e-book

“Sticky Messages!”

“How to get your message to stick in a very busy world!”



“Do you ever feel like you’re earning a lot less than you could be and working a lot more hours?”

“Learning To Create Sticky Messages”

Version 2.00-a1

Each of us are real business owners who are actually implementing the strategies we share in this white paper. What you read is not theory, it is what we are all doing to clone ourselves and get our businesses to run without us.

When it's all said and done . . . the bottom line is . . .

Ask A Question . . .

. . . Tell A Story



In the Quantum Marketing world … it's so easy … and so hard. :-)

The easy part …

- Get Subject Line … to get people to open email.
- Great Copy For Body … to get people to consider engagement.
- Great landing page … to get people to actually engage.

Getting Harder … :-)

Bottom Line ...

We write copy, Box 2: Develop & Deliver A Message within The 5/30 Grid, with the intention of creating engagement and/or to move someone to do something.

Let's use emails for an example ....

#1 ~ **Open** rates (#'s and %'s) ~ **"The Subject Line"**

- What is the most important part to getting people to open your email or engage in anything? **"It's the subject line"** or the "Header" to the marketing piece.
    - One should ALWAYS have three subject lines before choosing what you think is the best one.
        - We like or don't like things, in large part due to our personality … not the best judge or test for how the masses / the audience will respond.
            - We need to test, test, and continue to test new subject lines to see what works best in bringing in the high **Quantity** of leads which are also the highest **Quality** of leads.
        - Often the best subject lines are "questions or Imagine ...."
- If you don't have an AMAZING Subject Line then those who don't open will never experience your copy.

Getting Yet Harder … :-)

#2 ~ **Click** rates (#'s and %'s) ~ **"Copy Body"**

- OK … now that they are in the body of the email, then what?
  - Generally you want to repeat the subject line and … **"Ask A Question … Tell A Story."**
    - Almost always less words is far better.
      - Coming up with less words to say the same thing takes more time and harder work.
- You are seeking to create ENGAGEMENT which is #3 … but we need to think about creating engagement when we write copy.
  - Marketing expert, Mike Ratchford says … *"Romance your audience."*
  - Almost always you will want to link as close to the top of the email copy. You can have the same link many times through the email.
- There is no easy way to create "great copy." It just simply takes tons and tons of hard work.
- In The 5/30 Grid, in Box 10: Measure Results, we learn that we MUST measure things we do to know if something truly is working or not working. This again is hard work!
  - Different groups produce different results.
  - Different days and time's "sent" produce different results.
  - There are so many different factors … again … it's just HARD WORK!

Seems Impossible At Times… :-)

#3 ~ ENGAGEMENT rates (#'s and %'s)

- Engagement is what it's all about in Area 1: Marketing (creating MORE & BETTER leads.)
- Great "Subject Lines" get people to read "Great Copy" and great copy gets you to go to the "Landing Page" and a great landing page gets people to ENGAGE.
    - **Area 1: Marketing**'s role is to create the right quantity of people to engage who are the right quality of people.
    - **Area 2: Pre-Sales**' role is to take those who engage and turn them into selling opportunities. :-)
        - Area 1 and Area 2 must work together and take Personal Ownership if something isn't working.
    - **Area 3: The Sale**'s role is to convert the leads into sales.
- After your Great Subject Line, creates OPENS and then your Great Copy, creates an opportunity for Engagements … our Landing Page, where the link in the copy takes them … that's when it gets maddening at times. To figure this out we often need to use …
    - Measure stats through GTing IT.
        - **Call people** who Open but don't click and find out why. Call people who click but do not engage and find out why.
    - Use Google Analytics to "see" how long someone stays on a page … how they enter and how they exit.
    - Have a core group of people, with different personality types and ideally similar to the audience we are serving, who give honest feedback on what works and what doesn't.

Insights . . .

Why are you and I not earning more money than we are? Why are we working more hours than we know we should? Why do we have more stress and are missing the life balance that is so important?

We're guessing that you might not have ever thought . . . that the reason for each and every one of the above things is because . . . we do not know how to create messages that stick. We don't know how to communicate the core, the essence of what we are seeing, hearing, and feeling at the very core level.

