

ON TARGET



MASTERING THE FOUR PILLARS OF BUSINESS SUCCESS

"the right message at the right time for every business owner"
Spike Humer, CEO, Spike Humer Enterprises,
former COO of The Jay Abraham Group

RICK MCCULLOCH

DAVID SHIANG

ON TARGET

Mastering the Four Pillars of Business Success

*Practical, Proven, and Profitable Steps to Go from
Where You Are to Where You Want to Be*

Rick McCulloch

David Shiang

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Dedication by Rick McCulloch

I would like to dedicate this book to my son, Michael and my daughter, Megan

Dedication by David Shiang

For Helen, Katie, and James

Praise for Rick McCulloch's "Timeless Commandments for Entrepreneurial Success"

"... I was impressed. Great stuff, nicely encapsulated and easy to read and digest. I will be using it when I train National Best advisors. I will go to your website and promote it thru my social media channels. Nicely done. "

~Randy McCord. Business Director, National Best Financial Network

★★★★★ on Amazon

"At a recent business seminar, I got hold of this great book which deals with almost all aspects of business. It simplifies a lot of information in a compact form, which makes this book an easy read. The topics will definitely open your eyes and inspire you to take the right action to grow your business."

In today's rapidly evolving business world there is plenty of information to digest. Only by continuously putting attention on learning, which is an absolute must, success in business will be achieved. By reading this book and getting useful advice from the author, you will save valuable time and grow much faster.

Here are three things that I learned and that anyone would definitely benefit from to grow their business:

- there are many shortcuts to entrepreneurial success*
- the right marriage between visibility and credibility will do wonders*
- there is a big difference between working 'on' your business and 'in' your business*

With plenty of reference to other well-known business leaders and authors, the author points anyone and any business in the right direction to increase growth."

~Jan Hendrickx, C.E.O., Business Success

"This is a great read for anyone starting out as an entrepreneur or the seasoned veteran. It's loaded full of simple, practical and insightful advice that everyone can benefit from. His thought-provoking Principles force you to ask yourself the tough questions in order for you to be efficient and do what you, as an individual, are good at and outsource the activities that may not be one of your strengths. Highly recommend this book."

- Dan Moore

Skyrocket Your Business

Go to the link below to claim your free copy
of Rick McCulloch's

Timeless Commandments for Entrepreneurial Success

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Foreword

Kerry George, CEO of the Canadian Imperial Business Network
www.cibnconnect.com

When I read Rick's first book, *Timeless Commandments for Entrepreneurial Success* and I was deeply impressed with it. So impressed, that I recommended it to several of the business owners who are part of our networking organization at the Canadian Imperial Business Network. Over the years, we have seen many authors, business coaches, and marketing experts come and go at the CIBN. Few have left such a lasting impact on our members. Rick's book was not loaded with pages of fluff; it was real and practical advice that was simply stated and easily applied. Many found it to be a great value to them. As a result, he has become a recognized speaker at our Mastermind events and a trusted voice of wisdom that our business owners have come to rely upon.

Rick McCulloch has become an expert in his field. He exudes knowledge and is a capable leader with a storehouse of wisdom. I read this new book *On Target - Mastering the Four Pillars of Business Success* with great anticipation, and I was not disappointed.

Business owners have struggles. We see it every day with our members and thousands of connections. Economic stresses beyond their control, batter them on the outside. Lack of planning and strategy coupled with poor management, can chip away at them from within. 80% of businesses fail in the first five years and the statistics over ten years are even more formidable. Marketing is key to their survival, yet the subject of marketing is a vast and incomprehensible beast that they know they need to master. Still, it seems a daunting and unrealistic expectation at best. Most business owners get bogged down in the day to day challenges of running their business. They seldom have time to get above the ground map for a 30,000-foot overhead perspective. As a result,

marketing campaigns are not planned out, and results are seldom measured. They are desperately treading water in a pool of over-fished, dirty mud fighting to survive amongst the sharks of competition without a method to differentiate themselves. They need to get out into a clean blue ocean water where schools of untainted fish wait to do business with them and pile into their nets.

