

# Attract Your Perfect Customers With A Cunning Plan

Let's talk about how to attract your perfect customers. They are out there, going about their day in broad daylight right now. Probably scrolling their phones for half that time in the day. The problem is that marketers figured this out years ago. There's marketing absolutely everywhere. So it will no longer do to just post up a boosted ad or copy your competitors. That's a formula for marketing failure.

So I'm going to tell you exactly how to lay a trap so sophisticated that you CUT through the noise and reel in your perfect customer. First, an analogy...

## **Waft Honey At The Bear**

If you want to grab the attention of a bear. The first thing you need to know is that they have a highly sophisticated sense of smell.

Next you're going to have to research what bears like. Now a little birdy told me that bears have a weakness for honey. We'll use that.

Next we need to know where they hang out. A good 18 or so years ago now I visited Yosemite National Park. Turns out a bear rummage through our bins in the night leaving a total mess. So we know there are bears in Yosemite.

Now for the cunning plan:

Waft the scent of honey out into the Yellowstone National Park and you'll soon have yourself a bear on your doorstep.

A wise decision? Probably not.

But if we tried the same thing with a slice of soybean tofu? Probably not going to lure that bear in... and if we take it a step further and leave our honey out to waft in the middle of London... probably no bears around to catch the scent.

And it's the same thing with your customers. You have to work out what they like. Where they hang out... and concoct a cunning plan to lure them in. Otherwise, they won't even come near you. Here's how:

## **Advertising Bombardment**

The trouble is though... our "bait" is advertising. And advertising is everywhere. Someone once said we get hit with around 4,000 ads per day. And I don't know if that is true, but I can certainly agree there's a lot!

And that means that we have become desensitised to it all. So to stand out you have to choose the right tools to get the job done.

## **Slice Through The Noise With An Ancient Egyptian Water Jet Cutter**

Notice how I didn't say "*slice through the noise with an ancient Egyptian stone tool?*"

That would be silly! Historians try to argue that the dense giant bricks of ancient Egyptian pyramids were cut by hand with stone tools. I say this: *“that’s a likely story!”*

You don’t need a stone tool. You need an authentic ancient Egyptian Water Jet to make any kind of meaningful cut through thick rock.

And it’s the same with your marketing message. It has to SLICE through the rock. It has to be as sharp as a Japanese Katana blade. And if you ask the Japanese? They will tell you what a rigorous process goes into sharpening that blade. They have a reputation as some of the sharpest blades in the world for a reason.

And if the Japanese were to apply their craft to a marketing message, that focused process would be put into writing their advertisement.

Only one problem: that’s not easy

### **Turning Your Rusty Marketing Message Into A Deadly Japanese Katana**

We have a serious advantage though. The enemy hasn’t sharpened their blade in at least a decade. They have grown complacent. You see the same tired old marketing techniques used over and over again. The same offers, the same boring messaging...

*“20 years experience!”*

*“The Best X, Y or Z”*

*“Buy One Get One FREE.”*

*“We’re professional.”*

... And frankly, it’s all gotten terribly boring. You would have thought in those 10+ years they could have come up with something new by now... but NO, same old “s\*\*\*, different day.

Now, if you put your head BACK in the mind of the bear we talked about earlier, you might just smell honey. An opportunity:

## **Here's 5 Tricks To Finally Cut Through The Noise Like A Cunning Fox**

### **1. Use The Eye Of A Hawk To Spot Opportunity**

Keep an eye on marketing in all kinds of industries and niches. Take note of anything that really stands out to you, especially if it moved you to make an unusual purchase decision. When you do, really take time to think about *why* their marketing worked. No matter how different it is to your local business, really ask yourself:

*"How can I use this?"*

You'll find yourself with ideas capable of cutting through the noise.

#### **- 2 Don't copy competitors**

Forget all this lame messaging:

- *We're the best.*
- *We're amazing.*
- *We're awesome.*
- *We've been in business for 80 years.*
- *We're honest.*
- *We're transparent.*
- *We're cheap.*

Blah blah BLAH! Nobody cares about any of that! Hide it away on some website page. Or even better: **Throw it away and don't look back.**

### **3. Use Empathetic Language To Make Them Sit Up And Pay Attention**

You have to talk to your market about what *they* care about. We all have a conversation that's going in our heads. Usually, we have multiple conversations that come and go. So if you can tap into that, then you can really connect to your potential customers.

