



## 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



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## You Need To Know There's A Difference Between The Medium And The Advertisement

[Marketing & Advertising—66 Strategies: Y2M TIP 31](#)

Most business owners and marketers - maybe even you - have been conditioned to try to learn these tricks and techniques mostly because that's the only thing being taught out there. Many people mistakenly say, "Teach me the tricks of the trade." But the reality is that you need to learn **the trade**...in other words, the principles of successful advertising instead of just learning the **tricks**. Once you learn the grounding principles, you can move on to learning the techniques. There's a reason that we're going through all these principle-based strategies before we move on to the techniques and tips.

We have a big problem just teaching techniques. Here is a quick story to illustrate why. A young man named Sam and his father sometimes go to the McDonald's drive-through together for french fries. When Sam was really little, like 2 or 3, sometimes the french fries would come out too hot for him to eat, so he'd ask his dad to cool them down. Well, how do you cool down a hot french fry when you're in the car? You hold it up to the air conditioner vent and crank it up for a few seconds until it cools off! They called this technique the "french fry cool down technique," and Sam, being smarter than most, could do this technique all by himself, even at a very young age. One time, Sam was doing the french fry cool down technique and hadn't been told to do it or reminded to do it or anything. He was just doing it. His dad was thinking, "Wow, he really is pretty smart." Then he actually had to do a double-take. Dad realized that there were two problems - first, the french fry wasn't hot and second, the air conditioner wasn't even turned on. See, Sam was executing the **technique** to perfection - it's just that the situation was totally wrong; he couldn't understand what **conditions** had to exist before that technique would work. What we had was a small child executing a technique to its absolute perfection without

any understanding of the principles that made that technique work in the first place. *He didn't understand the principles, just the technique.*

And that's how it is with sales techniques and marketing techniques and advertising techniques. Let's take an example: direct mail. Back in the 70s, guys started coming out of the woodwork teaching techniques for tricking people into reading their junk mail. They teach to send your sales letter in a plain white regular-sized envelope with no return address with a first-class stamp and handwritten address. People would get it and say, "Wow! A letter from someone who forgot to write their return address! I wonder who it is?" Then they'd open it. What do *you* do when you get a white hand-written envelope with no return address on it now? You *pitch it* without even opening it! You know it's junk. You know it's a waste of your time. But people are still using that technique - just like a 3 year old holding a cold french fry up to an air conditioning vent that's not even turned on!

Here's another advertising trick used by car dealers. They're notorious for using tricks because, at least typically, they haven't innovated their business sufficiently so that they have anything good to say. They don't have a good inside reality, so they try to trick you into believing they offer a better value. Let's not even talk about the loss-leader trick, where they put a stripped-down, low-price model in their ad to lure you onto the lot only for you to find that model doesn't exist or there was only one on the whole lot. No, that's too obvious. Everyone knows that trick. How about this one: We saw an ad that featured the headline, "Pay No Tax On All New Models." You look at that and instantly draw a conclusion that you won't have to pay the sales tax, which could mean a savings of a couple of thousand bucks. We saw that and went "Wow, that's a superior value, pay no tax." Then we saw the teeny, tiny type at the bottom of the page. It said, "Dealership will pay the INVENTORY tax on the vehicle, customer is responsible for all state and local sales taxes." Now "Inventory Tax" on the final invoice is something like \$55. Well whoop-dee-do. A \$55 savings. Nice trick, guys. Does that kind of a trick build confidence and trust...or does it build contempt and hatred?

But that's what most advertising and marketing programs teach you to do - implement a bunch of little techniques to trick people into believing that there's some kind of value in doing business with you. Techniques that frequently don't work when you try to use them in the real world. You can't just rely on tricks and techniques. You've got to build the inside reality of your business so that the outside perception at least has a chance of being genuinely good. Hey, if your inside reality is poor, or even if it's just about the same as everyone else's, what do you think the outside perception of your business will be? So-so at best. On the other hand, if you concentrate all your efforts on the "inside reality" but you don't advertise and market very well, you're setting yourself up for frustration. You'll be pulling your hair out trying to figure out how anybody could be so knuckleheaded to do business with your competitors when your business obviously offers a superior value. Well, maybe it's NOT so obvious. Maybe you have a marketing challenge.

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

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