

The Love Doctor's marketing recipe for Success

Hi Jack. I know how busy and exhausting Marriage coaching can be. You can streamline the business side to free up time for friends, family, honing skills, and helping more people.

The key to your brand rising higher in the very competitive relationship market in New Zealand is to adopt the tried and tested marketing principles of top brands in this space.

John Gottman is the love doctor. I could see a pattern throughout his content, **Desire-curiosity-Logic**, repeat repeat repeat.

First, he triggers desire by zooming in on the sharpest pains of people. But he leaves out the most technical parts to build massive intrigue and curiosity.

Then he tells them how his content is backed up by science, satisfying the logical part of their brain.

For example, a blog post on his website: “**How to Know a Relationship is Too Much Work:** Can this relationship be saved?”

Weave this approach into your social media and website writing to attract new clients and turn existing ones into lifelong customers. They'll eagerly look forward to your content.

Would you like to move forward with this approach by scheduling a 30-minute call this week?

Adam Umar,
Growth Consultant and Marketer

