

201 Sales and Marketing Lessons I Have Learnt in 10 Years

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<http://7starcourses.com>

I am created this report because the truth is - a lot of small business owners in Nigeria suck badly at sales and marketing.

I see them all the time

Businesses with great products and services but poor sales and marketing ability

I learnt some of these sales and marketing lessons in this report from other people

I discovered the rest myself via practice.

I hope they are of help to you...

Let's get started.

Lesson 1 - The money isn't in your service or product. It is in the SELLING of your service or product. This is ONE mistake that small business people make.

They put so much focus in their service or product and forget about the selling part.

Your business is not hair dressing, your business is SELLING hair dressing. Your business is not social media consulting, your business is SELLING social media consulting.

Of course, this also means what you are offering has to be top notch for you to be able to sell it.

Lesson 2 - Why should people do business with you? Why should they buy your product? Why should they hire you? What makes you or your product special?

These 4 questions demand the same answer and you need to answer in a convincing way if you want people to give you their hard earned money

Lesson 3 - Wondering why your marketing is not working? It is usually because of 3 things.

(1) Nobody wants the product you are selling

(2) The audience you are targeting sucks or

(3) Your sales message sucks

Lesson 4 - People don't buy from you because they understand what you do. People buy from you because they feel understood

Lesson 5 - People love to be sold but they love to buy (It means that psychologically, we like to think that the decision to buy was our idea, rather than one planted in our minds by someone else.

We don't like to feel as if we were manipulated into making a certain decision)

Lesson 6 - An educated prospect is more likely to buy than an uneducated prospect.

E.g. If someone struggling to sell human hair 'understands' that well-constructed Instagram ads can get them higher sales, that person is most likely to pay for an Instagram advertising class

Lesson 7 - The difference between a N20 note and a N1000 note is the message on the paper.

The message is the advert for your product. Change the message on the paper and you will dramatically change the response you get

Lesson 8 - How to win friends and influence people by Dale Carnegie is not a book on sales and marketing. It is a book on human behaviour and reading it will make you understand humans and also make you a better sales person

Lesson 9 - Reading Dan Kennedy's books on sales and marketing is marketing wisdom.

Start with these 3 - The Ultimate Sales Letter, The Ultimate Marketing Plan and Magnetic Marketing. All can be found on Amazon

Lesson 10 - If you have a great product or service that can help people and you are not driving it using the best sales force you can lay your hands on, you are doing yourself and others a great disservice

Lesson 11 - People are not conditioned to price a product or service when it is coming from a respected authority or a celebrity. Your job is to position your brand as such

Lesson 12 - 3 things you need in order to sell - a product/service that has a market, sales pitch, delivery system for the sales pitch

Lesson 13 - Don't worry about offending the dogs when you are trying to attract the foxes. It means your marketing will annoy some people. Since they won't be buying anyway, don't focus on them. Focus on your most likely prospects

Lesson 14 - Use as much ethical hype as humanly possible in your marketing. Ethical means no lies, the product must live up to what you are promising.

Lesson 15 - Almost any problem in the world can be solved with the right sales letter. This comes from Gary Halbert. People argue about it all the time but the logic is simple. The right sales letter brings millions of dollars. Money solves most problems (Not All) hence the word ALMOST

Lesson 16 - The difference between being rich or broke can be one good sales letter. Sales letter as used here simply means one good advert. One good advert can change your life. It changed mine. It changed Oloye Akin Alabi's life and that of others.

Lesson 17 - Playing the price game won't miraculously get people to make a buying decision. Increase the value or the perceived value instead and people won't have an issue with the pricing.

Lesson 18 - Marketing helps you to remove fear and doubt in the mind of the prospect. The number one question in the mind of your prospect is - Who can I trust? Marketing helps you to remove that doubt

Lesson 19 - Marketing is more like seduction. One of the best books I have read about seduction is "the Game" by Neil Strauss - It will help you with women but majorly, it will help you become better at marketing. You can get it on Amazon

Lesson 20 - What you need most to succeed in your marketing is access to a hungry crowd with money. A hungry crowd means an audience of people that really want your product because of what it will do for them and are ready to spend money to get it.

Lesson 21 - When you have to spend your money to do marketing, it makes you think better and come up with better marketing. Try it. People who are always posting "my customer might be on your timeline" will never understand this

Lesson 22 - Doing business without advertising is like winking at a girl in the dark. Only you know what you are doing, nobody else does. This is what most businesses do. When done well, the money you spend on advertising is an investment, not an expense.

