

Submission

Sources:

Marketing Mastery: "Razor-Sharp Messages That Cut Through The Clutter"

Headline:

Make your messages cut the clutter like Excalibur!

First paragraph:

In today's world marketing is dying.

What that means is that just few know how to actually market.

Now we have dancing clowns, geeks and nerds who believe that the moon is cheese.

Yes, that's how it is.

But now it needs to be fixed. I don't want to see anything after this, but good marketing.

That's the only thing that I expect of you.

No more trash or sh*t.

We have to make our marketing sharp like a knife.

And I don't want to see little toy knives, okay.

So let's start out with messages and I want after this your message to cut stones.

So are you ready?

Outline:

Subject: people and especially business owners think about themselves and that's the problem.

They forget that clients also think about themselves, so they really are not interested in the business.

People have forgotten how important the message is and how many people it buys if you even ask a question about them or about their problem.

Problem: businesses talk about themselves, not about the clients + they try to sell everyone.

But if you try to sell everyone you sell to no one.

Agitate: if the problem would be solved, businesses would have 2x more clients than before.

But if they don't solve the problem, nobody will really care about them and money doesn't come in.

Solve: I will solve the problems by telling what to do, when to do, and how to do.

I tell them that nobody really cares about them and they should care more about the clients.

Bonus, they can't sell to everyone.

Everybody, every business has a target audience.

What age range, man/woman, where and that kind of stuff.

First draft:

Headline: Make your messages cut the clutter like Excalibur!

In today's world marketing is dying.

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Yes, that's how it is.

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We have to make our marketing sharp like a knife.

And I don't want to see little toy knives, okay.

So let's start out with messages and after this I want your message to cut stones.

So are you ready?

Let's imagine that you are standing at a busy train station.

Yes there are literally hundreds of people.

Then suddenly somebody is yelling your name.

In most cases you want to know what's up. Who is searching for you?

You pay attention because it's your name.

And I guess that you don't really care if somebody is yelling the name Kyle or Jason if those are not your names.

You care about yourself. Common knowledge.

And of course when you are the main character of your life.

But this is where businesses get this wrong.

They think that people care who they are when nobody gives a shit about them.

Yes, that's true.

For example I despise one thing about these businesses.

This happens when I find some business' websites.

And most of the time when I click the link I see company names written in elephant size letters.

Nobody cares!

Your clients care about them, not you.

But what is even more disgusting to watch are the sections, like "OUr CoMpAnY" or "oUr StOrY".

And then these are like Tolkien sized sections.

So at the end of the day, I want you to remember that nobody cares about you.

Yes, maybe you mom, dad and your dog cares.

But most of the people care more about themselves.

And they should care about themselves.

I want you to write about the clients' problems.

“Do you need food?”

That's better than 80 % of headlines, like “OuR StOrY”

Some wise man once said:

"You get more friends by being interested in them than trying to get people to be interested in you."

Now I think that you have got the point, but as a bonus, I will go over one important point.

I said a couple seconds ago: “Do you need food.” as an example.

But, can you say that to everyone? Yes, but do they all care?

No. Of course not.

That's why you can't sell to everyone.

You don't try to sell food to people who are full.

They are not interested anymore.

You don't sell stake to vegans or shoes to feetless, right?

You have to find your target audience.

Do you understand?

Now you can go with your old marketing strategies, maybe get little money and stay poor.

Or then you can try something that actually works. Something that follows the law of nature.

Implementing these things will at least double the amount of clients you have.

So go there and fix some things. It's up to you!

Second draft:

Headline: This is how you make your messages cut stones.

Marketing is dying. Literally dying.

Why, cause 98% of all businesses don't know how to actually market.

Now we have dancing clowns, spaghetti monsters and footless dragons who believe that the moon is green.

Yes, that's how far the "marketing" has gone.

But now I will tell you how to actually market, cause it's really boring to watch these businesses acting stupid.

You need to read this now if you want to save yourself and your marketing.

But I don't want to see anything, but good marketing after this.

That's what I expect for you.

We have to make our marketing as sharp as a knife.

It needs to cut stones.

Yes, no more toy knives or anything like that.

So are you ready?

Okay, let's imagine that you are standing at a busy train station.

There are literally hundreds of people.

Then suddenly somebody is yelling your name.

In most cases you want to know what's up. Who is yelling your name?

You pay attention to it because it's your name.

And I guess that you don't really care if somebody is yelling the name Kyle or Jason if those are not your names.

You care about yourself.

And this is reasonable when you are the main character of your life.

Of course you care!

But this is where businesses get this wrong.

They think that people care who they are when nobody gives a shit about them.

For example I despise one thing about these businesses.

This happens when I find some business' websites.

And most of the time when I click the link, I see company names written in elephant size letters.

Nobody cares!

Your clients care about themselves, not about you.

But what is even more dispiriting to watch are the sections, like "OUr CoMpAnY" or "oUr StOrY".

And then these are like Tolkien sized sections.

So at the end of the day, I want you to remember that nobody cares about you.

Yes, maybe you mom, dad and your dog cares.

But most of the people care more about themselves.

And they should care about themselves.

I want you to talk about the clients problems, like:

"Do you need food?"

That's better than 80 % of headlines!

That's better than having your company name at your website's headline.

Some wise man even said:

"You get more friends by being interested in them than trying to get people to be interested in you."

Now I think that you have got the point, but as a bonus, I will go over one important point.

I said a couple seconds ago: "Do you need food." as an example.

But, can you say that to everyone? Yes, but do they all care?

No. Of course not.

That's why you can't sell to everyone.

You don't try to sell food to people who are full.

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Now you can go with your old marketing strategies, maybe get little money and stay poor.

Or then you can try something that actually works. Something that follows the law of nature.

Implementing these things will at least double the amount of clients you have.

So go there and fix some things. It's up to you!

Polish article:

This is how you make your message cut stones!

So our marketing is dying. Yes it's literally dying, cause nobody knows anymore how to market.

I see just dancing clowns and one legged dragons which make no sense...

That's why we need to make your marketing as sharp as a knife.

Yes we make your message cut stones.

So Imagine that you are standing at a busy train station.

Then suddenly somebody yells your name.

You turn around to see the watch going on. You want to know who is yelling your name.

This makes sense, cause it's your name. You care about your name.

But I guess that if somebody yells Kyle's or Jason's name, you don't care if you are not them.

And this is what businesses get wrong all the time...

They think that people care about their business.

No they don't!

People care only about themselves!

When I look at these businesses' websites, I hate to see the logo size of the Eiffel tower.

Nobody cares!

And what is even worse is to see the sections "OuR CoMpAnY" or OuR StOrY.

For flying spaghetti monsters, don't do that!

Nobody cares.

So here is what you do.

Talk about the clients, about their problems, okay...

For example "Do you need food" is a much better headline than "OuR CoMpAnY".

Now you probably understand what I am talking about.

But about this you have to understand something else...

I said: "Do you need food", but can you sell that to everyone?

No, of course not.

People who are full aren't probably buy, right?

So you have to sell to hungry people.

You have to sell to your target audience, okay.

Don't sell steaks to vegans or shoes to feetless!

Do you understand?