“On Target” is a book for the masses of business owners who are looking for a way to create a unique selling proposition that will position them beyond the reach of their competitors. It is a tool for every professional who wants to stand out in the marketplace. They want to be seen as an expert in their field. It’s packed full of ideas for your marketing department, and it will inspire the lone entrepreneur to reach for the stars.

Rick and David have used the Hero’s Journey as a compelling method to help you build a story for your business. It is a bold and creative idea that Hollywood has been using for years to capture our attention. George Lucas and Joseph Campbell made this procedure a legend in the Star Wars. A series which has become a mammoth success that men, women, and children have been drawn into for decades. This book will guide entrepreneurs in creating a powerful business story that can be used in their advertising efforts giving them great impact in their markets.

Years of experience have given the authors of this book many insights. As they have worked with business owners and seen the rise and fall of good and great companies, they have shared many stories of successes and failures. They bring to you the most powerful seminar tips that they have ever seen as well as the most common disasters that they have experienced. You will recognize many of the movie scenes and begin to understand why marketing has inspired you to

buy in the past. You will identify with the nostalgia of past brands and see why you are compelled to purchase in the present.

Creating a sense of urgency is every marketer's dilemma. How do we move people to action? Rick and Dave point to successful campaigns from a variety of industries to give us the wisdom to build a marketing plan for today that drives buyers to buy. They show you how to feature attractive ideas and use phenomenal headlines or subject lines to draw consumers to you. They draw you into delightful, imagery, and spectacular examples that have become classics, and they show you how to integrate these concepts with the content that you are creating today.

It's a book that will do as the title suggests and keep you on target as you apply the four pillars of business success!

Preface

Spike Humer, Spike Humer Enterprises, former COO and Chief Consultant, Jay Abraham and The Abraham Group

Business has changed.

Same game but with new opportunities, new challenges. New rules apply.

Entrepreneurs and business owners who understand the changing landscape have a chance to survive. Those who master their message and market are poised to become and remain the preeminent player in their industry. Business owners and entrepreneurs who ignore the changes in the climate and environment are headed for destruction and extinction.

Seem overly dramatic or harsh? My apologies for the stark reality-check. My intention isn't to be a doomsayer or pessimist. My role is to be a pragmatic realist and introduce you to realities, new horizons, new hope, and new most importantly new resources and methodologies to help you succeed.

Indeed, business has changed. Online and offline, consumers, customers, clients, and prospects have almost unlimited choices as to where they spend their money. Hundreds of millions of people are connected online, and tens of millions of people use the internet daily to search, shop, and have supplied their needs, wants, and desire. The way people buy certainly has changed. Just as important, the psychology of how, where, when, and why people spend their money has been transformed forever.

In a rapidly changing environment having a solid base to build from is even more critical than in stable environments. But having the ability to be agile, flexible, fast, and responsive is just as vital, today, more than ever.

Our ability to adjust and adapt has to be predicated on information and knowledge. We have to understand our market—who they are, where they reside, where they gather information, and how and why they buy or don't buy. We need to know how to capture the attention, lead the imagination and earn the trust of our prospects, customers, and clients. We must understand the value proposition of our products or services so that we can earn the trust of our market. Ultimately, we must understand the platforms and channels of information and communication available for making our message most understandable, appealing, and actionable. It's essential for generating sales revenue and ideally repeat sales and referrals. These are the foundational pillars of success for any business.

On Target helps every entrepreneur to erect the support necessary for performance and profitability. It also a business blueprint for sustainability, scalability, and durability, in any economy, environment, or industry. The book is the right message at the right time. It's for any entrepreneur or business owner who wants to increase their performance, enhance their profitability. It's for business owner who wants to connect with and convert their prospects into buyers, and their customers and clients into long-lasting transactional relationships.