Lesson 23 - If you want to catch big fish, you need to have a big bait. Small baits don't get big fishes. If you want to get big customers, what you are using to attract them matters a lot. It must be suited to get their attention

Lesson 24 - B to B Marketing is a MYTH. Businesses don't buy a single thing. Ever. All buying is done by real people. Not businesses.

When creating marketing to sell to a business, target your marketing to the key decision makers. Not some emotionless company or organisation.

Lesson 25 - Marketing is all about perception. It's about how your product is perceived by the marketplace. It's not about coming out and saying you've got the best product. The product that sells the most is the one perceived by the marketplace to be the best

Lesson 26 - Always enter the conversation already taking place in the customer's mind...

Here's a very simplified example of what I mean. A man is thinking, "Is my wife cheating?"

Your headline reads: *"How to know instantly if your wife is cheating on you"*

Lesson 27 - People are always tuned in to WIIFM (What is in it for me?) - Make your AD so obviously valuable, that they would feel foolish to ignore it

Lesson 28 - There is hardly no type of customer (in terms of pocket size) you can't find using a combination of Facebook and Instagram if you understand how the algorithm works

Lesson 29 - A lot of responsibility rests on your headline. It's responsible for stopping people in their tracks and piquing their interest. A great headline needs to answer each of the following:

Who Cares? – Why should your reader care?

WIIFM – What's in it for me?

Why should I keep reading?

Lesson 30 - The 3 biggest things that get people to react at their deepest core are:

(1) Fear

(2) Making Babies (aka Sex)

(3) Protecting Babies

If you can figure out a way to use them in your marketing, please do

Lesson 31 - People don't buy products. They buy the feelings and the benefits they will get from using the product.

E.g. A woman does not just buy a low calorie diet to become thin, she is buying a sexy, attractive and younger body. Always remember this

Lesson 32 - In order to create effective marketing for a product, it is your job to know the market very well.

Lesson 33 - Always remember - A good advertisement is a believable promise to the right audience. If people don't believe your advert. They won't buy.

Years ago, a man ran an advert for a book. The advert talked about making \$50,000 a year. People didn't respond to it. He ran the ad again but this time, he changed the \$50,000 to \$20,000. Sales poured in. People believed the lower figure.

Lesson 34 - Always make it easy for the people reading, viewing or listening to your advert to understand it. Dump those big words in the bin. You can use them when you meet Wole Soyinka on the plane

Lesson 35 - You don't always have to create marketing from scratch. Someone somewhere in the world has created awesome marketing for the same product you

want to promote. Use the internet to find them, get ideas from them, model them (not copy)

Lesson 36 - People generally buy things because of feelings. It is either a feeling they want to avoid (PAIN) or a feeling they want to experience (DESIRE) - You should understand what feeling would get people to buy the product you are selling and use it in your marketing.

Here is an example: Why would a woman pay N200,000 for hair? It is because of a feeling (desire) - I will leave you to name this desire.

It is the same desire that is at work when a man buys a \$50,000 wristwatch

Lesson 37 - When creating any piece of marketing, you should always assume that your target prospect is very lazy. So, make your marketing very easy for them to consume and understand

Lesson 38 - Always use 'Money back guarantee' where possible in your marketing. It will drive up your sales

Lesson 39 - Always see your marketing campaigns as a scientific experiment. Don't be satisfied with a particular result. Test to see if you can make it better. Keep testing.

Lesson 40 - In email marketing, the FROM section is the most important factor that will determine if your email is opened or not. Next to it is the subject line.

Lesson 41 - When building an email list, it is always a good idea to sell yourself to the lead before they optin. This will make them more receptive to your future mails

Lesson 42 - Your offer is by far the most important element in your marketing. Think more about how to sweeten your offer than any other aspect of writing copy.

Strong copy will not overcome a weak offer but in many cases, a strong offer will succeed in spite of weak copy written by marketing morons. Your offer is the sum of what you are selling, the price, the payment conditions etc

Lesson 43 - Your offer must be clear. People must be able to understand it instantly. Confused people do not respond.

Lesson 44 - Always Remember the Magic Formula: The Right Audience + the Right Promise (Believable) + the Right Offer = Money

Lesson 45 - There is just one reason why anyone ever pays attention to your marketing message (an advert) regardless of the format it is in. He expects a reward. That is the key to holding his interest.

Lesson 46 - Make your offer so great only a lunatic would refuse to buy - This comes from the baba of advertising, Claude Hopkins

Lesson 47 - If you can create high perceived value about a product and then give it at a discount, you will get tons of sales.

