

4Creators White Paper

The Often Overlooked Strategy That's Generated Over \$6,500,000,000 In Sales

Hello My Friend,

You're about to meet one of the top marketers in the entire world.

This is not a claim propped up by nothing like most of these charlatans you see online, this claim is based purely on results.

He's generated over \$6.5 BILLION for his clients which include Samsung, Oxiclean, Johnson & Johnson, Sonicare Toothbrush, GoPro, Rug Doctor, and those companies are just the tip of the iceberg.

Very few marketers have ever put those numbers on the board.

I'm very proud to call this man my mentor and I'm about to give you a no BS straight-to-the-point explanation of one of the greatest marketing lessons he taught me.

I'll introduce you to him here in a moment, but first, let's address the elephant in the room.

There is nothing for sale on this google doc, even if you wanted to buy something, you can't.

However, on August 8th I'm going to be launching the 4Creators platform that features the man I'm about to introduce you to.

If you enjoy this material and would like to discover even more secrets from him and many other experts crushing it in the creator economy, head over

to www.4creators.com/launch and you'll be able to join our waitlist for exclusive early access and bonuses when we go live.

With all that out of the way, let's dive in.

I've met so many marketers in my half decade of experience, and I can confidently say that 95% of them do not understand how to THINK about marketing.

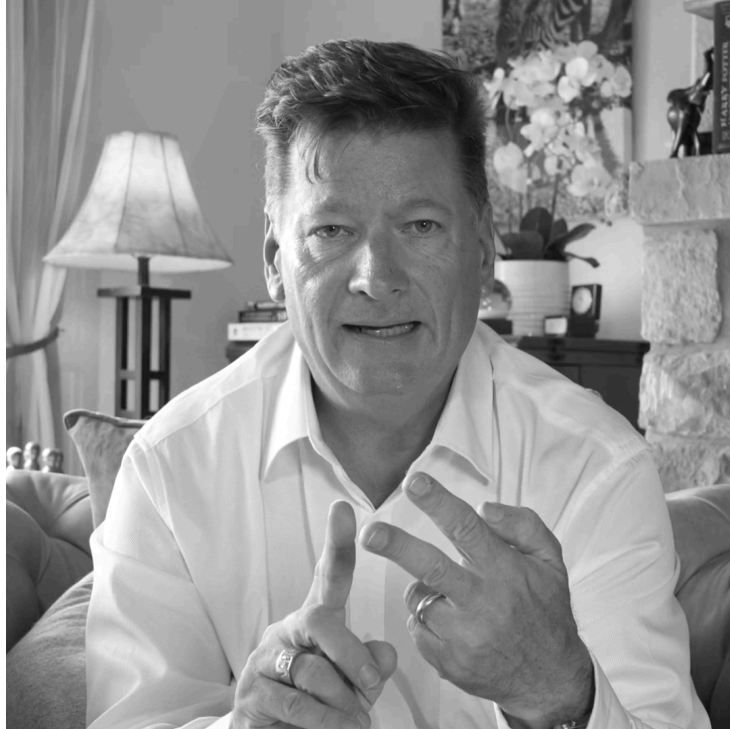
They may understand how to teach you Facebook Ads. Or maybe how to craft organic content. Perhaps even how to build out complex funnels and buyer's journeys...but very few understand marketing at its core.

Before I was a marketer, I was a copywriter. For the first 2 years of my journey, I thought they were the same thing. I didn't understand that arranging words a specific way was NOT the reason my clients saw results. (Which is kind of funny because I had probably made around 3 million for clients at that point and thought I had it all figured out.)

I later learned that copywriting is an EXTENSION of marketing.

When I learned how to actually THINK about marketing, over the course of 36 months, I went from \$3,000,000 produced for client to over \$30,000,000 produced for clients.

The first person who helped me understand that successful marketing is not in the systems, the offers, the ads, or the copy...was a man named Ron Lynch.



This is the man I mentioned earlier who has produced over \$6,500,000,000 with his work, it's kind of ridiculous how much credibility he has. (He also looks like Patrick Swayze with a personality that reminds you of Elton John.)