This white paper was created from two sources. The first is the book Made To Stick by Chip Heath & Dan Heath.

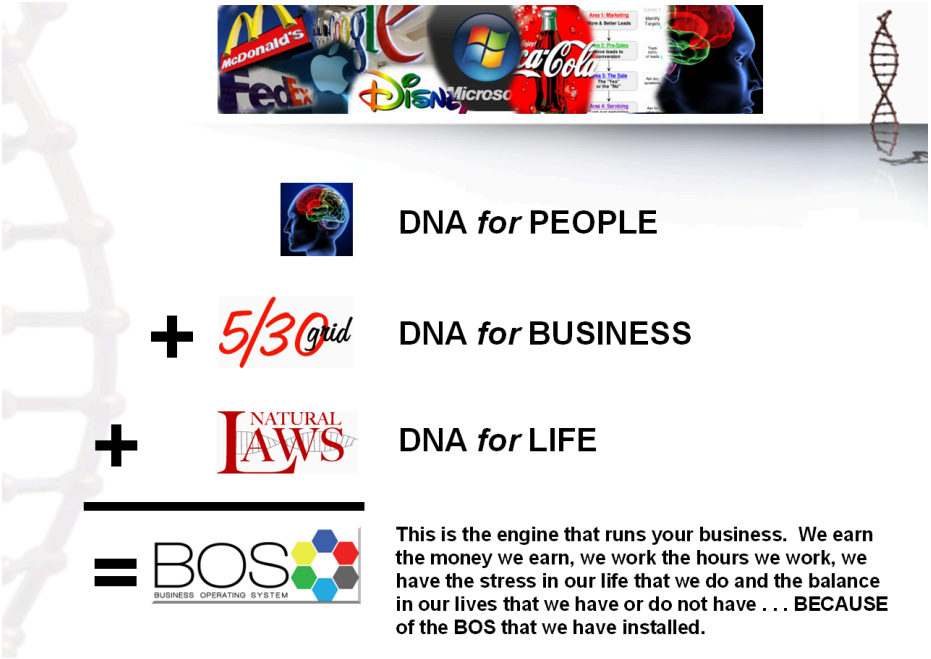


Without question . . .

"You Must Buy This Book!"

The second resource is a seven week course "Sticky Messages" through a non profit organization, Life Masteries Institute.

In that course, they share about a business creating a BOS (Business Operating System), which is the engine that runs our business.



The Benefits To Us . . .

When we learn how to create sticky messages we will generate more and better leads for our business, convert more prospects to clients, convert leads faster, gain more referrals and create client for life relationships.

The BOS and specifically the DNA *for* BUSINESS helps to ensure that we are delivering the right message to the right people and the most people possible. The DNA *for* PEOPLE helps us to learn how to deliver that message to someone based on their personality. The DNA *for* LIFE helps us to learn the deep truths which create a deep connection with people.



To create a sticky message, Made To Stick maps it out well, giving us six things that create sticky messages. The more of these six things we incorporate into our message, the more sticky it becomes.

When we learn how to "ask the best question", the question that opens the hearts and minds of those we are communicating with, the message we are seeking to communicate will become more sticky. For those in business, it will mean more leads, better leads and stronger leads. It will mean the ability to convert more leads into clients and will help us to do it faster. When we embrace what is shared in this white paper, read Made To Stick, and go through the course, we will learn how to create a stronger client experience resulting in more referrals and client for life relationships.

From a personal perspective, we will have better relationships as we will learn to first and foremost learn to ask better questions, listen better, and in a deeper way to understand what those around us are seeking.

Enjoy!

If you have not discovered your own personal life vision, you can do so in 20 minutes. The heart of every sticky message is a story and your own personal life story is the most important story you'll ever know and the most important story to share with others!

https://clarity.dnaforsuccess.com/vision

Introduction

If you believe that this white paper is like other things you've read, studied, or been taught ... then it will probably be that to you. If you believe this white paper will change the way you think, which will change your behaviors / actions you take, which will then change your life ... then you are right as well.

