

# How To Win MORE.

This one's for all you winners out there *slayin'* business. Winning's *nice*; Winning **more** is far better. Wouldn't you agree? Today I'll show you how to win more than a pirate who's woken up on Treasure Island—with '**The Lost Map**' in hand.

But first, we must talk about **market cynicism** because every business owner knows *X marks the spot* ... But for each one who ventures for gold, fifty get shipwrecked in the cynical minds of his would-be customers.

The problem: **every business and his pet parrot has an offer**; a "sale" ... "50% off!" ... or "buy 1 get one free." Yes, offers lurk behind every corner, ready to jump at you like an *over-zealous* sales zombie on a bender.

## So what does this do to the market?

**Magic Market Mind Reader Device Says:**

*"I've seen this a million times."*

*"It looks like everything else."*

*"They just want my money."*

**WARNING: HIGH MARKET CYNICISM**

## They've had enough!

The market's grown cynical. And rightly so! Who could blame them? *And it's NOT your fault!* A better way to reach new customers has simply never existed so abundantly... **until now.**

## So what's changed?

Introducing: 'The Low Threshold Offer'. That's where we grab your prospects by the balls ... subtly. **Meaning:** we don't start with a gimmicky offer. That's like a fool rushing into a marriage proposal on a first date. (*What happened to getting to know each other first*)... So what do we do instead?

## Spark a connection

We give prospects something they desire in return for contact info. Why? That's the easiest way to reel high-interest people into **your world** (without triggering market cynicism). And once they're in position...

*The key to any successful marketing is the ability to create an emotional connection with your prospects. People will only take action when they're emotionally connected to your message.*

—Pedro Martins

## We follow up 'til they buy, die or *unsubscribe*

Once they have "stepped in" we have permission to follow up forever. Not by being annoying or 'salesy'. Instead, we build a connection. It doesn't matter if they buy now or in a few months. **Do this right, and they'll come to you first because they *feel* connected.**

**THAT's how you win more.**

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You can contact me to action this in your business [here](#).

Sam Terrett

*P.S. if you're cynical about the power of marketing, how about I give you the guide that's rewriting how it's done? Download my best client attraction formula: <https://www.tearitupmarketing.co.uk/4-simple-steps-to-quickly-attract-more-clients-for-your-business-with-meta-ads-fb-1>*