Think about what they are likely to have on their mind.

What is your ideal customer likely to have been thinking about before they reached out or purchased your product?

What problems are they facing that likely brought them to you?

If you can meet them there, and show them that you understand them... they become putty in your hands.

#### **4. Use The Innate Human Survival Mechanism Of Self Interest To Your Advantage**

People care about themselves. Talk about THEM. Show them how you'll benefit them as quickly and clearly as possible. That's the basis of a powerful marketing message.

#### **5. Go Woke Go Broke**

It's ok to target your ideal audience... And dare I say "stereotype" your ideal customers. Just as we laid out the bait for the bear with a marvellous pot of honey, it's ok to decide you're going to reach out to a certain type of person, think about what they want and lay out your equivalent "pot of honey" for them to sniff out and sprint in your direction.

This serves a purpose. You're going to reach the people most likely to buy your product this way.

#### **Does This Sound Like A Lot Of Work?**

It is. And most come into business without much in terms of marketing background, because you're into real estate, or plumbing or dog training... you're NOT into marketing.

You want to sell homes, fix pipes, or make dogs behave. That's your field of expertise. Unfortunately, what tends to happen is somewhere down the line these business owners begin to realise marketing is a big deal. Next, they try it themselves by looking at competitors and copying what they do. As I explained, THAT makes for dead boring marketing.

It only makes sense, you're a master of your business... you haven't built up the marketing muscles over years of focused effort and attention yet. But that's no good for you right now.

So what you need is a Japanese Katana. A pot of honey. An "Ancient Egyptian Water Jet Cutter."

What you need is Tear It Up. We help you easily cut through the noise, attract more clients and grow. Reach out for a free consult. Or if you want to learn more about how we could help you without jumping on a call - download our free guide to meta ads [here](#).

DRAFT 1/2

# Ravenously Sniff Out Your Competition Like A Bear In Hot Pursuit Of A Honey Trail

If you want to grab the attention of a bear. The first thing you need to know is that they have a highly sophisticated sense of smell. Let's start there.

Next you're going to have to research what bears like. Now a little birdy told me that bears have a weakness for honey. So if you want to catch a bear. Waft the scent of honey out into the Yellowstone National Park and you'll soon have yourself a bear on your doorstep.

If we try that with a slice of soybean tofu though? NOT the same effect.

Same thing with your customers. You have to work out what they like. Lure them in. And give it to them upfront. Otherwise, they won't even come near you.

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If they were going to do that with their marketing message, that blade would be their message, the writing in their advertisement.

Only one problem: that's not easy



## **Turning Your Rusty Marketing Message Into A Deadly Japanese Katana**

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Now, if you put your head BACK in the mind of the bear we talked about earlier, you might just smell honey...

### **Here's 5 Disparate Ideas To Overwhelm The Opposition**

#### **- 1 Use disparate ideas**

Keep an eye on marketing in all kinds of industries and niches. Take note of anything that really stands out to you, especially if it moved you to make an unusual purchase decision. When you do, really take time to think about why their marketing worked. No matter how different it is to your local business, really ask yourself "How can I use this?"

You'll find yourself with ideas capable of cutting through the noise.

#### **- 2 Don't copy competitors**

Forget all this lame messaging:

- “We're the best.
- “ We're amazing.
- “We're awesome.
- “We've been in business for 80 years.
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- “We're cheap.

No one cares about any of that.

### **– 3. Use Empathetic Language To Make Them Sit Up And Pay Attention –**

You have to talk to them about what they care about. We all have a conversation that's going in our head. Usually we have multiple conversations that come and go. So if you can tap into one of those then you can really connect to your potential customers.

Think about what they are likely to have on their mind.

What is your ideal customer likely to have been thinking about before they reached out or purchased your product?

What problems are they facing that likely brought them to you?

If you can meet them there, and then show them that you understand them... they become putty in your hands.

### **4 People care about themselves.**

Talk about THEM. Show them how you'll benefit them as quickly and clearly as possible. That's the basis of a powerful marketing message.

### **5 It's ok to target your ideal audience**

Just as we lay the bait out for our bear with a marvelous pot of honey, it's ok to decide you're going to reach out to a certain type of person, think about what they want and lay out your equivalent "pot of honey" for them to sniff out and sprint in your direction.

