

CONNECT 365
The Marketing Lab



Take
the
lead.



THE MARKETING LAB

5 Universal Marketing Triggers

And a Look at How to Use Them within Your Current Sales and Marketing Processes...



Have something to aim for.



Hope you are doing great! I am writing this message to bring your attention to our services. We are a team of young and experienced Website and mobile app developers with experience of 4+ years working with latest frameworks. If you have any web development and mobile app project, we would certainly be delighted to work on it.

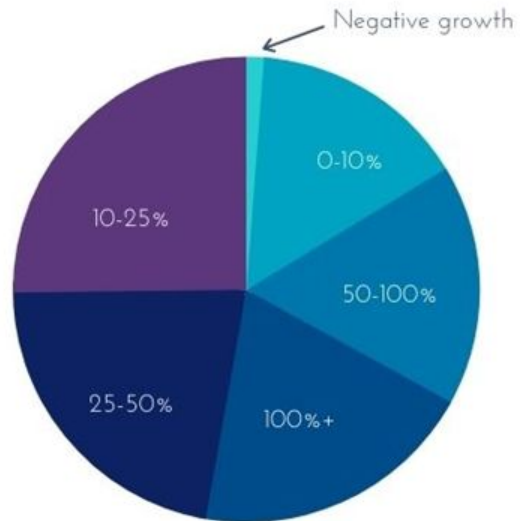
If you are interested in our services, I will be glad to tell you more about it and discuss your case!

Regards,

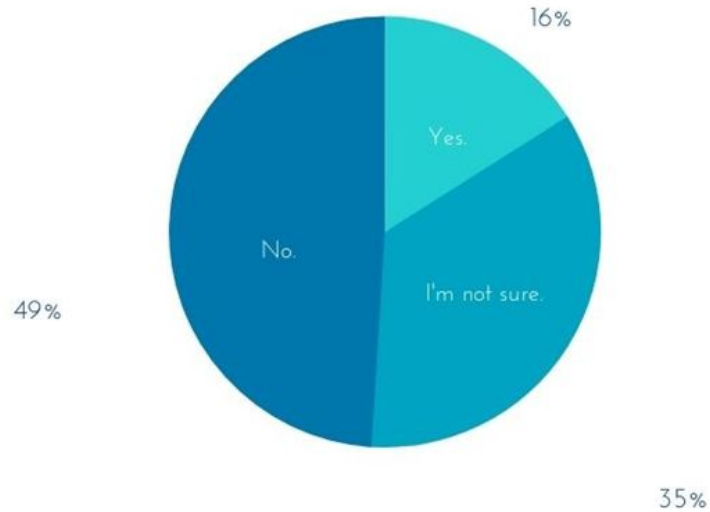


WHAT ARE YOUR GROWTH GOALS THIS YEAR?

(in percentage growth compared to last year)



ARE YOUR CURRENT LEAD GENERATION STRATEGIES SUFFICIENT TO REACH THOSE GOALS?



Why the disconnect?...

Take action.

