

The 3 Core Elements That Nobody Knows About Good Marketing

Let's talk about good marketing. Marketing that actually works.
Because that's what it's for, right? **Getting money in.**

Now, just like good selling, good cooking and good speaking, good marketing focuses on a couple of core elements. If you get these right, you're golden. In the next (...) minutes I am going to show you those core elements so you can make money rain from the sky.

Let's get into it.

Why your marketing doesn't work

Most marketing is sh*t.

It doesn't move the needle forward.

It doesn't grab the attention of the reader.

It doesn't sell shit.

Etc, etc, etc.

But, isn't that exactly the thing that marketing is supposed to do?

That's right, it's supposed to SELL things.

Luckily, good marketing is actually all the same. It all focuses on the same core elements. And if you master those, the world is at your feet.

So let me explain the (only) 3 core elements you need to master marketing.

The 3 core elements for good marketing

The first element is the message. It needs to **cut through the clutter.**

What do I mean by that?

People are bombarded with things these days, so you can't be boring, you can't say things that everybody else says. Cause then nobody's going to pay attention to you.

So. Make sure your message cuts through the clutter, or it won't perform.

Which brings us to number 2: What is our target audience? Who are we selling to? What makes them excited?

You need to know who your message is for so you can make it specific to them. This gives you more attention than if everyone is your target audience.

You're selling things that are not relevant for everyone, but for a smaller group of people: your target audience.

For example, if I sell gymnastic suits, my target audience is gymnasts.

You don't have to know this exactly from the beginning. You can test multiple different audiences and see which one works best.

And number three. How are we going to reach those people? When you've created a message and know the audience, you need to figure out how you're going to get your message across. Which media you're going to use? Or which medium?

In the past this used to be extremely hard and costly. But Social Media has made it a lot easier. If you do the first two steps, social media makes it easier, because you can do it on a local scale or you can see what their interests are. Which also lowers the costs.

If you would like to know how we would do it for your business or could you use a little help, contact us and we'll make a plan based on your needs.

Source:

Okay, so we talked about shit marketing. **Let's talk about good marketing.**

Marketing that actually works.

Now, **just like good selling, good cooking, good speaking, good marketing focus on a couple of core elements.**

If you get these right, you're golden. That's also the nice thing. This is why it works in every language, every location, every market, every market every type of business because marketing is the same it all focuses on **the same small elements core elements that you need to master once you have that the world is your oyster** probably also works in other planets I don't know like the market there but if they do can guarantee you

these are the elements only three

pay attention now

number one what are we saying it to?

Two Who's our target audience?

And number three, how are you reaching these people? How are we going to get our message across? So which medium or media are we going to use to reach our target audience with that message?

Now, we'll dive into all of these in depth obviously that are our topic for the next few lessons and then we're going to get super super practical because I really want to get this out of the theoretical and into the practical. This needs to be a rock-solid understanding on your part. So it's going to be a bread and butter. Let me quickly go over roughly what I mean by these and then we'll get deeper into it and you'll see how powerful this is because again every potential client every niche you can imagine you're going to find gaps in their strategy and their armor if you just use these three things to focus on.

Now number one message

- it needs to be clear
- it needs to be powerful
- it needs to be persuasive
- it needs to be compelling
- maybe it can be intriguing
- maybe it can be fascinating,
- but it means that it **has to cut through the clutter.** This isn't 1794, where people didn't see an ad for days, while they're plowing the fields. **We are bombarded with shit every second of every day.** You need to be able to cut through the clutter, **and that means you can't be**

boring, you can't be saying the same shit that everyone says. And also, NOT, it cannot be, we're cheap. We're the lowest price. We're really good. If I see you advertising, we're cheap. I'm kicking you out of my campus myself. It's so low effort. That's not what we do. **So how do you make sure that your market is good?** Again, we'll get into it. But **first step should be thinking about, like, who are you actually talking to? Like, who is your target audience? What would get these people excited?**

Which gets us to number two, which is, who are we selling to?

A business needs to know their target customer.

You need to know who your message is for so you can gear it towards them. It is borderline impossible to come up with a message that speaks to everyone and it actually also gets the attention of everyone. Doesn't happen, does it? Something that can be of interest to me can be of no interest to plenty of other people. If I'm a skateboarder, you're talking to me about skateboarding, I'm going to, you know, I'm easily going to be interested. Of course, because I'm a skateboarder. If you talk to me personally about skateboarding, I don't know anything about it, I don't care about it. You can tell me anything. I gave this example before but if you sell blowtorches you're mostly selling to dudes so the marketing should be geared towards guys. If a woman buys a blowtorch that's great. Obviously if someone wants to buy we'll sell it. That's no problem but the marketing needs to be geared towards the people that have the highest chance of converting for our offer. There's a reason why the saying is, get woke, go broke. It's not so much because of the wokeness, it's because these companies a lot of the times gear all their effort, and all their budget, and all their messaging towards a group of people that couldn't care less about them. This is not about politics, that's not what we're doing here. **We're selling shit. And if you want to sell shit, it makes sense to gear your message towards the group of people that is most likely to buy your stuff.** Extremely important to think about this. Pick your target. Go for it. Again, **you don't have to know this exactly from the outset. You can test multiple different audiences**, obviously, but every business, every service, every product has a target audience with a above average chance of converting.

And number three, when we have a rough idea of the message that we're trying to convey and the audience that we're trying to convey it to, we need to figure out how are we going to get it there? Which medium are we going to use? Which media are we going to use? How do we reach these people?

Now, this used to be extremely hard. And a lot of the time, social media has made this easier than ever. **It used to be extremely hard, extremely costly.** For some businesses, it still is. That's up to you to think about creative ways of doing it. Obviously, I'm happy to help you out with that. That's what we're here for, right? But a lot of the times, social media makes it so easy. **If you do the first two steps, social media makes it easier because you can do it on a local scale or you can see what their interests are.** In the past you had to buy like a list of addresses for it, do a direct marketing, a direct mail campaign, it was a whole thing. These days, much easier, especially if you do stuff like retargeting, which we're going to get into, if you do stuff like audience segmentation, also stuff that we're going to get into. Don't worry about that for now. Just know there's usually a way to reach your audience, but you have to know what your audience is before you can reach them.

Headlines:

- 3 Simple ways to optimize your marketing
- 3 Simple Tricks That Nobody Knows About Marketing
- What Does Good Marketing Look Like?

Outline:

Problem: Most marketing sucks ass. It doesn't move the needle forward. It doesn't grab the attention of the reader. It doesn't sell shit. But, isn't that exactly the thing that marketing is supposed to do?.

Agitate: The nice thing about good marketing is: it's all the same. It all focuses on the same core elements. And if you master those, the world is at your feet.

Solve: The first core element we're going to cover is: The message. It needs to cut through the clutter. Secondly What is our target audience? And last but not least: How do we reach those people?

First paragraph:

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