Introduction

Bill Gates of Microsoft once said that business is very simple. It consists of only three components: Revenue, Cost, and Profit. Take Revenue, subtract Cost, and whatever is left over is the last component, Profit.

$$\text{Revenue} - \text{Cost} = \text{Profit}$$

The goal of most businesses is to maximize profit, or something closely related to it such as stakeholder value or earnings. Of course, it's easier to generate lots of profit when you have a quasi-monopoly. Still, our point is that business isn't all that complicated. A lot of the advice you come across in books, magazines, seminars, you name it makes business much more complex than it is. (The old saying "publish or perish" is definitely at work here. All you have to do is go into a bookstore or look online to see the massive number of business books that more or less cover the same ground. Fads of the day abound.)

On Target: Mastering the Four Pillars of Business Success is in some ways a continuation of Rick's highly acclaimed **Timeless Commandments for Entrepreneurial Success**. However, it stands on its own. Like the earlier book, it emphasizes that business is about people, first and foremost. It focused on the mindset challenges that inevitably face all of us at some point. In "On Target" we focus on the psychology of the market. To be more precise, we focus on the psychology of your prospect. We also provide specific timeless, yet tactical elements that you can apply right away as you grow your business. This book is about implementation. It provides specific tools to help you define, describe, and run your business so that you can gain more traction and ultimately more profit.

Business involves an exchange of some sort, one person giving something to another in exchange for receiving something else - true since the dawn of humankind. The details and mechanics of the transaction may vary, but it all boils down to wants, needs, and desires. Economists call it supply and demand. The scenery may change over time, but these are the fundamentals that you must master.

In this book, we're going to look at business as a human endeavor. We're going to start with principles that have been with us from the beginning and see how they underlie today's way of doing business. We're not going to get hung up in the latest technologies, fads, gimmicks, and passing fancies. Some of these are valuable today and may even be around in a few years, but many others won't be. Quite frankly, much of what marketers are trying to sell you are tactics and tricks that have no relation to strategy. You've no doubt seen advertisements as if a robot wrote them. The mechanics may be there, but the glue that holds everything together is missing. You may know what an autoresponder is. But if you don't know how a sequence of emails is meant to work on the minds of your prospects over time, you'll be sending out disjointed messages that are going to be ignored. You may have spent a lot of time and effort on crafting the finest emails only to find that no one is listening. In our view, far too much marketing is like that. We want you to learn the fundamentals so that your tactics have a solid foundation.

We're not going to cover the latest Facebook or Google hack that could go out of fashion in a week, a month, or a year. We're not going to talk about nurturing your prospects with a series of letters or sending gifts to your best prospects. Knowing how to do this is certainly worthwhile, but you can learn about them somewhere else.

Here we will combine business with psychology. One question we are going to focus on is “why do people do what they do?” If you can figure that out, if you can put yourself in the other person’s shoes and see the world from their perspective, you are more than halfway there. We’ll also include discussions about products, services, strategy, marketing, advertising, pricing, discounts, and offers. Still, we want to make this book as applicable to a broad range of people as possible.

Whether you are a consultant selling your services by the hour or the manufacturer of winter boots, a business can be boiled down to a very simple formula. Take a look at the following:

$$\text{Revenue} = \text{Price} \times \text{Volume}$$

Although the above is very short, it is deceptively simple. We urge you to think about it often as your business grows in size and complexity. When you determine what to offer your buyer from a dizzying array of possibilities, keep in mind that Revenue is comprised of two components that you need to keep a close eye on.

You will recognize the term Revenue from our discussion of Bill Gates above. Revenue is also called Sales, or Kaching. Henry Ford once said that nothing happens in business until someone sells something, and he was talking about the fundamental act of exchanging one thing for another. One of these things is usually money. In the movie Jerry Maguire, Cuba Gooding Jr. made “show me the money” a household phrase. Everyone knows what it means, even if the person doesn’t know what a business is.

At its most basic, Revenue has two – and only two – elements. Price, the amount someone pays, and Volume, how many they bought. A business that sells 100 widgets at \$10 each will have

\$1,000 in Revenue. A consultant that sells 5 days of advice at \$1,000 per day will have \$5,000 in Revenue. Pretty simple, right?