### **Does This Sound Like A Lot Of Work?**

It is. And most of you come into the business without much in terms of marketing background, because you're into real estate, or plumbing or dog training... you're not into marketing.

You want to sell homes, fix pipes, or make dogs behave. That's your field of expertise. You're not a marketer. And what tends to happen when this type of business owner realises that marketing is a big deal is they try it themselves by looking at competitors and copying what other people. As I explained, THAT makes for samey marketing that won't cut through the noise.

What you need is a Katana. A pot of honey. A Ancient Egyptian Water Jet Cutter.

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## **Why Social Media Posting Is Garbage.**

Headline / Paragraph idea 1

# Instagram Is Ruining Your Mental Health. Here's why.

It's true. Instagram is NOT good for mental health. Do you know why?

It's because all those "likes" and attention are addictive, they give us a false sense of reality... and it's simply not real. Building a personal brand is something I vehemently discourage my clients from. Unless you have an established business with good profits, it's mostly a huge waste of time and energy.

The problem with personal branding is:

- You can't measure the results
- You get confused by likes and follows
- There's a pressure to perform
- It's VERY time-consuming

And that is why we focus on marketing that cuts through the clutter. That provides clear real-time measurable results. That has a single aim. That requires very little time from our clients because we **do all the work for you.**

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Headline / Paragraph idea 2

# STOP Posting “Content” To Insta / FB. Do THIS Instead.

Every single business owner I’ve talked to lately has brought up a serious problem. They’re spending too much time thinking up, recording and writing content for their social media!

And this is bad for many many reasons. That time would be better spent actually running your business. You didn’t get into this business to market it... you probably had no idea about marketing in the first place. But most importantly it’s not great to have that pressure that social media puts on us. It’s actually a very advanced form of marketing that I don’t recommend at all to small business owners - especially when there is room to grow revenue. At most, you want to have a few posts showing what you do, some testimonials and that’s about it. You can leave it for years like that. Hire someone later on to add more stuff.

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## SOURCE

STOP The Endless Marketing Incest

...And What To Do Instead To A) Free Up Time & B) Predictably Make More Sales

## Razor-Sharp Messages That Cut Through the Clutter

Let's say you're at a train station. It's busy, it's noisy, it's packed with people. This is rush hour. And for whatever reason, you have to get the attention of a certain person.

And he or she is in the crowd. Now, how do you do that?

How do you make sure that that person pays attention, perks up?

Now, the first thing that comes to mind for most people is very simple. You call out their name.

If you know their name, like if I'm in a crowd and someone shouts, Arno, I'm gonna look up because it's my name.

We've been trained since birth. This is important to us. It's a conversation that's going on in your mind all the time.

Obviously you're you, so you think about you. So if I shout your name, even in a crowd, you're gonna look up.

Now, when we talk about Imagine how many marketing messages you see in an average day.

You are absolutely bombarded with them. It never ends.

It's an onslaught of message after message after message on and on and on. It never ends.

You and your marketing has to cut through that clutter and that's no easy task.

That's not an easy thing to do.

If you're doing it for a client, your client's message has to get through all of that.

So how do you do that?

Now, if you look at any business, for example, for business in a box, we focus on local businesses, right?

Take any local business.

I know real estate, intimately, I've been in that for a long time.

If I look at real estate agents, they've been saying the same thing for probably 50 years.

Every real estate agent says the same.

He has the same offer. It's all the same.

It's going to be the same 20 years from now as well.

Look at a real estate agent.

Their ad is either about themselves, say, our name, or sell your home with us, or they're like advanced, this is sarcastic, they are going to say,

“call us for a free evaluation of the value of your home. Call us and we'll let you know what your home is worth. Call us for an appointment and for free we'll walk through your house, you know, invade your privacy and tell you, oh, it's going to be about this.”

Every real estate agent ever in the history of the planet does this.

It's all the same. It's all the same.

It's weird because logically you would assume over the course of 50 years, things would evolve, right?

While in actuality, what we're seeing is basically **endless marketing incest**.

Someone comes into the business, doesn't know a whole lot about marketing, because you're into real estate, you're not into marketing.

You want to sell homes and look at kitchens and that sort of thing.