If you read and participate by answering the questions / doing the assignments you will increase your probability of success by over 250%. If you join a mastermind group, you will increase your probability of success by over 800%. Yes . . . you will be over eight times more likely to have the ability to take the few minutes you invest and turn it into helping you earn tens of thousands of dollars and saving you a lot of time.

It is our choice and our choice alone . . .

My name is _____ and I make a choice to LEARN & APPLY from this white paper and I commit, not a goal, but make a commitment to:

[ ] - 1. "Yes, I will answer all the questions and do the assignments."
[ ] - 2. "Yes, I will commit to join a mastermind group."



WARNINGS ! ! !

- Many of these things we share in this white paper, you will say . . . **"I already know that"** when in fact we only know it at one dimension / level. Because we are overconfident, we'll become lazy and say "I've got that covered." When in fact WE DO NOT! Be humble and realize that we wouldn't be reading this white paper if we didn't know at a deep level that we needed help in this area.
- Some things will seem like a waste of time, seem senseless and/or we will think **"I don't have enough time or that doesn't apply to me."** Trust us . . it does apply to us and just do it!
- 97% of those who start this white paper will NOT follow through. The 3% that do follow through will accomplish more than all 97% of those who don't . . . combined.

I _____, got it! I understand that 99% of the value of this white paper will come in the last 1% of the follow through AND know that I will have wasted all the time if I start it and don't follow through. I commit to investing _____ / minutes a day until I get through this white paper and the following three people will hold me accountable to do this.

_____

_____

_____



Now we're going to test what we just signed off on and agreed to. NOTE: Honestly if we haven't signed page 8, we honestly are deceiving ourselves if we think we're going to actually read and follow through with the rest of the white paper. Do ourselves and those around us a favor and . . . either sign page 2 or save ourselves the 15 minutes, or whatever it will take to read and do this white paper and JUST STOP NOW!



Assignment 1: Ask the best questions we know to ask of prospects and write a story that connects into the question being asked.

Date Completed: ___/___/___

Ask A Question . . . Tell A Story is revealed in chapter six of Made To Stick.

Do you have a gut feel that you could be earning a lot more money and still work less hours?

My Story . . .

"I was asked, by Life Masteries Institute, to teach the seven week course, which turned into over 45 weeks learning and teaching. It was on week 43 that I / we discovered the 'Ask A Question . . . Tell A Story.'

I believe this may be the most significant lesson I've learned in over 30 years in business and I believe that this one simple truth is the secret I've been looking for, for years to get my business to run without me. This white paper, the book, the course and then my participation in mastermind groups has been magical for me and I believe anyone that goes through the same journey I have will see the same success.

Earn a lot more money, work a lot less hours, have a lot less stress, and have a more balanced life . . . all through learning how to Ask A Question . . . Tell A Story."

Mark Boersma - President of Synergy Solutions, Inc. // International Speaker & Author

NOTES



Simple



Less words says more. And the easier it is to understand what is being shared, the more sticky our message will be.

When we **"Ask A Question . . . "** and make the question simple and to the point, it opens people's hearts and minds. The simple act of asking a question shows that we are interested in the person and interested in discovery, rather than trying to sell something or get our point across.

The hard part is how do we come up with the best simple question to ask? Ask our clients what biggest challenge our product or services solves for them and / or what our product / services does for them that they like the best.

Once we find out the magic behind our products / services or anything we're working to solve, we then can turn that into a question that will trigger thoughts of an open mind. A great simple question causes people to have an open mind and an open heart. **Simple great questions create a gap!**

". . . Tell A Story!" helps to fill the opening or the gap that the questions revealed. It moves the reader or the listener to the point where they will remember the story, more than anything else we could say about our products or services.



Assignment 2: List out the best questions I believe I could ask my prospects which will create a gap.

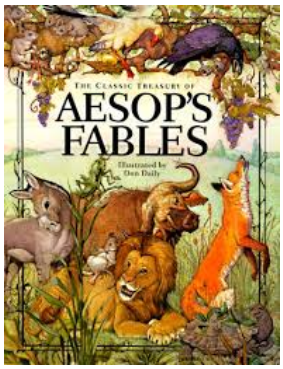
Date Completed: ___/___/___

Unexpected

Questions create curiosity in people and draws them into what we are saying. We need to arrest their attention, we need to stop them in their tracks, we need to surprise, shock, and cause people to realize they have a gap in their knowledge.