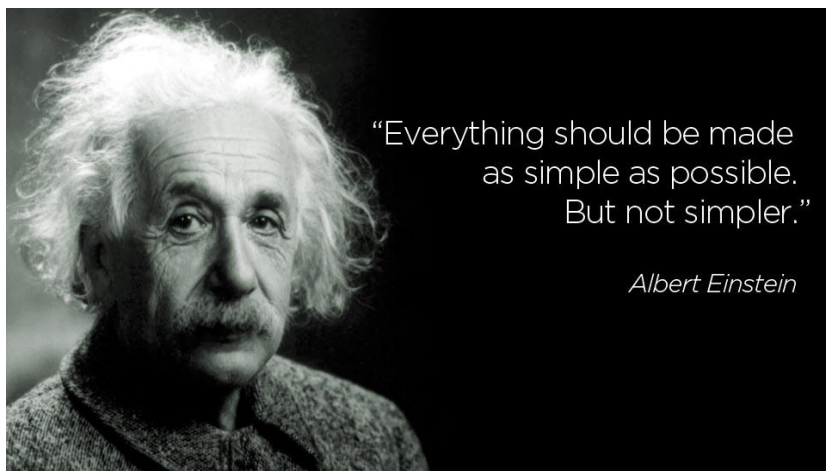
World-renowned marketing consultant Jay Abraham teaches that there are only three ways to grow a business:

1. Increase Price
2. Increase Volume
3. Increase Frequency of Purchase

We think that the last of these is a subset of the second. In other words, getting someone to buy twice as often is essentially the same as doubling volume. Since two is a lot simpler to grasp than three, we suggest that there are only two ways to grow a business – increase Price and increase Volume.

Now there are an infinite number of ways to do this, and many businesses have their unique characteristics. Still, if you don't distill Revenue into the simple relationship between Price and Volume, you are likely to get mired in a sea of complexity and confusion. No matter what you offer, you need to be thinking of how much you charge, how many people buy, and how often they do so.

Price and Volume are two main variables at your disposal when you think about bringing in Revenue, or as some might say, making Sales. If you think of yourself as a manipulator of Price and Volume as they relate to what you have to offer, you will be on the right track. Yes, Quality, Service, Margins, Value, and many other factors play their roles. But to make the cash register go Kaching, Price and Volume are the important levers.



Note: The above quote is often attributed to Einstein. However, there is some doubt as to whether he said it. In a book of Einstein quotes, there is a section that contains quotes *incorrectly attributed to Einstein* and another containing quotes, *probably incorrectly attributed to Einstein*.

In **On Target: Mastering the Four Pillars of Business Success**, we simplify business success by focusing on four key areas. Master these pillars individually and collectively, and then apply them to the many nuances that are unique to your business. Then you are virtually bound to be successful. It doesn't matter whether you offer a product or a service or a combination of both. It doesn't matter whether you are low-priced or premium-priced. The devil is in the details. You need all pillars, working together, to have any chance of making it.

Ralph Waldo Emerson said, "build a better mousetrap, and the world will beat a path to your door." You've probably heard this many times. It sounds great in theory, but there are two flaws with such a "my product will sell itself" view of business. Your Market needs to hear about your mousetrap (Merchandise) before it can beat a path to your door. And they need to have a mouse problem. If you can't get the Market's attention or if they don't have the problem you solve, no amount of Price and Volume

manipulation will have any effect. It would be like selling air conditioners when the temperature is freezing outside. Or offering raincoats in the middle of the blazing desert sun.