I've been closely mentored by him over the past 3 years and during that time I've been able to see someone who embodies a true "renaissance man" personality.

He plays saxophone. He has chickens. He handmakes pasta. He restored a 1972 El Camino. He can do hundreds of imitations of various niche celebrities. He loves gardening. He was an actor in Hollywood films. He's a screenwriter. And on top of all of this, he's an absolute rainmaker in the world of business and marketing.

He can look at any company and tell you whether or not it's going to succeed or fail.

He had such an impactful way of teaching me how to think about marketing from a messaging standpoint rather than getting stuck in the minutiae of systems and all the stuff surrounding, “how are we gonna get the thing built so we can start blasting it like a megaphone.”

Think about it like this...

Marketing is the art form where you select a MARKET and deliver a message packaged up in a specific medium (email, VSL, sales letter, etc.) in order to generate interest with the goal of getting the person viewing the marketing material to take a specific action.

Some of the people are going to be ice cold...they don't know you, they're not sure they want to buy anything, they'll get bored and move on.

Others are red hot, ready to buy. They're like a teenage boy in the same room with their hot high school English teacher during office hours. They want it, and they want it right now. This explains why some people are good to pay-in-full on a 10k program, while others have to “think about it.”

Here's my point: *There are people with varying degrees of desire, interest level, income level, and awareness surrounding who you are. You are not in control of any of that...but you are in control of the decisions you make beforehand with your marketing which determines how easily you can pierce through all of these obstacles.*

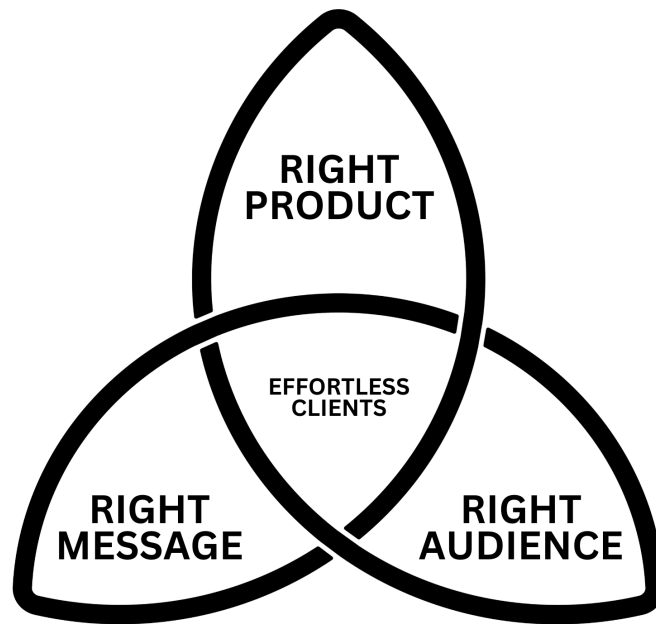
When most people think of marketing, they think tech. CRMs. Landing pages. Ad tracking platforms. Funnels. Email Automations. No, that's marketing tech.

Some people think bubbles with arrows saying where these leads will go and where those leads will go. No, that's a marketing strategy.

Everyone wants to focus on HOW we build out the systems to sell the product...very few people ever stop, and ask themselves, am I selling to

the right people, am I selling the right product, and am I explaining it to them the right way?

It's much easier to see MASSIVE success from your marketing when you focus on the holy trinity of marketing...



One of my favorite “Ron Stories” (there’s about 50,000 of these last time I counted) will help me explain this.

Before the days of Facebook ads, Instagram ads, and YouTube ads, companies used to test products in a very hands-on way.

Before spending \$20,000 on a commercial, they would take the product to a home convention and pitch it directly to the attendees.

One time, Ron had a food processor that they were struggling to sell. Despite showcasing all the features and benefits, the attendees were just not interested. They were completely ignoring the product.

Then Ron had an idea. He went to the grocery store and bought some avocados, cilantro, tomatoes, lime, salt, and chips. He came back and made an amazing guacamole dip right there at the convention.

He dipped a chip in the guacamole, handed it to an attendee, and said, "Want great guacamole?"

Suddenly, everyone wanted the freakin' food processor!