Unexpected
Capture people's interest
surprises - gaps - questions - puzzles

Once a gap is created through a great question then the **Story** can fill that gap. That story touches people, based on their own personality, on many different emotional touch points which make what we are sharing very sticky.



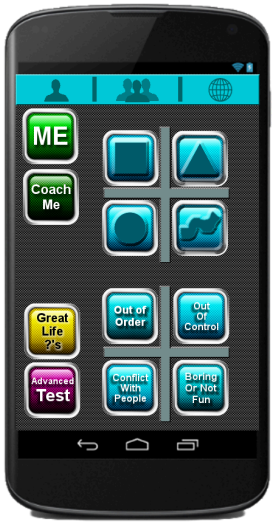
Why are Aesop's Fables so powerful? They are stories that teach us life's lessons. The DNA *for* LIFE and Natural Laws provide the same value in sharing profound insights that may have taken decades to discover, but a simple story will convey deep meaning and benefit to those we are communicating with. A great example of this would be . . .

NATURAL LAWS

Have I ever wondered what the secret is to reproducing our success in others?

The Warm Belly Rub Principle took over a decade to discover but can be shared and understood in minutes.





Once we discover how to make our messages simple and unexpected we need to learn how to get our messages to more people. What is better than one person getting our sticky message? It's a lot more people getting that same message. To do that we need to have a full BOS that includes the DNA *for* PEOPLE, DNA *for* BUSINESS, and DNA *for* LIFE. The DNA *for* PEOPLE is Personality Masteries and it's the deep understanding, the science of understanding people at their DNA level. This combined with the six aspects of creating a Sticky Message will change how you communicate to everyone.

Concrete



When we **"Ask A Question . . . "** it helps those we are communicating with to have a concrete understanding of what we are sharing.

". . . Tell A Story!" To tell a great story it must have many aspects which are naturally concrete. Concrete language helps people to better remember what we are sharing. When we link our message to something that they are already familiar with, this makes our message far more sticky.

When you purchase the book, look around page 110 for some amazing things . . . Stories evolved away from abstraction over time, memory is more like Velcro, our brains host a staggering number of loops / hooks. The more hooks an idea has the better it will cling to memory. Great teachers have a knack for multiplying the hooks. Experience, the "DO" not the "THINK", is what creates the rock solid hooks. **The difference between an EXPERT and a NOVICE is the ability to think abstractly.**





Assignment 3: Review our QUESTION and our STORY and rate ourselves from a 1 to 10 with 10 being the highest on:
QUESTION - ___ Unexpected ___ Concrete
STORY - ___ Unexpected ___ Concrete

Date Completed: ___/___/___

NOTES

Credible

When we **"Ask A Question . . . "** it builds credibility with those we are asking the question to as they now believe that we are interested in them, their thoughts, their ideas, their insights, and their experiences. It also shows people that we care and that we are humble and understand that we need to ask the question because we don't know everything.

Credible =
Believability =
Trust =
Decision Made

". . . Tell A Story!" builds credibility because we can argue about facts, statistics, opinions but we can't really argue about a story. A story, our story, someone else's story is just that. . . a story. We could argue about the meaning the story has but not about the story itself.

Another powerful aspect of a story is that it gives the person the opportunity to process through the question, the story, and their own experiences as it connects to the question and the story . . . and then come to their own conclusion. When someone comes to their own conclusion it is much more powerful than when we tell someone what or how to think.



Assignment 4: Review our QUESTION and our STORY and rate myself from a 1 to 10 with 10 being the highest on:
CREDIBILITY ___

Date Completed: ___/___/___

NOTES

What can we do to give our question and / or story more credibility? Check out Chapter 4 in Made To Stick to learn very specific things to make ourselves more credible.

Emotional

When we **"Ask A Question . . . "** that is emotional, we give a spark of energy, passion, thought, curiosity . . . something that engages the reader / listener.

Emotional
Tapping into the right emotions of people will get them to care enough to take action.