Many companies, especially those in the technology arena, build better mousetraps only to find out that no one has any mice. We could cite hundreds of examples of engineers who had a “build it, and they will come” attitude only to be rudely awakened by an indifferent market. But it’s not just technology companies. Ninety-five percent of all new products don’t last more than a few years in the market. Still, at least consumer goods companies tend to appreciate the value of marketing. (In a very famous episode in the history of American business, Steve Jobs hired a big gun from Pepsi to be the CEO of Apple. He did so because of the man’s understanding of the importance of marketing.) In our experience, technology companies are on the leading edge of the overwhelming majority of companies who don’t “get” marketing. No matter what your business or industry, we want to make sure that you don’t make the same mistake.

I. The Anatomy of a Sale

Let's start by looking at the simple anatomy of a sale. It complements the Four Pillars we will be deep drilling on later. Look at the Marketing Funnel called AIDA below. Here, AIDA stands for Attention, Interest, Desire, and Action. (Aida is also a famous opera by Verdi, and it is also a musical by Elton John.) The following picture often represents the funnel. You will notice that the funnel is wider at the top than the bottom.

The AIDA Marketing Funnel



Attention represents ***Opening the Sale*** and Action is ***Closing the Sale***. Here the “Sale” could be opting into an email list, making a phone call, redeeming a coupon, making a donation to charity, or purchasing something. What we call the “sales cycle,” or how long it takes to go from Opening to Closing, could be an instant or even a year. It takes very little thought to purchase a bag of potato chips that is on sale at 50% off. But signing a contract for a multi-million enterprise software application involving thousands of users is a considerably more complex decision. One issue all marketers face is getting people to buy now rather than later. And of course, some people who come into your funnel will never move through it, meaning that they will never take the action you desire. You can't be all things to all people, despite what you may think.

If you are a well-known celebrity like Tiger Woods or Julia Roberts, you don't have to work very hard to command an audience. Imagine that Tiger sends out a Tweet that he is giving private golf lessons or Julia tells the press that she is conducting acting classes for a dozen people. You can bet that a huge number of those who hear about these offers are going to pay Attention. They may already be in the market for those services, or they may have a remote interest. When people with such visibility and credibility (two prerequisites for success) speak, people listen.

However, there are those, like the rest of us, who may be known in our immediate circle. Or virtually unknown to a wider audience. Our job may be much harder than celebrities and public personalities, but that doesn't mean we can't be successful in getting our message out. Don't forget; everyone starts as a nobody. We've all heard of people who come out of nowhere and become household names. Television programs such as Canada's Got Talent or American Idol make stars out of virtual unknowns.

Getting someone's Attention is not easy in an age of inundation and clutter. Not everyone in the general population will even notice you or your message even when obvious. Statistics indicate that someone needs to see an ad eight times before showing any Interest whatsoever. It does not mean that they are ready to buy, but they have moved beyond the mere curiosity stage. You may have barely Opened the Sale, but not a whole lot more.

Some of those who pay Attention will have an Interest in what you are saying, moving them one step down the marketing funnel. Some may stop for a moment to consider your message. A portion of these people will Desire what you have to sell or offer. And a portion of those who show Desire will move to the narrow end of the funnel and take the Action you wish them to take. You

have Closed the Sale with those who comply with your request, whatever it may be.

Let's look at the example of an ad for the luxury automobile Lexus. If it is put along a highway, practically everyone driving by will see it. But some people will be looking in the other direction so that it won't capture everyone's Attention. Anyone who sees the ad will notice the barely clothed woman. They may even see the headline and the car. The image of the woman is, of course, designed to enhance the appeal of the car. Perhaps it will be sexier in the viewer's estimation if a gorgeous woman is standing in front of it.



Some people paying Attention will have an Interest in the Lexus. Still, if a person just bought a new luxury car, they are not going to move too far down the funnel. A portion of those who have an Interest will also have the Desire to own the Lexus. But not everyone wants a luxury car, and there are many other brands besides Lexus to choose from.

It is difficult to tell from the tiny print above whether this ad has a specific “Call to Action.” Still, much advertising does not and is simply intended to increase brand awareness or build brand equity. No action is asked for or required. But if a headline screams “Holiday Sale” and the price is temporarily slashed, some people may take Action and go to the dealer to buy before the sale ends. People can be prompted to act if they think they are getting a good deal.