E.g. One of our best-selling ads is an ad that says - Which of these N75,000 designer bags do you want for N20,000 each? The ad follows with pictures of excellent, good looking bags for women

Lesson 48 - People don't buy because of 3 Main things:

- (1) They don't want what you are selling
- (2) They can't afford it
- (3) They have doubts/objections about buying it

Lesson 49 - From Lesson 48, you can't do much about reasons 1 and 2. But you can do a lot about reason No. 3. Focus on that

Lesson 50 - People have what is known as hidden addictions. E.g. The need to feel important, the need to be understood. If you understand the hidden addiction of your market, you can easily use that to capture their attention and convert them to customers

Lesson 51 - Want to get people's attention? You have to understand that the human mind is hungry for difference. Normal stuff puts it to sleep. So, use disruptions in your headline. An odd headline or image will always get attention

E.g. Imagine using a headline that says - CONFESSION: Help, my husband is pleading to take me from the wrong hole

It is different. Now, people will pay attention to it

I only used that as an example. Different does not mean sexual in nature

Lesson 52 - The most important word in sales and marketing is the word - YOU. That is because everyone is mostly concerned about themselves and you is the word you use to address another person

Lesson 53 - In marketing, 'new' is more accepted than 'better.' People love new. Customers will rush a new product than go after a tired product that is made better.

Lesson 54 - Small businesses with small advertising budgets have no business with brand awareness advertising. What you need to focus on is direct response advertising that brings sales and money into your pocket.

Lesson 55 - Building a brand and running brand awareness advertising are 2 different things.

Lesson 56 - If you have a good advert that is winning, keep repeating it until it stops working

Lesson 57 - The most powerful force in business is the MARKET. Listen to it and you will win. Go against it and you will go broke

Lesson 58 – There are certain sales triggers that make people buy. Some of them are social proof, Likeability, Reciprocity, scarcity, authority. Identify the ones that can fit into your marketing campaign and inject as many of them as possible

Lesson 59 – In selling, different is good. Your ability to stand out from the crowd helps you to get the attention and trust of your potential customers

Lesson 60 – There are adverts that win awards and there are ads that make money. Don't ever make the mistake of copying popular ads or ads that win awards thinking they are money makers. Most of the time, they are not.

Lesson 61 – The number ONE job of any successful advert is to – GET NOTICED! But it is more important that it gets noticed by the right people. Never forget this

Lesson 62 – The number one enemy of your advertising in today’s world is CLUTTER. Clutter means all the various things that are also fighting for the attention of your prospects.

E.g. News, social media gists, online videos etc – Your job is to be able to create advertising that rises above the clutter to get you noticed

Lesson 63 – The easiest way to get noticed is by being different. Being different helps you to cut through the clutter of other things trying to get the attention of your prospect

Lesson 64 – Always build a list of your customers. Collect their details – Names, email addresses, phone numbers and keep in touch with them on a regular basis

Lesson 65 – One of the most effective ways to get incredible response from a marketing campaign is by using what is known as REASON WHY copy.

Reason why copy is when you give the prospect a reason why you are making them an offer.

E.g. We are selling all our N75,000 bags for N25,000 because we need to raise money to pay our FIRS tax debt

Lesson 66 – Marketing ideas are everywhere. You just have to open your eyes and ears and be ready to jot. One of my best marketing ideas came to me on a beach where I

and a few friends were having a party. I separated myself from the group and spent about 30 minutes typing on my phone

Lesson 67 – As a business owner with limited advertising budgets, the only type of advertising you should be doing is “Direct Response Advertising” This is advertising that is measurable and accountable. Direct response advertising asks the customer to respond and allow you to track that response.

Lesson 68 – Direct response advertisements always have an offer and a deadline or element of scarcity

Lesson 69 – There are three possible responses to every advert. “yes,” “no,” or “maybe later,” – if you pay more attention to customers who say “maybe later,” your sales will soar.

Lesson 70 – Advertorials (Ads presented as news) are read three times more often than other types of ads. That is why they can be very effective

Lesson 71 – When you are advertising, you have to know that – People are bored and overwhelmed. They like to be amused. So, they quickly tuned out when they see advertising messages that looks boring but respond better to the ones that are amusing.

Lesson 72 – ALWAYS remember that you are not your customer. Stop assuming. Find out what works for your customers and focus on that

Lesson 73 – By nature, people are always looking for a reason not to respond to your advertising right away. Give them reasons that compel them to act right now.