When he first shared this story with me, it was an eye-opening moment that caused a lot of light bulbs to go off.

It wasn't that the food processor was a bad product or that the audience wasn't the right fit. It was that the way the product was pitched wasn't connecting with what the audience cared about.

Remember, people don't buy hammers. They buy a nail in the wall that they can hang a portrait from. People buy OUTCOMES.

By focusing on the outcome—delicious guacamole—instead of the features of the food processor, they made the product desirable. You can do the exact same with your products and services.

What I'm sharing with you may seem like common sense, but I can't even explain to you how often I've seen business owners that are selling a GREAT product the wrong way!

Or they're selling that product to the wrong audience completely.

They waste so much time, energy, and effort trying to make something work that never had any potential to work in the first place.

This is because you can only tap into an existing desire inside a market, you cannot create desires for your market (unless you're a very skilled propagandist like me.)

If the desire is not there (wrong product, wrong audience, wrong messaging) it doesn't matter how many SMS automations you have built out or how sexy the design of your funnel is...people won't buy.

So I think it's pretty clear what the "right messaging" is...it means that you're telling them what they want to hear.

But what does it mean to sell the right product? How do you do that?

Well, how about I show you how Ron goes about picking products? If you use the same checklist as him, you have a much higher likelihood of success.

Here's what Ron looks for to pre-determine whether a service or product will work or not:

1. Does It Have A Useful Innovation?: The product needs to have a unique mechanism or innovation. Without it, it's very hard to get people to consider buying your product over someone else's.

2. Does It Have Significant Margin?: It needs to have margin. We need to be able to sell it for 4-5 times what we are getting it for, factoring in all costs to get it landed with the customer.

3. Does It Have Multiple Audiences?: There needs to be an audience for the product, ideally multiple audiences. You should be able to sell the same service

4. Does It Have A Story? While not 100% necessary, story is what really gets people bought into what they're buying. It's what makes a product compelling beyond just features and benefits.

When you have innovation, audience, margin, and story, what you have my friend, is the formula for a product/service that people will seek YOU out to

buy. If you're missing any of these elements, it becomes much harder to sell the product/service.

Now, I know that Ron's checklist may seem more like a DTC ecommerce checklist considering that's where the majority of his client success lies...

So how does this apply to a freelancer, coach, agency owner, or service provider?

Well, it's actually the exact same.

Your innovation is what you do differently from everyone else. In other words, what is the unique thing you do better than anyone?

You can't bullshit this - you have to get clear on what it really is. Maybe it's your unique process, your frameworks, or your blend of skills and experience.

It's challenging to be unique when you're just starting out because you're likely offering a similar service as many others in your field.

However, there are numerous ways you can differentiate yourself.

Let's say you specialize in e-commerce conversion rate optimization (CRO) for companies. One way to create innovation may be by taking a completely different approach to auditing your client's websites.

For example, you could take your client's website and show it to random people on the street, asking for their thoughts on the products and how they are presented. You then record these interactions and send them to your client. This might sound unconventional, but I promise you, it stands out.

There are countless CRO experts reaching out to the same potential clients. You need to be the one who stands out by doing what you do in a unique way.

Here are some more ideas on how to create that innovation within your service:

1. **Personalized Audits:** Offer a free, personalized audit of their current systems with actionable insights.
2. **Unique Processes:** Develop a unique methodology or framework that you can trademark or brand.
3. **Unique Guarantees:** Offer a unique guarantee or promise, such as a specific percentage increase in conversion rates.
4. **Proactive Communication:** Yes. Seriously. You would be shocked how much people value FAST response time. It's unique nowadays, and it's one of my favorite parts of the agency I work with.
5. **Custom Tools:** Develop or utilize custom tools or software that provide additional value to your clients.

These are a few different examples, but I'm sure you can come up with plenty more. Obviously, the longer you stay in the game, the easier it becomes to innovate.

Innovation not only helps you stand out but it also adds significant value to your clients, making them more likely to choose you over the competition.

Okay, so now that we're clear on what the right product and the right message looks like, let's talk about audience.

Your audience needs to be sizable and well-defined.