And this is the same for every business, by the way.

Come into plumbing.

Well, you're good at plumbing.

You're an electrician.

You're not a marketer.

You're a dentist. You're a florist. You run a restaurant. You love cooking.

These are not marketers.

So they come into a business. You don't really know what you're doing.

So what you do is you do roughly the same as someone else. So they're doing it and they're doing it. Well, apparently this is the way we do it in this business. So let me do the same thing. Minuscule improvements maybe, minuscule changes, usually they're not improvements. This is why everyone says the same thing in every industry.

This is why this business model that I'm trying to teach you is so easy. It's easy. You're going to come in from the outside and basically come in with an open mind.

You're not limited to all the stuff that they do. You're not limited to the stuff that they've been doing for 50 years. McDonald's, the drive-thru, right? The McDrive? This idea is not from McDonald's. They took it from, I believe, from the banks or the pharmacies, one of the two in America, where people could drive through and either get their prescription or put their checks in the mail. I can't remember the details, but they took it from another industry, planted it in theirs.

Suddenly, it's a breakthrough.

You will be doing the exact same thing.

In the marketing examples that I'm showing you in the daily marketing channel, chances are every week you're going to get multiple ideas that are applicable to every industry.

Use your mind a little bit. Expand your mind. Okay, how can I use this?

Not can I use it, how can I use this, right?

These ideas are applicable to any business. So how do you cut through that? Now, a unique selling proposition is the best way. And that is something that we're gonna talk about in a future lesson. For now, I'm gonna make it easier.

Because a unique selling proposition isn't easy, and it's also pretty hard to get that through to a business owner when you're just started working with them.

So let's make it easy.

Let's pick something that everyone will understand.

What I'd like you to do is, one, don't say the exact same thing that all competitors say.

And two, say something that makes the prospect sit up, that makes them, oh, wow, this is interesting.



Probably your best chance is making it clear that you understand them. Now in the next lesson we're going to talk about the audience, talk about the market, super important, but for now I want you to make it clear to your audience, to your prospect, that you understand their predicament.

If it's a chiropractor, let's say you work with a chiropractor, probably the best headline, does your neck hurt? Does your back hurt regularly?

Something like that.

You have a frozen shoulder. Does it hurt when you get up in the morning?

Something like that. Because this is what the prospect is experiencing. This is what they want to fix. You focus on their problem. And you basically ask, do you have this problem?

That's a little, yeah, a little on the nose, but you ask them about their problem, and little on the nose, but you ask them about their problem.

And from there on out, you have their attention. At least I have their attention for a second. Now I can build on that and let them know that I understand what it is that you are struggling with and I can help you out.

But first I have to get their attention instead of saying, hey, you know, we're the best.

We're amazing. We're awesome. We've been in business for 80 years. We're honest. We're transparent. We're cheap. No one cares about them.

They care about themselves. So implement that in your marketing. And really, what's it, you know what's at the basis for this? Not only does everyone say roughly the same because they have no better ideas, it's also because they don't want to piss anyone off.

It's because they don't want to turn anyone away.

Whenever I tell you guys to focus on a certain niche, a certain area.

I give the example often of the, let's say you sell blow torches. Men buy blow torches. Invariably when I say it, someone comes out and says, well maybe a woman is buying it as a gift. Yeah, maybe, but who cares?

We need to talk to our target audience.

And the woman who's going to buy it as a present is probably going to buy it for a man as a present. So she won't be offended if you use man language.

If you're selling curly extensions for your hair, probably a woman is going to buy it.

Yeah, sure, there might be one or two dudes that need it.

But hey, we're going to focus on the people that we can reach because you reach people to the extent that you turn other people away. It's very important. Don't be afraid of doing that.

You don't have to piss people off, but you're very free to talk to your most likely customer.

You cut through the clutter now.

If you sell to everyone, you're selling to no one. You make zero impact. Make sure you have impact. You need it. The clutter is enormous. In terms of homework, what I want you to do is to go through the daily marketing example.

I know I said this before, but I want you to go through it and see all the messages of the past five days, which ones were good, which ones were bad, how would you rewrite those? How would you do a better job? How would you make sure that whoever is reading it knew, ah, this guy understands me. This guy knows what my problem is. So try it as an exercise, and let's get to the next one.