*Today we'll be covering triggers and frameworks
that get responses.*



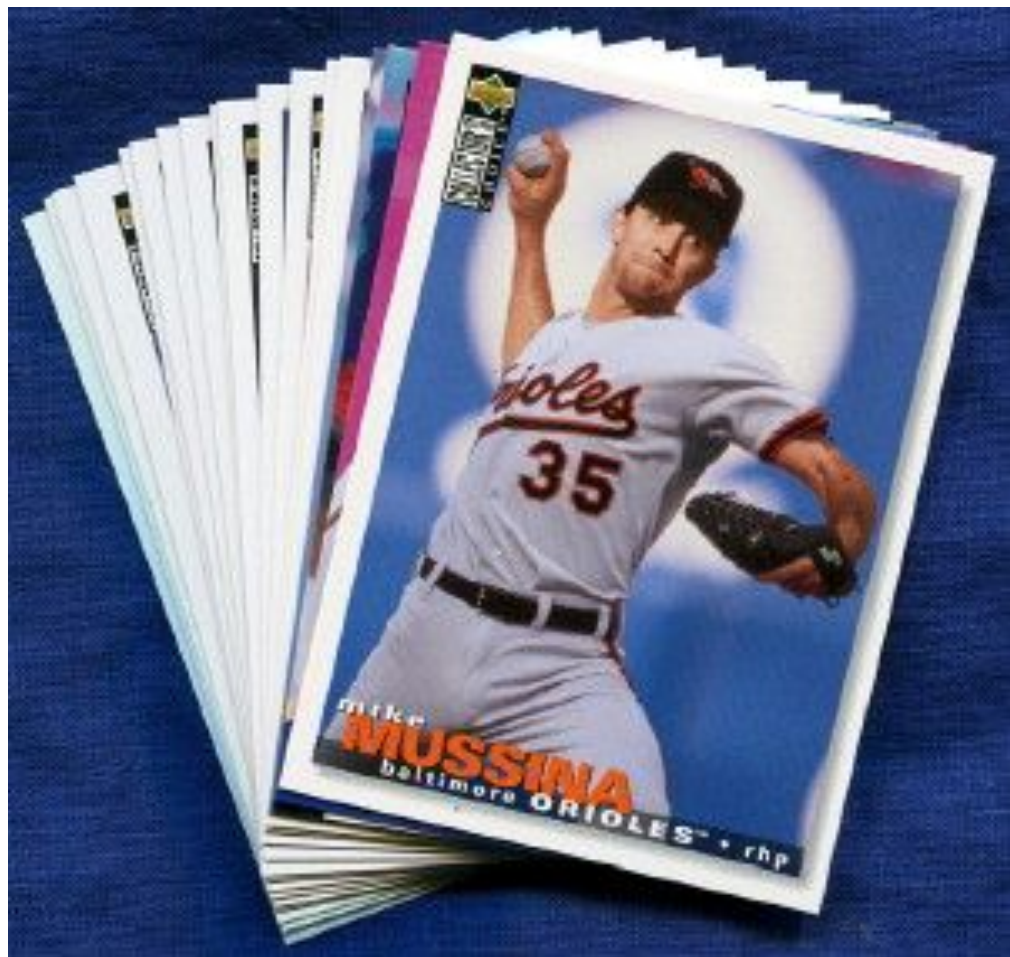
The same offer sent at different times can have drastically different levels of success.

Gain





DVD FAVORITES



Key Rules for 'Gain'

- Must be legit AND significant
- Don't use 'Gain' in a vacuum
- Create REAL value and let the marketing copy prove that
- Most common examples of this done well...



TODD BROWN



TODD BROWN PRESENTS:

FREE WORKSHOP:
*"How To Get New Customers
Every Single Day In Any Market...
With Any Product... At Any Price
Point!"*



Which of these best describes where you're at in your business:

- I'm just getting started marketing online.
- I'm marketing but not getting consistent sales.
- I'm generating consistent sales and want to scale my business.

NEXT



Joy







*You did it! Congratulations! World's best cup of coffee!
Great job, everybody! It's great to meet you.*

Key Rules for 'Joy'

- Be better
 - More time, more freedom, more money, healthier
- Show, don't tell (social proof)
- Implied vs. Explicit
- Use community (pride)

Show, don't tell



Dallas D.
Engineering Student

“ YOU TRULY GET OUT WHAT YOU PUT IN. NO BULLSHIT.

Obviously it's natural to be skeptical about anything you buy on the internet. I've bought fitness programs before and they ended up being terrible, designed for someone way different than me. By God's grace, I stumbled on the Bony To Beastly Website. When I read the details and watched the video, I really felt that the B2B guys knew what they were talking about, knew my pain, and knew a way to fix it. I took a leap of faith and decided to purchase the program. I can say that I regret only a few things in my life, and buying Bony to Beastly was definitely NOT something I regret! My life changed, plain and simple. I was loaded with amazing information from the ebook, energized by all the fresh new weight training, and amazed at the level of commitment the B2B guys put into responding to the community of members. I didn't join a fitness program, no. I joined a Brotherhood.

| | | |
|--|--|--|
| FAST COMPANY "Although Fitbit has made its name in consumer tech, in the last couple of years its once-modest enterprise division has blossomed into a lucrative business." APR 2016 READ MORE | mobihealthnews "We have a specific vision of wellness, one that addresses the diverse needs of both organizations and the people that power them." APR 2016 READ MORE | Us "No matter what the workout is, Hough tracks them all on her Fitbit, favoring the stylish Alta." APR 2016 READ MORE |
| mobihealthnews "It's not surprising that as activity trackers public profile has grown, so have the number of researchers using them in clinical trials. We did a search of ClinicalTrials.gov for "Fitbit" and found a surprising number of in-progress clinical trials." MAR 2016 READ MORE | ZDNet "Fitbit has a real winner here with the Fitbit Blaze and if you are an active consumer I highly recommend you consider it." MAR 2016 READ MORE | ANDROID AUTHORITY "The Fitbit Charge HR has been on the market since January 2015, and still serves as one of the company's flagship activity trackers." FEB 2016 READ MORE |

Integrate with your favorite payment providers and platforms

stripe

Braintree

Recurly

Chargebee

ReCharge

App Store Connect

Shopify partners

GO CARDLESS

Explicit v. Implied

“Intermittent fasting is such a powerful fat burning method.”

