

Draft 2

Eliminate this ONE problem and put your marketing on AUTOPILOT.

Let's be real. Wouldn't it be nice to know that you could create an advertisement or marketing campaign that would crush your competitors? In the end, it's not some magical spell a wizard performs and it's also not a difficult math equation only Albert Einstein could solve.

No, it's just marketing... and that's what many people think before they fail miserably.

So, I want to show you this ONE thing that can transform your marketing efforts from amateur to pro in no time.

Nobody Cares About Your Product

If I told you that the product doesn't matter, you wouldn't believe me.

"But the product is the most important thing!"

That is not the case. We are going to dive deep into why nobody cares about your product and what you should **SELL** instead in your marketing.

Marketing is all about presenting something to someone. We will discuss "someone" another time. Let's focus on presenting something.

You need to sell the NEED.

Let's take the example of me having an online platform teaching you how to get rich. I have made a new course on this platform and it's called "Financial Wizardry." My goal as with any goal in sales is to **SELL** the course/product.

To sell my product I need to do marketing and run ads. So, I created two ads to run. One is yours, selling the product, and one is mine, selling the need. We are A/B split testing the ads.

I can **GUARANTEE** you that my ad **SELLING THE NEED** will **outperform** yours by a mile.

And here's the reason why:

If you say in your ad: *"When you buy my course, you will get 10 modules, a free PDF Ebook with 18 pages, and 24/7 support."*

You don't need a course with 10 modules, a free ebook with 18 pages, and 24/7 support.

NO, YOU need to know what I (the course creator) know about business to get rich.

That is WHAT you **NEED**.

So think for a moment if what you are saying is relevant to the need. It should rather sound like this:

"Buy this course to learn the core fundamentals of building and scaling a business to become rich."

Coffee for Marketing Skills

We will take a coffee shop as an example because it's a great illustration of businesses selling the product instead of the NEED.

Coffee shops might sell you on price, special coffee beans, or their location, but none of that is selling the NEED. Instead you need to for example hang a massive sign outside the coffee shop saying: *"Tired? Enjoy a nice, warm coffee!"*

This sells the NEED. Why? Because everyone is tired and stressed. Who wouldn't want a nice, warm coffee and a place to relax?

You wouldn't say: *"Arabica coffee beans in a cup."* That is selling the product, and nobody cares about it. That's why they have to NEED what you sell.

Conclusion

So if you've read this article it should be clear that you should **sell** the **NEED** and not the product. If you are struggling or need help in creating and running your marketing, you can write an email to info@mindoraa.com. We will get back to you and see how we can boost your marketing to make you untouchable.