". . . Tell A Story!" A story is naturally emotional. When we become aware of the personalities and what triggers emotion for each of the four personalities, which we learn from the seven week course, we start to build all six of the steps to create a very sticky message.

"If I look at the mass, I will never act. If I look at one, I will."
Mother Teresa

"When people think analytically, they're less likely to think emotionally" – Made To Stick - pg 167

"Once we put on our analytical hat, we hinder our ability to feel. For people to take action, they have to care."
Made To Stick



Assignment 5: Review our QUESTION and our STORY and rate myself from a 1 to 10 with 10 being the highest on:
EMOTIONAL ___

Date Completed: ___/___/___

NOTES

What can we do to make our question and / or story more emotional or use the emotion to create a greater effect on the reader? Check out Lesson 5 in Sticky Messages to learn very specific things to create greater stickiness through emotions.

Stories

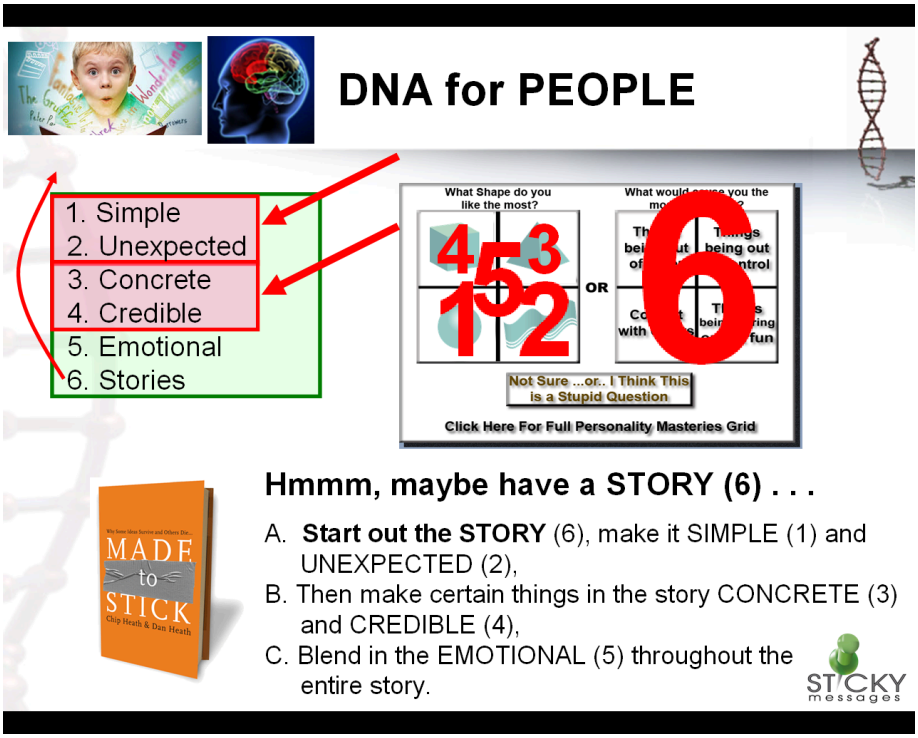
When we **"Ask A Question . . . "**and open the hearts and minds of those who hear the question we make it easy for the mind to hear what is being shared.

Story
"Stories are the flight simulators of the brain."

". . . Tell A Story!"
The story makes it fun and will draw people into what we're sharing.

Stories are naturally simple, unexpected, concrete, credible, and emotional.

Having a deep understanding of different personality types will also give us the ability to communicate in a sticky way.





Assignment 6: Review our QUESTION and our STORY and rate myself from a 1 to 10 with 10 being the highest on:
Effectiveness of Story ___

Date Completed: ___/___/___

NOTES

What can we do to give our question and a better and more effective story to create a greater effect on the reader? Check out Lesson 6 in Sticky Messages to learn very specific things to create greater stickiness through stories.

***Possible NEXT* Steps**



Step 1: Connect with the person who provided this white paper. Thank them and discuss the possibility of working on key things in this white paper.

Date Completed: ___/___/___



Step 2: Order and read the book "Made To Stick."

Date Completed: ___/___/___

Step 3: Take the seven week course.

- http://thevisionproject.net/StickyMessages.htm

Date Completed: ___/___/___



Step 4: Complete a thorough assessment of your business.