OR

“Why is intermittent fasting such a powerful fat burning method?”

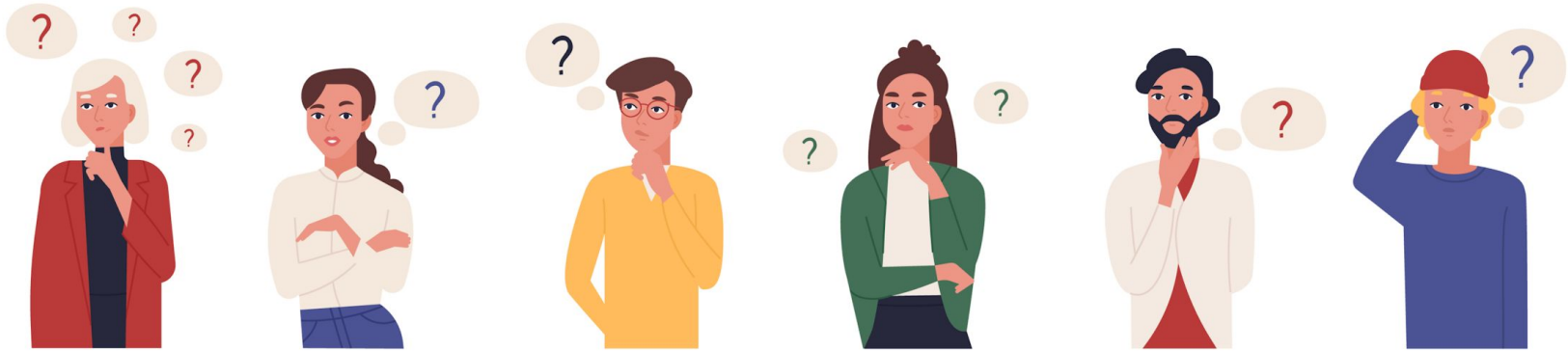
Explicit v. Implied

“Personal email is a more powerful outreach than mass email”

OR

“Why does personal email outperform standard mass email automation?”

Logic





95%

Of purchase decision making takes place in the
subconscious mind.

Most decisions are made subconsciously.

They use logic to justify their decision.

Key Rules for 'Logic'

- Don't ignore
- But don't lead with this
- Draw attention when used

“You need to make decisions based on facts and data right? You wouldn’t base a decision based on what you think etc. Right?”

“So here’s the facts...”

Fear



Numbers don't equal safety.

YOU



CYBER HACKER

Protect your business with cyber liability insurance.

FMI Franklin Mutual Insurance

RENTERS INSURANCE

**IT DOESN'T
ALWAYS
TAKE A FIRE
FOR YOU
TO GET
BURNED.**

FMI's comprehensive Renters Policy includes automatic liability coverage – so you can protect your belongings and your future. With policies starting at \$20 a month it's the best way to safeguard your property and provide you with peace of mind. If you rent, then our Renters Policy is the perfect insurance for the way you live.

INSURANCE FOR THE WAY YOU LIVE




If you're a renter, homeowner or business owner in NJ, contact your local agent, call us direct at 800-336-FMIC or visit www.FMIweb.com for more information.
5 Broad Street, Branchville, New Jersey 07826

How to Trigger 'Fear' in a Different Way

- Deadlines trigger the fear response (FOMO)
- Show them how to avoid or remove the fear
- People are more fearful of losing something they've been given than they are at gaining something new

'Discount' vs. 'Account Credit'

- ~~"Click here to claim your 15% discount"~~
- "Claim your account credit of \$1500 before midnight tonight"

Redeem your \$70 credit  Inbox x



Izzy N. <concierge@brightcellars.com> [Unsubscribe](#)
to me ▾

Thu, Oct 22, 2020, 12:14 PM



BRIGHT CELLARS

Your account has **\$70 worth of credits** - and they're about to expire!

I'd love for you to receive your wine matches, you were matched with some of the most incredible wines from around the world!

Use the link below to apply your \$50 credit and bonus bottle credit (\$20 value). Once applied, you will receive 5 wines matched to your taste and delivered directly to your door for only \$38.