Lesson 74 – By nature, people are also always looking for reasons not to TRUST your advertising. Ensure that you show them as many proof or credibility elements as possible to make them trust you

Lesson 75 – Everybody likes to see their name. If you can figure out a way to address your customers by their name in your advertisement, it will definitely increase your responses

Lesson 76 – People look at advertisement by using the double readership path. This means they skim and scan to see if the materials at hand are interesting.

If the information is well written, and what you're looking for, you might read at least some of it. Or, a quick scan might be all you need to find out what you want to know. Then you're off to something else in the blink of an eye.

So, you need to write your marketing message in a way that allows you to communicate to both readers and scanners.

Lesson 77 – Should you use short copy or long copy? That answer is, it depends on what you are selling and how interesting your copy is. People won't read boring copy even if it is short.

Lesson 78 – Long copy is best for high priced products. People who buy high priced products have to deal with a lot of objections. These objections are what the copywriter must address in the long form sales copy

Lesson 79 – Use believable testimonials- What you say about you is at least 10 times more believable than what you say about yourself

Lesson 80 – The best way to get testimonials is to simply ask for them and then make it easy for the customer to give them

Lesson 81 – The number ONE reason why people stop doing business with you is because they forget. It is not your customer's job to remember your business. It is your job to remind them about your products or services

Lesson 82 – Don't be in too much of a hurry to promote, until you get good. Otherwise you just speed up the rate at which the world finds out you are no good.

Lesson 83 – There are three experiences in which marketing messages are at work. Before the sale, during the sale and after the sale

Lesson 84 – One of the worst marketing mistakes is CONFUSION. That is what happens when what seems to be clear to you isn't clear to others. Always make sure that your marketing message is very clear.

Lesson 85 – YOU is the most important word in marketing. It helps you to focus on the person you are talking to. Oops. I just used it again

Lesson 86 – Where possible, you should find ways to add drama to your sales presentations. Drama is videos, cartons, images etc

Lesson 87 – Timid sales people have skinny, hungry kids. This is simple enough to understand. If you can't sell, you know what follows

Lesson 88 – Never assume anything when presenting your marketing message. Touch every concern. Take nothing for granted.

Lesson 89 – Every product or service appeals to a certain definable group of people. It is your work to identify that group of people if you want your marketing to work

Lesson 90 – There are 2 types of buyers in every market. There are the “Must Buy Now” customers and the “Can Buy Later” customers – Most people focus on the former and leave the latter. The “can buy later” customers are usually the larger but most people ignore them. Don't make this mistake

Lesson 91 – The public has been lied to so much. So, they are always skeptical. Always prove every statement, assertion, claim, promise, offer and warranty in your marketing message

Lesson 92 – When you make a statement about yourself, it is a claim (E.g. I am Nigeria's number one chef) But when a satisfied customer makes the same statement about you, people accept it as a fact

Lesson 93 – Word of mouth advertising is the most powerful form of advertising

Lesson 94 – In every exceptionally successful business, the customer is, is received as, and is treated as the most important asset

Lesson 95 – The best place and cheapest to buy advertisement online is any new platform that is booming. It happened with Google, Facebook, Instagram. The first set of advertisers on these platforms made a lot of money. So, always be on the lookout.

Lesson 96 – All the frustrations you are experiencing with your business today are because you DON'T have a good and reliable marketing system

Lesson 97 – The best marketing system is one that attracts a steady stream of leads and converts them to customers on a daily basis. There are 2 steps involved here.

First is attracting leads

Second is converting the leads to customers.

Lesson 98 – In order to attract leads, you should be able to come up with a lead magnet, a bait that gets them to bite.

Lesson 99 – Powerful bait is information, ideas, even secrets about a subject, solution or desire that interests your target prospects the most

Lesson 100 - If you can describe a person's problem better than they can, they automatically and unconsciously look forward to you providing the solution – they assume you know the answer.

Lesson 101 - Copywriting is writing a letter to a friend you care about with great news about a product or opportunity that is going to make them happier.

Lesson 102 - Don't forget. Copywriting is secondary to the creation of a powerful, believable offer

Lesson 103 - The number one reason why people don't buy what you are selling is because they don't want it. The second reason is "they don't believe you" – Always strive for credibility.

Lesson 104 - The FIRST job in starting a business is to figure out WHERE you find your customers and what they want to buy. Most business owners never figure this out. They just jump into a business and begin to struggle.

