

I Never Followed “Modern Marketing”, Neither Should You.

I am sick of modern marketing. Like really. Everytime I watch an Ad, my mind gets all tense and I feel dizzy trying to figure out what it's trying to sell, only to witness some supposedly funny plot twist that ends up making me pass out as their thousand dollar logo shows up.

It may sound exaggerated, but hear me out! That kind of marketing is ALL over the place, capturing every bit of attention, leaving you with scraps of what's left of it. You might have followed what you've always seen, or even paid a marketing agency to get a bite, with no result.

*Worry no more, because I'm about to show you exactly how you can go SWAT force on their A**es and claim back your customers' attention (and no I don't mean SWOT).*

Why it's complicated to get customer's attention nowadays

Marketing is Bombarding everyone. Businesses are going ham targeting everything and everyone, selling the latest Zumba Class to a 70-year-old grandma in Nepal, because her granddaughter might be an expat in Australia who could be interested. They're throwing money away for the sake of brand awareness, convinced they're doing the right thing.

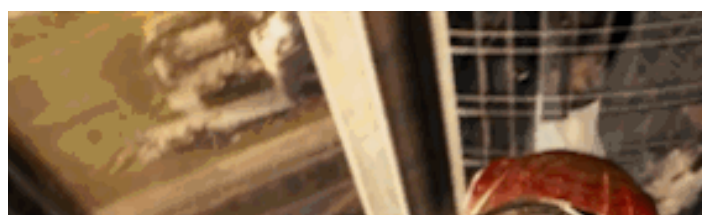
Why?

Because they assume it is the right way to advertise since the business next door is doing it, or because the big brands are the absolute reference to follow, and that for some reason it makes sense to spend the same marketing budgets while earning 100 times less. In other cases, people are just good at what they do, not at how to market it. A plumber cares more about plumbing, less about letting people know that he plumbs.

Just like that, we end up in a situation where everyone copies everyone else, collecting attention spans with absolute disregard whether the target is interested or not in their product / service.

This puts you in a spot where you need to figure out a way to cut through that clutter, and shine bright in the eyes of your perfect customer frying his last neurons on a Jiggly TikTok.

So here's the plan:



Become the Vin Diesel of Marketing

Among all the marketing fog, noise and clutter, you need to cut through like a Dom Toretto riding skyscrapers in a Lebanese Prius. If that sounds complicated, here's a simpler answer:

Offer a Unique Selling Proposition.

As lazy as your minds can be, as craving as it can get to follow the crowd, you need to put it to its absolute use and come up with a **unique selling proposition that guarantees you standing out** from the rest.

A perfect example is the McDonald's Drive Through. The idea of a drive-through initially started within banks to allow their customers to make fast and safe deposits. Guess who switched the idea? McDonalds! It became their unique selling proposition to serve military members who were not permitted to get out of their cars off-post while wearing their uniform.

It sounds genius but it's a simple trick, you just need to look around, find connections between industries and you might just crack your own USP.

So, to become the Vin Diesel of marketing, **barge into the piles of useless marketing, dare to stand out** and resist the urge to invite your customer for a barbecue for the sake of La Familia.



Seek The DiCaprio Reaction (without using 20-year-old ladies preferably)

I want you to look at this meme, focus on it, and memorize it.

Why?

Because it represents the ideal reaction you want to provoke in your customer. The “*This is for me!*”, the “*This is exactly what I need!*”, the “*Shut up and take my money!*”.

As you can see, these are the **exact opposites of scrolling indifferently or skipping ads faster than a terms of service agreement.**

But how do you get there?

Show them how much *YOU* understand *THEIR* struggle. This implies 3 key elements:

- **Pick a precise niche:** this helps you get a clear idea of the exact pain point of your customer. For example, instead of targeting every car owner, a Car Mechanic could target BMW owners. He would know specifically what common issues their engines face and use that to his advantage. The more precise the niche, the higher the chances of a DiCaprio Effect.
- **Use the right headline:** this follows the previous point as it allows you to call out your perfect customer. A good headline goes straight to the pain point: “Do you suffer from X”, “Are you looking for Y”, and BOOM! DiCaprio Effect.
- **Make it about THEM:** before you start rattling about your business, your achievements and your 500-year-old expertise in lead generation, remember this very wise line:

*“No Body Gives a Solitary F*ck”*

It’s sad, but it’s true. Customers only care about themselves, and they are either lazy or busy enough to pay you money if you just pinpoint the problems that are making their lives hard, and solve them. That’s really all you have to do! Simple! Not necessarily easy, but simple!

So every time you are about to post an ad, read it, watch it, then close your eyes, and check if it passes the DiCaprio Test.

Bottom line, if you want it to be positive, **don’t do what everyone else is doing, don’t say what everyone else is saying**, just out of the assumption that it works. The right way to a booming business, as wrong as it sounds, is to be a Vin Diesel seeking a DiCaprio.

To not end this on a twisted image, if you’re wondering whether your marketing tastes a bit too “modern”, and would like to add a bit of spice to it, let me know [here](#), and I’ll gladly take a look at it, and see what can be done.

Talk soon,

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