simply call us or send an email to Mike@Private-Equities.com with the words "**Subscribe to MYM**" in the subject line.