Lesson 105 - There are three keys to the success of any direct marketing campaign. They are:

- (1) The List or the traffic
- (2) The offer or the deal
- (3) The copy

Out of the 3, the copy is the least important

Lesson 106 - There are only 3 ways to grow a business:

- 1 – Increase the number of customers
- 2 – Increase the average transaction per customer
- 3 – Increase the number of transactions per customer

Lesson 107 - 26 Top Reasons Why People buy Stuff:

- Protect health

- Reduce fat
- Improve appearance
- Get ahead in business
- Make money
- Save money
- Win money
- Cash in on bargains
- Gain social advancement
- Win friends
- Influence people
- Win praise from others
- Gain prestige
- Be a leader
- Have a happy marriage
- Care for children
- Improve education
- Be creative
- Avoid worry
- Avoid drudgery
- Avoid embarrassment
- Avoid discomfort
- Avoid boredom

- Enjoy comfort
- Enjoy leisure
- Attain security in old age

These are the 26 appeals that make people buy. Your marketing or sales message should always be based on at least one of them.

Lesson 108 - The aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself (Peter Drucker)

Lesson 109 - We usually buy from people we like and trust, with whom we have rapport and who appear to be an authority on the subject. People who honestly care and show concern

Lesson 110 - The only way to write great copy for any product/service is to extensively research the product, buyer and the topic

Lesson 111 – One straightforward method of researching is to find competing products, study them, and study their sales copies

Lesson 112 – People buy because of 2 MAJOR reasons – There is the shallow reasons and there is the DEEP reason. The DEEP reason is usually the WHY for the first reason.

Here is an example.

People buy a product on how to make money because of 2 reasons:

The obvious and shallow reason is that they want to make money

But the hidden and deeper reason might be because they want their family members to view them as someone important.

Lesson 113 – The biggest marketing mistake that people make is marketing to the wrong people or directed at everyone.

Lesson 114 – Even when your marketing is directed to the right people, it is also important that you SAY the right things in your marketing message. When your message does not connect with your audience, it is called a failed “market to message” match

Lesson 115 – Stop copying the marketing and advertising of big companies. In 2018, Coca-cola spent \$3.8 billion on advertising. You don't have their budgets. You will simply end up burying yourself.

Lesson 116 - Humans are crazy. We don't act until we feel the adrenaline pumping. We don't make a move, not until we sense loss knocking stuff down and rushing towards us like a ferocious tiger.

People act fast when they know something is scarce and they are about to miss out. Always find a way to make use of the scarcity trigger in your promotions to get people to act.

Lesson 117 - Always be on the lookout for new sources of mega traffic. The easiest and cheapest place to get tons of useful traffic is any traffic platform that is new

Lesson 118 - When running a Facebook advert, the image or video you use in the advert is the most important factor. The next most important factor is the headline and advert copy

Lesson 119 - The image or video you use in your FB advert shouldn't distract people from the main advert message itself

Lesson 120 - Brilliant marketers have the ability to think like a prospect. They put themselves in the shoes of their customers.

When you do this, it allows you to compose a marketing message that cuts through the clutter and captures the full attention of your prospect.

Lesson 121 - Marketing is war and the first principle of warfare is the principle of force

Lesson 122 - Marketing is too important to be turned over to an underling. You can't and must not hand over your marketing to someone who is a marketing weakling.

Marketing drives sales which is the life blood of your business. Why would you hand it over to people who will do a weaker job?

Lesson 123 - One way to maintain a long term demand for your product is to never totally satisfy the demand

Lesson 124 - People will not buy from you unless they are convinced that you are acting in their best interest. You must always make this clear.

Lesson 125 - Few times as many people read the headlines as read the body copy. Unless your headline sells your product, you have wasted 90% of your money

Lesson 126 - Headlines that offer the reader helpful information like How to win friends and influence people attract above average readership

Lesson 127 - If you are advertising a product that is only bought by a small group of people, put a word in your headline to flag them down. E.g. Pregnant, doctors, women over 55

Lesson 128 – Create your marketing to communicate to the deep subconscious needs of your customers which are: To feel important, to feel valued, respected and worthwhile

Lesson 129 – When creating your marketing/sales message, identify the primary objections to what you are selling and then develop bulletproof answers to those objections

Lesson 130 – Always resist all attempts to include content that doesn't get the prospect closer to the sale in your marketing message

Lesson 131 – Demonstrate to your customer the difference between price and cost. The price is what it takes to purchase the item. The cost is the amount the customer eventually pays. They are not the same

Lesson 132 – To promote a product successfully, know it cold. Learn it inside out. Product knowledge builds self-confidence and personal power

Lesson 133 – View your prospect as if you were a doctor and he was a patient; do a thorough examination and diagnosis before you recommend a prescription.

