



ARTICLE HEADLINE (*non-lame*):

3 Ways to Guarantee Marketing Mastery - And Good Cooking

OUTLINE - **Guide/refresher**

Problem: **Guide/refresher**

we are taught to use big words and complicated language to sound smart

Agitate: **Guide/refresher**

no one actually likes that and best communicators use simple language (examples? quotes?)

Solve: **Guide/refresher**

Simplify language AND read it out loud. Write like you speak.

Close: **Guide/refresher**

We will give you a free site audit and advice on how your website or social media accounts can be used to get you more clients. You can even see how to justify charging higher prices for your work.....[ENDING HOOK]

P.S. If you want us to review your marketing plan and suggest improvements, get in touch here: www.thresults.com. And if you're looking to attract more clients using Meta ads, download our free guide here: [Meta Ads Guide](#).



Monday | 17.06.2024 - [Pick Sources/Write Headlines](#)

- What's the source? = Marketing Mastery - What is good marketing?
- What's my headline? = 3 ways to Guarantee Marketing Mastery

Lame headlines:

“Why Focusing On The Positive Makes Your Advertising Perform Better”

“A Proven Way To Improve The Readability And Appeal Of Your Written Materials And Communication”

Non-lame headlines:

“How To Get A Tsunami Of Leads Using A Carrot Instead of A Stick”

“How To Dramatically Improve Your Writing With One Easy Trick”



Tuesday | 18.06.2024 - Create outline (frame) 

3 Ways to Guarantee Marketing Mastery - And Good Cooking

FIRST PARAGRAPH (*juicy*):

We've all seen sh*t marketing, let's talk about good marketing, marketing that actually works. Just like good cooking, good marketing focuses on a few small elements. If you can get these right, the world's your oyster.

OUTLINE

Problem:

When looking into marketing there is a metric ton of information available, it can be overwhelming trying to go through and understand everything.

Agitate:

Even worse is that information out there is either slightly or completely false, so you can even trust most of what out there. How can you know what works and what doesn't ?

Solve:

These are 3 simple steps that you can use in any business for any type of marketing to make sure it's successful. By following these steps you ensure the success of every piece of marketing you put out.

Close:

Creating content like blogs on your website, is a great way to attract more clients, and build credibility in your niche. We can help you to define your perfect audience, and give you a head start on how to write engaging and trustworthy content.

Speak soon
Thomas

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  Wednesday | 19.06.2024 - First Draft (Boom) 🤯

⌚ 00:13:05

3 Ways to Guarantee Marketing Mastery - And Good Cooking

We've all seen sh*t marketing, let's talk about good marketing, marketing that actually works. Just like good cooking, good marketing focuses on a few small elements. If you can get these right, the world's your oyster.

<<<Picture of Food>>>

How Times Have Changed

This isn't 1785, where people didn't see an ad their entire life.

Yes, we have good healthcare and comfy clothes to wear, but we are bombarded every day with ads. Even my Netflix plan is forcing me to watch ads now! Bring back no electricity!

But seriously, when looking into what else is out there, you can't be saying the same message as everyone else out there, you need to cut through the clutter so that you can actually get seen.

We're All Different But The Same

"People read what they like, sometimes that's an ad"

I need you to remember, what's not interesting to you, could be super engaging for someone else to see. Our challenge is to work out who want to read your message.



Hercule Poirot

When looking into marketing there is a metric tonne of information available, it can be overwhelming trying to go through and understand everything.

Even worse is that information out there is either slightly or utterly-completely false, so you can even trust most of what you read.

So how can you know what works and what doesn't ?

1 - 2 - 3 _ A - B - C

These are 3 simple steps that you can use in any business, for any type of marketing to make sure it's successful.

I bet my last rolo that by following these steps, you will be successful with every piece of marketing you put out.

- *What are we saying? (what is the message)*
- *Who are we saying it to? (Who is our target audience)*
- *How are we reaching these people? (How are we going to get our message across)*

You will always find gaps or improvements in any business when you focus on these 3 things.

