

The Art of Resonance 🗄️ 📺

The key to creating a 'grand slam offer' is **resonance**.

Think of offer & message creation like **drilling for oil**.

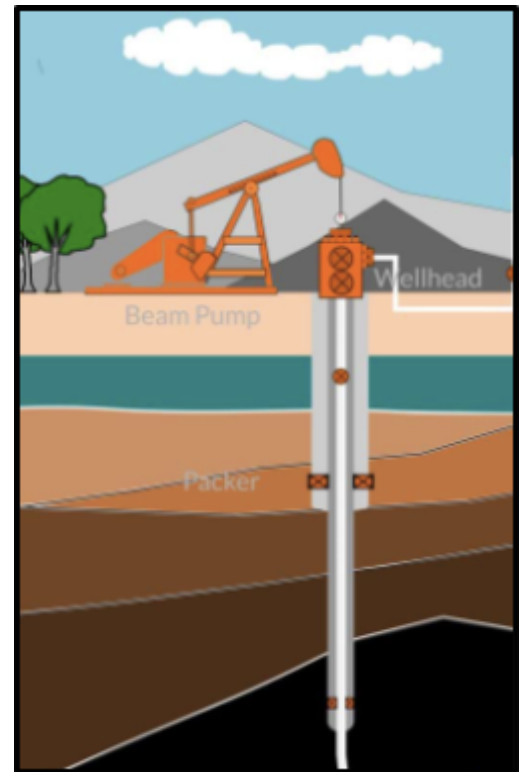
Certain parts of Earth's surface contain oil, and the presence of this oil creates **pressure**. If **struck**, the pressure is released and oil can be extracted for profit.

The problem is knowing where to **drill**.

Like the Earth, the human mind contains pockets of **pressure** that if drilled, leads to a **psychological release** that can be extremely profitable.

Instead of using a physical drill, we can use **words**.

Using the right words, phrases or images, we can **resonate** with the unconscious mind of the market and create massive action.



This is possible because of something I call '**latent conditions**'.

Latent conditions are the **underlying** psychological, situational and cognitive forces that a market (or niche) shares. If you understand the **latent conditions** of the market and the **frequency** at which they exist, you can create a stimulus with the same **frequency** that will **resonate** with them, thus triggering action and conversion.

Examples of some **latent conditions** in early-stage marketing agency owners:

- *Buying a \$997 course from someone they look up to, only to be disappointed, but still looking up to the person who sold them the course*
- *Massive imposter syndrome kicking in when signing their first few clients*
- *Spending as little time on outreach as possible, finding worthless distractions (like building a website), while knowing they are deluding themselves*
- *Being primarily driven by one word: freedom (in financial, location & time terms)*
- *Blaming most of their business problems on their niche*
- *Putting \$10,000 per month on a pedestal, seeing it as the be-all goal of their life*

- *Using an agency to manifest their potential and channel an unusual amount of conscientious energy*
- *Starting an agency out of anger or a negative emotion (or from terror of mediocrity)*

We can imagine that these **latent conditions** are **frequencies**, similar to those you'd find created by radio stations.

Your offer and marketing message are just like a radio, you need to **'tune'** them to a certain frequency to find a **'station'** (in this case, a **station** is one or more of these **latent conditions**).

Once a radio station is **found**, music plays.

Once a psychological station is **found**, action is usually taken (or massive confidence & pain is built).

In simpler words: marketing assets that make people **feel understood** invoke trust.

Good marketing triggers **react** with **existing psychological conditions** to get results.

This is why niche market research is so vital to your company.

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Action item:

List out 5-10 latent conditions you know exist in your market (if you don't think they exist, you haven't thought hard enough, or done enough research).

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