Lesson 134 – Present your product or service as something different and better to what the customers is already using or has used.

Lesson 135 – In order to present your product or service as different and better, you should emphasize on your unique selling point (USP) – Focus mainly on this key point

Lesson 136 – Customers usually want the best product, not the cheapest. Demonstrate that your product is the best choice for your customer, not the lowest price.

Lesson 137 – When creating your sales presentations in any format (sales letters, webinars, video sales letters etc), always use strong opening statements to arouse curiosity and arrest the attention of your prospect.

Lesson 138 - The most important aspect of all advertising and marketing is BELIEVABILITY. If your prospects don't believe what you're saying, nothing else matters

If they doubt your honesty or accuracy or truthfulness, prospects will not buy. Period.

Lesson 139 – Never fall in love with your marketing. If your marketing strategy or campaign is not bring you great results, dump it and work on another one.

Lesson 140 – The most important aspect of good marketing is common sense. Good marketing focuses on your customers and what they want. It is not about you. It is about them.

Lesson 141 – Effective and high response marketing comes from research about the customer. Always spend some time to do some research about the potential customers you want to sell to. What are their fears, frustrations, desires, concerns etc?

Lesson 142 – The secret of becoming a marketing genius – Ask your customers what they want and then take it one step further. Go out and sit face to face with your customers.

Lesson 143 – Take advantage of people who didn't buy from you to sharpen your marketing. Ask them why they didn't buy and then address those things creatively to improve your marketing.

Lesson 144 – Avoid the “Tomato Seller Syndrome” in your business marketing. This means you should be unique. If you are not unique, you are like a tomato seller at the market – you offer the same goods as everyone else, and all you can do to get more customers is to drop your price. This is what majority of business people play by and that is why they keep losing

Lesson 145 – Why should I buy from you rather than someone else? Why should I do business with you rather than someone else? This is probably the most important question you can ask yourself when creating your sales or marketing message

Lesson 146 – The USP aka Unique Selling Point or Unique Selling Proposition or Unique Selling Promise is that special promise you make to your customer that only you can offer.

Lesson 147 – To develop your USP, find what makes you unique or invent one. It has to be something that makes sense to the customer though. You can do this by talking with your customers or potential customers.

Lesson 148 – Without a powerful USP, you have no positioning and the only thing you can use to compete is price which will cost you a fortune in lost profits and lost sales.

Lesson 149 – A USP is not the same thing as your mission statement. A lot of people confuse the two. A USP is a directly external communication (for customers) – A mission statement is an internal communication (for you and your team)

Lesson 150 – There are 2 types of marketing a business ought to be doing. They are Frontend marketing and backend marketing. Frontend marketing is the toughest because it is the marketing you do to bring in new customers. Backend marketing is the marketing you do to get existing customers to keep buying.

Lesson 151 – When customers ask for a tap, sell them the sink. Always attempt to increase the value of what you are selling. This is done by offering the customer a slightly different product from what they wanted in the first place but which meets their demands and brings you more profit.

Lesson 152 – Always make it easy for customers to buy – Provide payment options, payment plans, money back guarantees, customer support to help them in the buying process

Lesson 153 – The single biggest reason why people don't buy is that they perceive some level of risk in doing business with you. This is why you should make it your responsibility to identify this one thing and do all you can to remove it.

E.g. You can let them sample or try your product for free

Lesson 154 – Avoid trying to sell dog food to dogs. You can't. This basically means trying to sell to someone who can't make the buying decision. Get your offer in front of the right person who can make the buying decision.

An example is when you are trying to sell a book on passing JAMB to secondary school students when you ought to be marketing it to the parents.

Lesson 155 – If you want to become really good at marketing, get a copy of Eugene Schwartz classic book titled - Breakthrough Advertising. Then read it at least twice a year. You might not really understand the first few times you read it though.

Lesson 156 – Getting attention is probably the rarest commodity to get. If you fail at getting the right attention, most of your marketing won't work.

Lesson 157 – Whenever possible, always include theatre in your marketing. Theatre are things like images and videos that help to grab and retain attention

Lesson 158 – Great copywriters know that your marketing message has nothing to do with you, or your product. It should be CUSTOMER-centric. It should be all about the customer. If not, you're going to lose that marketing battle

Lesson 159 – When you want to write an advert, use the “I am writing this advert to sell (PRODUCT HERE) to (AUDIENCE HERE) because it will help them to (PUT RESULTS HERE)” template

E.g. “I am writing this advert to sell (a book on losing belly fat) to (new moms) because it will help them to (lose pregnancy fat easily and get back in shape)

Lesson 160 – Always give a clear call to action in your adverts. Never assume people will know what to do after seeing your adverts.