- www.TheVisionProject.net/Business_Xray.htm

Date Completed: ___/___/___

Step 5: Join a mastermind group.

- www.TheVisionProject.net/MastermindMAGIC.htm
- www.TheVisionProject.net/MastermindScholarships.htm

Date Completed: ___/___/___





Step 6: Have a business architect build a customized plan.

- www.TheVisionProject.net/Action_Vision.htm

Date Completed: ___/___/___



Step 7: Contract with E-VA firm(s) to build the plan and do the work on your behalf to save you time.

- www.TheVisionProject.net/VA_VirtualAssistant.htm

Date Completed: ___/___/___

Pay It *Forward* White Papers

Core Concept - Building on the knowledge base of others . . .

Next generational knowledge . . . Any group of four individuals actively involved with www.TheVisionProject.net i.e. Mastermind Seminars, Coffee Connections, Legacy Partners Network, Mastermind Partnerships, Profitable Partnerships professionals may take any one of these white papers, specific to this topic and rewrite it any way they wish, as long as it adheres to the overall values of the network and follows the "Pay It Forward White Paper" format.

The four individuals involved in the original white paper, where the white paper was originally created, will be recognized for their efforts at the end of your new white paper. All copyrights for all white papers and everything contained within the white papers will be held through Life Masteries Institute and The Vision Project.

The accumulation of combined knowledge will create a worldwide effort which we believe will touch all seven plus billion people on this planet . . . fulfilling the vision for the www.TheVisionProject.net.

The Vision Project network will seek to track all those who have been affected as a result of all the iterations, the variations of this white paper, as each group of four, add their own unique knowledge, experience, perspective and insights into the ongoing generations of what will be shared throughout the world.

We can accomplish far more together than we ever could on our own. Applied to this type of white paper a new version of the white paper may only have a 1% change. That 1% change could make all the difference in the world.

As you read this white paper did you see something you thought could have been better shared? Do you believe you have a story that really drives home the point in the white paper? Would you like to use this white paper to enrich those in your network as well as expanding your world?

Step 1: Join The Vision Project network - www.TheVisionProject.net/Survey_TVP_Join.htm

Step 2: Connect with 3 other individuals and brainstorm about how you would modify / enhance this white paper. **www.TheVisionProject.net/PayItForward.htm**

Step 3: Inform your lead mentor of your team. They will get everything set up for you.

Questions . . . 888.230.2300 Outside the US . . . 630.393.9909

About The Authors

We trust you have benefited from our mutual mindshare in this whitepaper. Please pass along the link to others so they can benefit as you have. Based on the following information, please feel free to call anyone of us for a complimentary 30 minute interview / strategy session to see if or how we might be able to assist you.



Brenna Allred

My Ideal Lead: Anyone looking for assistance in properties

What I do: I help people find and sell great property in real estate

How I help people: Making a difference in others' lives not only through real estate, but through resource connections

Contact Info: 406-552-4282; brennajackman@msn.com



Karen Carlson

My Ideal Lead: I seek and welcome individuals who search for meaningful ways to connect, profit and serve others

What I do: I am an energy consultant. A what?? I invite others into a business that serves consumers of gas and electricity. More importantly is the creation of profitable business relationships based on integrity.

How I help people: I help people who are looking for a way to change their financial future and be a good steward as a good neighbor and good friend.

Contact Info: 630-542-7573; carboeinc@gmail.com; www.carboe.whyambitworks.com



Ken Bucci, CPA

My Ideal Lead: Business owner looking for innovative ways to grow their business, work less hours and develop profitable partnerships.

What I do: Assist business owners develop and implement systems which help their business to be more effective and productive.

How I help people: Systems . . . Systems . . . Systems

Contact Info: 781-584-8218 ext. 11 // kbucci@bucci-associates.com



Gordon Fitzgerald

My Ideal Lead: Anyone looking to grow their business, get their message out, share a story or invitation with others

What I do: I am the owner of a printing shop that offers a variety of options to get your message out the way YOU need it, in the format you prefer

How I help people: I help people grow their cause through our printing and also share coaching with anyone open to learning best business practices.