[REDEEM MY CREDITS](#)



⊖ Your account will be deleted on 03/28/2018

Your account has been unused for the past two years, and it will be deleted on 03/28/2018.

If you would like to keep your account, please visit OneDrive to reactivate it.

[Go to OneDrive](#)

The OneDrive Team

Pain



What frustrates your prospects?

What do they avoid/ignore?

What are they afraid to admit?

Key rules for 'Pain' trigger

- May need to make an assumption
 - Think back to 30 sec commercial 'I work with a lot of clients struggling with...'
- Client stories or Client Reference
- Not detail-heavy

Recap

1. Gain
2. Joy
3. Logic
4. Fear
5. Pain

Gain

Could we feature Smith & Barr PR in our next post, Greg?



Marketing Leaders of Australia

2:17 PM (0 minutes ago)



to **Greg**

Hey Greg,

I currently produce an interview series and was wondering if you would be interested in participating. The series features top marketing leaders in Australia and is featured in the Marketing Leaders of Australia group on LinkedIn.

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that other marketing professionals would love to hear.

The format is really simple. It would be a written interview. I'd send you the questions, and your written response would be used for the series.

Here's an example of a previous interview:

[Marketing Leaders of Australia](#)

Let me know if you have any questions, or would like to participate!

Cheers,
Aaron

A client question from the other day...

Hey Pat,

I had a new client the other day ask me why social media generates lower cac than traditional marketing methods.

It's a fairly common question so I shot them over a short video on how HJR Energy an energy consulting firm for large corporations recently landed their highest retainer client ever from social media.

Since you are in a similar enough vertical, I thought I'd share it with you as well, Pat. Thought you might get some ideas from it.

[Here's the link!](#)

(I also pulled some strings to give you an \$1800 account credit that you can claim and get more details at the page above)

Beating 'Referral Amnesia'

Hey Pat,

Referrals, on average, convert to clients and customers at a 3-5x higher rate AND have a 25% higher lifetime value than leads from other sources.

So there's no doubt, referrals are the cream of the crop. But for that to matter, your referral partners need to send you referrals.

(of course, right? ????)

The problem is, if you're not regularly communicating with your referral network, they're not going to send you anything.

I call this "Referral Amnesia." It's nothing personal. They just forget. Because it's not their responsibility to remember about you. It's your job to stay in front of them.

See exactly how to do that in today's training

After you watch the training, if you have any questions be sure to hit reply to this email and my team or I will get back to you asap.

Talk soon,

- Josh

Fear

[Don't Forget] Black Friday Intensive Offer Expires Tomorrow Morning Inbox x Promotions x



Josh Turner

Pat,

The deadline to join the 4 Day step by step "Create An Automated Sales Process" intensive is tomorrow morning at 10:00 AM CST!

[Click here to register for before registration closes.](#)

In this 4 day Intensive (will soon sell for \$997), you will learn how to create an automated client attraction & sales system the RIGHT way to create your own unfair advantage over your competitors and generate a predictable flow of new sales opportunities.

Sound good? I thought so...

Here's a sneak peak. You'll discover...

1. **The Perfect Prospect Codebook:** 5 Ways To Get A List Of Red-Hot Prospects In Just Hours...At No Cost.
2. **The "Emphatic" Method:** A Groundbreaking Social Media Playbook To Build Instant Awareness In Your Market.
3. **The 'Personal Marketing' Conversion Dial:** The Top-Performing Automated Outreach Campaigns To Build Relationships Faster And Convert More Prospects Into Clients.
4. **The L.E.A.D. Blueprint:** The Revolutionary 4-Step System That Fast-Growing Small Businesses Are Using To Quickly Find Prospects, Stand Out In Their Marketplace, And Generate Leads & Clients On-Demand.

Gain/Logic

Subj: A referral for you?

Hi Susan - Thanks for accepting my invite!

As I mentioned I'm looking to create a referral network of professional service providers in the market. I've been blown away by some of the people that have shown early interest so far.

We're going to have a lot of great leads to send each other's way. Anyways, there'd be no cost or anything.

I'm just doing this to up my own marketing and would love to include you in the network if you're open to it.

Is there a time we can connect next week, just to introduce myself, learn more about your business, and the types of clients that are good for you?

Recap

1. Gain
2. Joy
3. Logic
4. Fear
5. Pain

On the next:



THE MARKETING LAB

Call Held 1/21 at 1 pm (central) with me!

Email Sequence Teardown: Feedback, Review and Copy
Suggestions on Live Campaigns

On the next:



THE MARKETING LAB

Want your message reviewed?

Send it to pat@connect365.io before 1/19