Lesson 161 – Stories are a great way to capture the attention of your audience. When you tell people a story that resonates with them and their situation, they get pulled in and this makes your marketing message to produce very effective results.

Lesson 162 – When possible, you should attempt to test a video sales letter over a text based sales letter. Videos usually pull more attention and sales than text based sales letters

Lesson 163 – One very effective method for selling high priced products is using webinars.

Webinars help you to get and capture the attention of your audience, gets them to listen to your marketing message and offer – and this leads to a huge number of sales.

Lesson 164 – Questions are also powerful way to engage your prospects or readers. That is because whenever you ask a question, the brain is compelled to answer it.

Lesson 165 – Do not try to impress people with big grammar in your adverts. The percentage of people who can understand big grammar is very small. Communicate in a way that most people can easily understand.

Lesson 166 – Pricing is an issue that most marketers do not take serious. But your pricing is part of the offer and it must be targeted to the market.

Lesson 167 – According to Gary Bencivenga, the two most powerful words in advertising are Yeah, Sure. What this means is that when your prospect see your advert promising them a benefit, the first thing that comes to their minds are those 2 words – Yeah, Sure

E.g. Make \$1,000 a week stuffing envelopes! Yeah, sure

The point here is that you should always have big proof ready to back up any big claim you make in your advertising

Lesson 168 – The desire to avoid pain or loss is much greater than the desire to get pleasure. What this means is that people respond better to adverts that help them avoid pain or loss than adverts that help them get a particular pleasure.

Lesson 169 – The best way to learn is to teach. Once you begin to understand sales and marketing, you should start teaching it people (for free) and this act will help you understand it better.

Lesson 170 - The most persuasive words in advertising are simply, REASON WHY. Explain the REASON WHY your product is much better. Give the REASON WHY what you claim is true.

Lesson 171 – If you use a known authority or celebrity in your advertisement, your results can go up by as much as 400%. The reason is because people trust authority figures and celebrities. Using them in your advertisement helps to boost the credibility of your product and you get more results that way.

Lesson 172 – Before you sit down to write a word of copy for any product, you must do the following:

Know your objective – What are you trying to accomplish?

Know your target audience – Who are you trying to reach with your message?

Know your product or service – What are you selling and what does it do for the audience?

When you identify these 3 things, writing your copy becomes easier and more effective?

Lesson 173 – Whenever possible, you should dumb down your writing and make it very simple and clear to understand. Superstar copywriter, Eugene Schwartz calls this ‘writing to the monkey brain’

Lesson 174 – When running adverts online, you should always have a retargeting campaign in place to bring back visitors who did not respond to your offer initially. Not retargeting them means leaving a lot of money on the table.

Lesson 175 – When you are using banner advertising, you should realize that majority of internet users are used to banners. Therefore, you should create banners that look different in a way that allows you to get these people’s attention.

Lesson 176 – If you do email marketing, one of the often overlooked aspect is delivery of your emails. Most emails that are sent do not get delivered into the primary inbox of the receiver.

This is why you should always work with email autoresponders that have the ability of delivering a large percentage of your emails into the primary inbox of your readers.

Remember, if you are not noticed, you don't get read. If you are not read, there won't be any sale.

Examples are - Infusionsoft, activecampaign, aweber, mailchimp, getresponse

Lesson 177 – When running video ads on Youtube or anywhere, you should realize that people did not come to Youtube to watch an advert.

So, if you are willing to run a video advert that will work, the first 5 seconds are very important. You have to grab the person's attention within those 5 seconds. If you don't they are gone.

Lesson 178 – Again, stories sell like crazy especially if the story is something that the audience can easily relate to.

Lesson 179 – Involve sales triggers in your marketing.

There are certain sales triggers that make people buy from you.

Here are 5 of them:

Social proof – If others are doing it, then it must be safe and good.

Reciprocity – If you do me a favour, then I will also do you a favour

Likeability – People mostly buy from people they like

Authority – If people trust you as an authority in a field, they feel safe and relaxed to buy from you or follow your recommendations

Scarcity – Limited copies

Lesson 180 – Product demonstration is the best way to prove that a product works. Wherever possible, demonstrate how effective your product is at producing the results it promises and people will rush it.

Lesson 181 - Make your adverts look so obviously valuable or interesting, that your audience would feel foolish to ignore it.