Contact Info: 985-873-0801; fitz@kwikkopy.com

Thank You!

As authors of this white paper, we would like to give a special thanks to each and everyone of the E-VA's (Executive Virtual Assistants) who really deserve all the credit for this white paper.

We, as business owners, have the extra time in our lives because of you. Thank you!

E-VA's, you have invested thousands of hours of your own time, time you have not been paid for, into training and perfecting your craft. Each of you are really the secrets to **"Sticky Messages!"** and our hope is that this white paper generates a massive amount of business for each of your businesses as you have generated so much business for each of us through your tireless work. Thank you!

You are truly fellow business owners, our peers . . . and our desire and passion is to give back to you, the gift you are giving to us . . . the gift of getting each of your businesses to run without you. We know that you will do this because of the superior business model you have. All the certified E-VA's, through Life Masteries Institute, working together, create freedom not only for each of your clients, but also for you as well. Congratulations on your success!

Thank You!



Additional Information On E-VA's

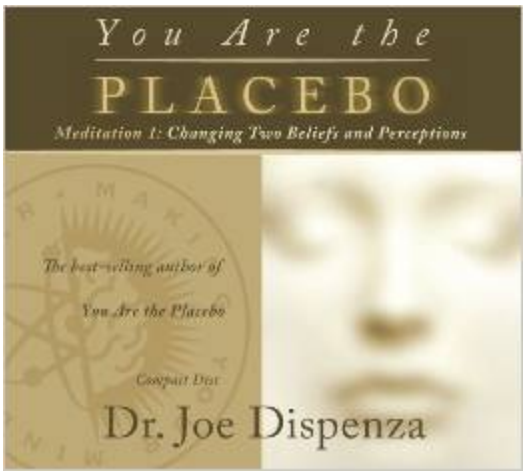
www.TheVisionProject.net/VA_VirtualAssistant.htm

Check Out This Short Video

www.TheVisionProject.net/VA_AddTest.htm

BONUS LEARNING . . .
SEE things as they ARE not as I want to SEE them

We want to see things a certain way, because it feels "right." Actually the truth is that . . .



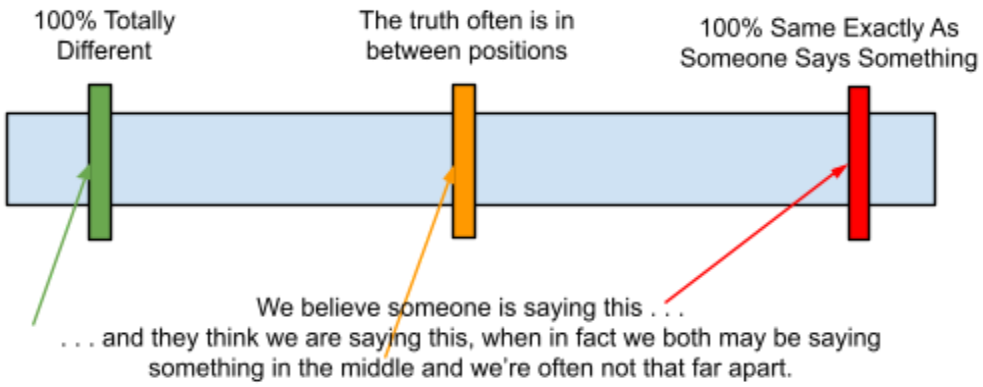
"Usually when people step into the river of change, that void between the old self and the new self is so uncomfortable that they immediately slip back into being their own selves again. They unconsciously think, *This doesn't feel right, I'm uncomfortable, or I don't feel so good.*

