

# MONEY MAKING SECRETS OF MARKETING GENIUS JAY ABRAHAM AND OTHER MARKETING WIZARDS

A No-Nonsense Guide to Great Wealth

JAY ABRAHAM

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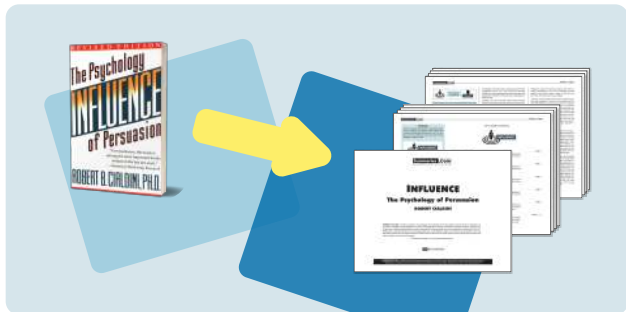
**MAIN IDEA**

Marketing is the engine that drives every business forward. Without customers, a business is going nowhere. With a dynamic marketing program, any company offering a good product or service can grow flourish and prosper. The key to marketing is to understand the needs of your prospects and clients, and how those needs relate to your product and service. Focus on that, and you'll be able to develop great marketing which can offset almost any other competitive disadvantage your company may suffer from. In the final analysis, a business stands or falls on its ability to attract and hold customers.

<u>1. Customers and the Need to Educate Them</u> . . . . .	Page 2
The greatest asset a business has is not its products or services but its customers. Quite simply, every business stands or falls solely on its ability to attract and retain customers. Most companies focus solely on attracting new customers, but it is actually old customers that are the key to growth and profitability.	
<u>2. Host Devices</u> . . . . .	Page 2
Most businesses spend vast resources attracting new customers when, with a little thought, they could instead more profitably focus on people who are predisposed to buy.	
<u>3. Start-Up Marketing</u> . . . . .	Page 3
The three most important start-up marketing tools are: 1. The in-person call, where you meet with prospective clients, introduce yourself and solicit their business. 2. A follow up letter. 3. A telephone call to follow up on the matters discussed and express your availability to help.	
<u>4. Unique Selling Proposition</u> . . . . .	Page 3
The heart of marketing is your Unique Selling Proposition (USP) -- the distinctive and appealing idea which serves as a point of differentiation of your business from every other competitor.	
<u>5. Direct Response Marketing</u> . . . . .	Page 4
Advertising that evokes an immediate response or action is the only type of advertising that should be undertaken, and should form the basis for your entire advertising program.	
<u>6. Writing a Good Advertisement</u> . . . . .	Page 4
To write a good advertisement: 1. Command attention    2. Show people the advantage of using your product or service 3. Prove that what you're advertising delivers that advantage 4. Persuade people to grasp that advantage    5. Make a call for action	
<u>7. Converting Prospects</u> . . . . .	Page 5
Once you've gone to the trouble and expense of advertising or marketing for new business, it's illogical not to use your best efforts to persuade those who respond to actually begin doing business with you. Therefore, make doing business as simple, inviting, informative and enjoyable as possible -- while you tenaciously follow through on every possible lead.	
<u>8. Direct Mail Marketing and Telemarketing</u> . . . . .	Page 5
With the availability of computers and a history of success, direct mail has become an important marketing tool for all products and services. Telemarketing can be used for products that are high margin, high price.	
<u>9. Marketing Help From Your Vendors</u> . . . . .	Page 6
The people who sell you products and services stand to gain most if you succeed. Therefore, look for ways to offer them the opportunity to be rewarded lavishly when you succeed -- by offering them performance based incentives which are far greater than their usual charges.	
<u>10. Public Relations</u> . . . . .	Page 6
Many new businesses fail because they neglect: 1. Public relations or publicity    2. Merchandising    3. Promotions Therefore, if you master these three areas, you can cost-effectively generate more than enough awareness to provide a steady stream of clients and customers.	
<u>11. Marketing for Professionals and Other Businesses</u> . . . . .	Page 7
For most professional businesses, a series of informative, educational ads which establish you as a source of reliable information in your professional field will be far more productive than ads that simply place your name in front of potential clients.	
<u>12. How to Put On a Great Marketing Campaign</u> . . . . .	Page 8
A great marketing campaign: 1. Starts with your Unique Selling Proposition (USP) 2. Utilizes an effective sales offer 3. Avoids the major marketing pitfalls 4. Incorporates a world-class marketing perspective 5. Generates results.	

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