E.g. *“An Open Letter to the Parents of a Troubled Teenager”* is a highly valuable headline that will stop someone who is having issues with their teenage child to stop and read.

Lesson 182 – There are marketing ideas everywhere. Always be ready to take pictures, record videos or jot down things that could be used in a marketing campaign

Lesson 183 – Always build your sales and marketing campaign to sell what people want. People already have certain desires that they are willing to spend money on. Tap into those desires. Don't try to sell people to want something they do not want. Majority of small business people make this mistake

Lesson 184 – How often should you mail your mailing list?

I think the answer is anytime you have something worthwhile to communicate to them. It doesn't matter if it is an offer or valuable information.

Lesson 185 – Do not make the mistake of spending so much time describing your product. Your audience do not care about that. What they care about is what they will benefit from the product. Focus on this.

E.g. If you are selling a laptop, spend less time telling me how the laptop is made of a type of battery. What I want to hear is “how long can the laptop last when it is not plugged into power?”

Lesson 186 – When selling, you should be thinking like an expert fisherman.

An expert fisherman never thinks about what he likes while trying to get the fish. What he thinks about is what the fish likes. And this is why he is able to bait the fish with the right bait. This is how you ought to think too.

Lesson 187 – There are three types of traffic. The type of marketing message you put out for each traffic type has to be different.

There is cold traffic, warm traffic and hot traffic.

Cold traffic refers to people who do not know you and your product/brand

Warm traffic are people who already know you and your product/brand and some of them may have even bought from you in a while

Hot traffic are your passionate customers who are always buying everything you want.

Lesson 188 – If there is an important point in your marketing message that carries a lot of weight to determine if people will buy or not, then you should call out that point as many times as possible in your message. Hit the point over and over again.

Lesson 189 – When you are stating the offer to the prospect, don't try to be clever. Spell out the offer in clear and simple words. Let them know what they are getting and how it is going to be of help to them

Lesson 190 – When possible, you should add upsells (an offer presented to a buyer after buying the main offer) to your sales funnels. Upsells help you to maximize the buying moment that the buyer is in. You can add one or more upsell and make it easy for them to add the upsell to their initial order.

Lesson 191 – If you are selling a product that requires people to make decisions based on visuals (how it looks), then you should always put in superior efforts to taking pictures that show the product in an excellent manner.

Never use mediocre images. Be different.

Examples of such products are shoes, bags, cars etc.

Lesson 192 – When selling high priced product, customers usually need to take some time to think before they make a decision. So, don't try to rush the process and be ready to help them with all their concerns.

Lesson 193 – Avoid hope marketing. Don't just put together anything and expect it to work. Marketing is war and war is strategic. In war, you should know your enemy if you expect to win. In marketing, you should know your prospect. When you see it this way, you will work harder with your marketing and come out with great results.

Lesson 194 – Packaging is very important in marketing. A simple shoe can sell for 5X its price all because of the difference in packaging.

If you are the product, package yourself very well.

Package your website, etc

Lesson 195 – No matter how good your marketing is, many people still won't buy. It is okay. That is why it is a game of numbers. If you can get enough numbers that gives you good profits, then that is okay.

Lesson 196 – Never make assumptions when creating your marketing. Assumptions is what has killed a lot of marketing campaigns. You may think you know the advert that will work but that advert might fail blatantly. So, you should always be open to test

Lesson 197 – People like and trust others who look like them or look like they have been through the same thing.

So, if you are a man who wants to sell makeup products, it is better that you hire a good looking woman that is familiar with the product and audience to use as the sales person for your marketing

Lesson 198 – PROOF is everything when it comes to getting people to take action. And there can never be too much proof in your marketing.

Present all the proofs you have to your prospect.

You can present the proof using various formats – video, text, chat etc

Lesson 199 – Selling over the phone is a fantastic way to close high ticket offers.

In order to do this effectively, you need a well written sales script and a confident sales person to deliver it.

Lesson 200 – When you are selling to clients face to face, either one on one or to a group, the way you present yourself has to be top notch, your presentation has to be well laid out and you must show superb confidence in what you are selling.

Lesson 201 – Finally, remember that the greatest secret to success in advertising, sales and marketing is when you have a clear understanding of what the prospect REALLY wants.

Nothing beats this.

When you know what your prospects really want, you know exactly what to give to them and what to tell them to make them respond positively.

There you have it.

201 marketing lessons.

I hope they will serve you well.

I wish you more business success.

Toyin

PS: Don't forget to sign up for my newsletters on money, business and marketing at <https://7starcourses.com>