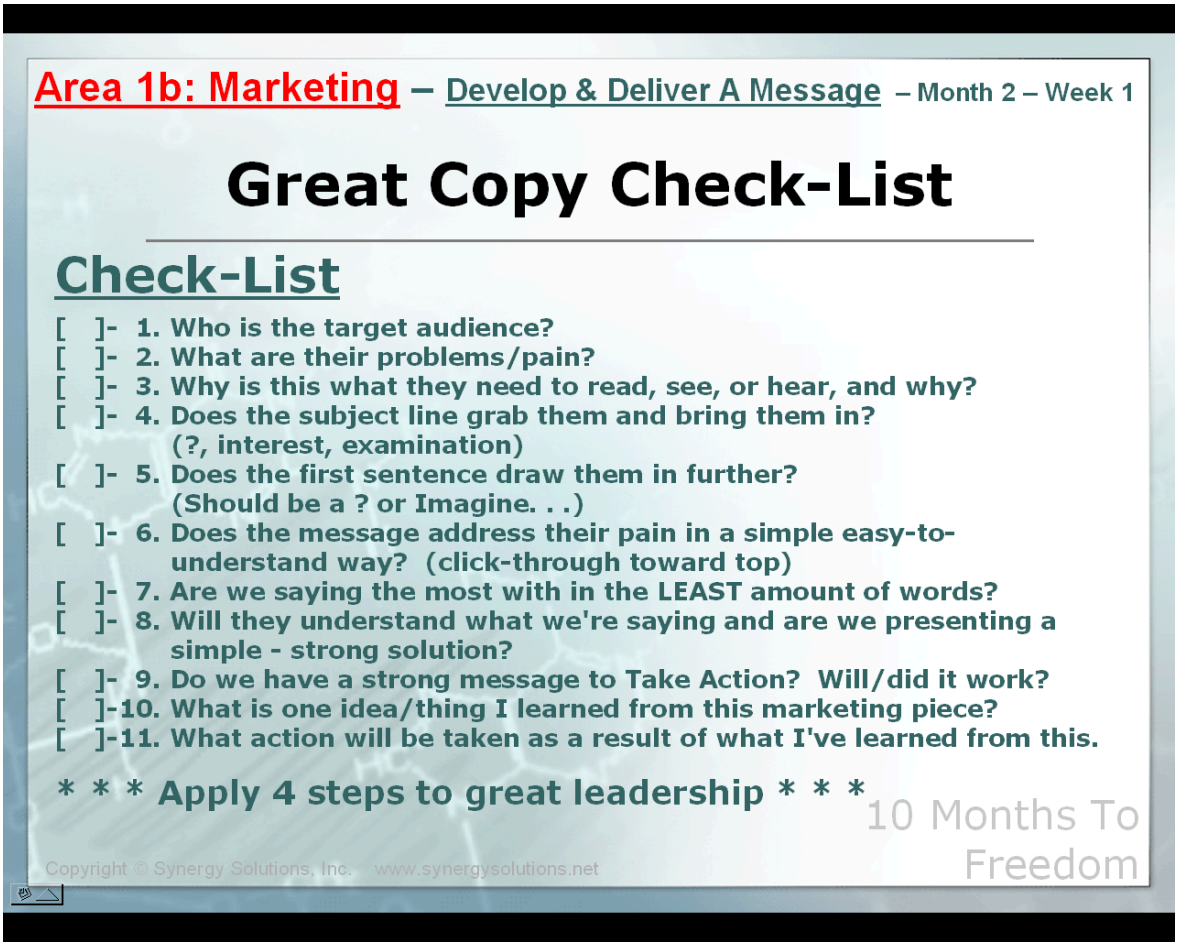
The moment they accept that thought, or autosuggestion (and become suggestible to their own thoughts), they will unconsciously make the same old *choices* again that will lead to the progression of the same habitual *behaviors* to create the *feelings*, and then they say to themselves, *This feels right*, but what they really mean is that it feels *familiar*."

You Are The Placebo - Dr. Joe Dispenza - Pg 65

People will often unconsciously manipulate others by taking a differing position to the extreme. Someone says "You are arrogant!" and rather than saying "Hmmm, that's interesting why do you say that?" we will often say, I'm not arrogant all the time, and you're arrogant or everyone's arrogant, rather than seek to discover how much of what someone is saying is true.

This model helps us to SEE things as they are, not as we think we see them. It helps us to see small details that are important as well as large details that are equally important.





Great Copy Checklist

[ ] - 1. Simple
[ ] - 2. Unexpected
[ ] - 3. Concrete
[ ] - 4. Credible
[ ] - 5. Emotional
[ ] - 6. Story

[ ] - a. Sense of Urgency
[ ] - b. Irresistible Offer