1. *Our message needs to be clear, it needs to be powerful, it needs to be pervasive. No matter what it is, it needs to cut through the clutter. That means you can't be boring.*
2. *A business needs to know their target customer, we need to know who this message is for so we can gear it towards them. It's impossible to come up with a message that speaks to everyone and also gets the attention of everyone. It's extremely important to think about this, we don't have to get it exactly because we can test how different audiences react differently to our message.*
3. *When we have a rough idea of the message we are trying to convey and the audience we are trying to convey it to, we need to figure out how we reach these people. Social media has made this easy IF the first 2 steps are done properly.*

Want to see if your message can actually be found by your perfect customers? Check your marketing score and compare it with your competition here; <<<[link to marketing score](#)>>>

[Here's the SOP](#)

[Here's how to Fascinate](#)



Speak soon

Thomas

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 Thursday | 20.06.2024 - Second Draft (Fix it) 

 00:00:00

TITLE



 Friday | 21.06.2024 - (Grease It) 

🕒 00:00:00

3 Ways to Guarantee Marketing Mastery - And Good Cooking

We've all seen sh*t marketing, I used to create a lot of it... So let's talk about marketing that actually works. Just like good cooking, good marketing focuses on a few small elements. If you can get these right, the world's your oyster.

<<<Picture of Food>>>

How Times Have Changed

This isn't 1785, where people didn't see an ad their entire life.

Yes, we have good healthcare and comfy clothes to wear, but we are bombarded every day with ads. Even Netflix is forcing people to watch ads now... Bring back no electricity!

But seriously, when looking at what else is out there, you can't be saying the same message as everyone else out there, you need to cut through the clutter so that you can actually get seen.

We're All Different But The Same

"People read what they like, sometimes that's an ad"

I need you to remember, that what's not interesting to you, could be super engaging for someone else to see. Our challenge is to work out who wants to read your message.

Hercule Poirot

When you seriously sit down and start to research marketing, there is a metric tonne of information out there, and honestly, I used to find it a bit overwhelming, trying to go through and understand everything.



What's even worse is that information out there is mostly false, so you can even trust what you read.

So how can you know what works and what doesn't?

1 - 2 - 3

I'm going to give you 3 simple steps that you can use in any business, for any type of marketing, to make sure it's successful.

I bet my last rolo that by following these steps, you will be successful with every piece of marketing you put out.

- What are we saying? (what is the message)
- Who are we saying it to? (Who is our target audience)
- How are we reaching these people? (How are we going to get our message across)

You will always find gaps or improvements in any business when you focus on these 3 things.

- Our message needs to be; clear, powerful, persuasive and compelling. No matter what it is, it needs to cut through the clutter.
- We need to know what excites our target audience. It's super important to focus on this, we don't have to get it exactly right the first time; because we have the joy of using Meta ads to test how different audiences react differently to our message. But, if you have a good idea of who will be interested in your offer, it will save you a tonne of money.
- When we have a rough idea of the message we are trying to convey and the audience we are trying to convey it to, we need to figure out how we reach these people. Social media has made this ver easy for us, but only IF the first 2 steps are done properly.

Fancy some homework?

"Come up with 1, 2 and 3 for your business:

- What's a good message to put out there?

- Which group of people would you send your message to?*
- How would you get your message to these people, what medium would you use?"*

[Here's the SOP](#)

[Here's how to Fascinate](#)



Want to see if you've got this right? Drop me an email and let's talk through it.

Want to see if your message can actually be found by your perfect customers? [Check your marketing score and compare it with your competition here.](#)

Speak soon
Thomas

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Saturday & Sunday -

- ☒ ~~Break into Tweets~~
- ☒ ~~Schedule with HypeFury~~
- ☐ Schedule article for Tuesday 25th June
- ☐ Repost article to socials on Tuesday 25th June
- ☐ Turn into IG pic
- ☐ Post on IG and threads
- ☐ Duplicate article on linkedin article on Tuesday 25th June
- ☐ Repost from Business to Personal on Tuesday 25th June
- ☐ Create YouTube short from the article