I see a lot of people who choose tiny, niche audiences and then struggle to gain traction. You want a market that's big enough to support your growth.

- Coaches and Consultants: good sized market for scale, plenty of cash flowing around
- Coaches and Consultants who sell holistic health coaching to the elderly: too niche for scale, but probably a great audience segment to market to.

See what I mean?

We want to make sure our product has multiple audiences that we can sell it to.

Coaches and consultants is a great market. It would be even better if we could sell that same service to three or four complementary markets, for example, freelancers, agency, owners, digital business owners, etc.

Now, margin for service businesses and consulting/coaching businesses comes down to pricing based on the value and results you provide.

This is difficult for some people because while an agency owner does have margins involved in his cost, someone like a freelancer or a coach without a team doesn't have any margins involved.

Pricing is going to vary based on what your margins are so you need to take that into account. But just because you have high margins does not mean that you should charge low prices, I would say the opposite, you should get to the point where you know how to charge super high prices, that way you can retain more profit.

The best way to get clear on this is to see what other people in your market are offering the same product or service for. Do some price shopping.

Is your thing similar to their thing? Or is it better?

If yours is better, charge more. If yours is about the same, charge about the same or charge lower to get an advantage. If it's worse, maybe you need to sharpen your sword a bit more. If you're unsure, charge lower.

Finally, your story is the content and brand you build around what you do.

If the narrative is good, and it aligns with people, and you're consistently pushing it out, what you'll see is people get into your story.

You'll notice this with keynote speakers who have audience members come up to them after and say, "It just felt like you were talking to me! That's my exact story."

That's where we want to be.

If you have a product that checks all four of these boxes, you can put ANY system behind it and it'll work. Some systems will work better than others, but that's a different topic for another time.

Just like how Ron looks at a product being brought to him and uses these four criteria to determine whether or not it's worth his time, you can do the same with your products and services.

The cool part about being an operator in the Creator Economy, is we (for the most part) don't have physical products. It's not like you have a warehouse filled with 80,000 rubber duckies that you now can't sell. If what you're selling doesn't fit those 4 categories, either make it fit, or choose something else.

Using what Ron taught me, I've helped a lot of clients modify what they were selling to help better check those four boxes.

But remember, the right product with the right messaging is only $\frac{2}{3}$ of the equation.

Sometimes business owners have a good product, they have great messaging for that product, but they're selling it to the wrong audience.

This is exactly what happened with one of my previous clients, Tim Arrigo.

Initially, he was selling coaching that was based on his 10 years of cognitive behavioral therapy experience (Good innovation). The price of his program was around \$7800 (Good margin), and he had an AMAZING youtube channel talking about how he used his methodology to get off hard drugs, sober up, and has completely changed his life for the better and has helped hundreds of men do the same. (Good story.)

However, Tim and his partners were struggling because his target audience, addicts, often lacked the financial resources to afford his program. (Wrong audience)

When I started working with him, we made the group-decision to shift the messaging to target successful men struggling with their marriages instead. As a result, their monthly revenue skyrocketed from \$50-70k to an impressive \$300k.

Same product. Same innovation. Same margin. Same story. Slightly different messaging. Different audience. Way more impressive results.

It was a difficult lesson for me to learn that your marketing success is 99% pre-determined before you even build out any funnels or launch any ads simply by selecting the right thing to sell, to the right people, with the right messaging. (The reason I say 99% and not 100% is because you can ALWAYS mess something up WITH the tech or with the copywriting. That's the equivalent of fumbling on the goal line.)

I personally believe that people overcomplicate the living hell out of marketing. I hope you can see that it's so crucial to get the 3 MAJOR building blocks down before you move onto anything else...

- 1) Right Product
- 2) Right Audience
- 3) Right Messaging

When you get these elements right, it's not hard to market and sell products.

Think of this like your Marketing 101 class. Before we can get you your masters or PhD, it's important to master the basics. Wax on, wax off, my friend.

If you want more wisdom on how to produce world-class marketing, I highly recommend hopping on our pre-launch waitlist so you can get access to Ron's material that we will be publishing on the 4Creators platform.

You can join that wait-list by heading over to www.4creators.com/launch