Most of us can’t afford brand advertising or advertising that simply gets our name in front of the public. We need to be engaged in advertising that is designed to move people to Action. As a businessperson, you need to figure out a way to give people reasons to buy now rather than later. You can’t afford to engage in messaging that has no purpose other than to be seen.

Chances are if ads contain a picture of an attractive female, more people will pay Attention. The use of the female pictured in the ad above helps explain the phrase “sex sells.” Sex in advertising is a subject that by itself could take up an entire book. But for our purposes, let’s take it for granted that having a scantily clad woman like the one in the Lexus ad is likely to get more people to look. But not all advertisers want to engage in what some would call “cheap and tawdry thrills.” Can you imagine an insurance company like Sun Life or Prudential using barely clothed Victoria’s Secret models to sell their products and services? I doubt it.



Fiat ad from the 1950s. The use of attractive women in advertising is still widespread today.

Overview of the Four Pillars

We've looked at how people move through a simple sales funnel, using the four AIDA stages. Now, let's go through a brief overview of the pillars. Let's look at how they are meant to work together as an integrated whole.

The Four Pillars of Business Success



1. Message 2. Market 3. Merchandise 4. Media

1. Message is all about what you say to your target market. It's about communicating your unique value and why your offer solves a specific problem. Hopefully, the problem you solve is an urgent one, like a toothache or a leaking roof. If you're a dentist or a roofer, and the people you serve aren't in any kind of pain, then you're not going to be very busy.
2. Market is the group of people who are your ideal prospects. You may want to think of everyone as a potential buyer. Still, few companies have the mass market of a company like Coca-Cola. (On the other hand, even ordinary soft drinks don't appeal to people who have a sugar problem.) The legendary copywriter Gary Bencivenga made the observation that problems are markets. Take that to heart. There is much talk about segmentation, demographics, psychographics, and statistics, but this type of profiling has its limitations. When you think about it, everyone who has a specific problem can

be considered part of the target market for that solution. Young or old, rich or poor, when you have a broken arm, you need a doctor. (As we said before, many business books describe all kinds of ways of understanding and categorizing your markets. Some are useful, but much is overkill for those with limited time on their hands and limited budgets. “What problem do you solve” is something that needs to be asked by all of us and effectively answering it will prevent many a disaster.

3. Merchandise means your product or service and the offers you put together. You can have a physical product, such as a watch or car, or something less tangible like expertise or advice. Even if you offer consulting, training, or coaching services, you would do well to learn merchandising techniques used by retailers. They have the resources to test many variables to see what works and what doesn't. Even though tastes may change, you need to determine how to package and price what you offer so that it appeals to others.
4. Media refers to the way you get your message into your target market. How are you reaching out to others? What media outlets are you using? There are hundreds of ways to communicate with your audience, some of them free, others paid. Advertising, which is a paid form of communication, is often an effective method of attracting the attention of your target market. Many companies try to build their business without investing in advertising. Also, much advertising is certainly wasted or ineffective. But “pay to play” can vault your business to the top in short order. There is a reason why companies pay millions for a Super Bowl ad. Social media, which started out as mostly free, has evolved to the point that you can buy advertising on platforms such as Facebook, YouTube, and Twitter.

We mentioned that the Four Pillars need to work together as an integrated whole. You can have the greatest Merchandise in

the whole world. Still, if you can't effectively communicate the Message of why someone might want to buy it, you are going to be left behind. You can be a Master of Media, but if your announcement is showing up in the wrong places at the wrong times, your ideal target Market isn't going to see it. Many billions of dollars have been wasted on advertising to people who aren't interested, aren't qualified, and aren't ready to act upon whatever is being promoted. With Pay Per Click, it is easier than ever to throw money down the drain by overbidding for keywords or displaying poor landing pages. Actually, the money isn't going down the drain. It's is going into the coffers of Google, Microsoft, and other publishers who will happily take an advertiser's money even though the ads have no chance of working as intended.)

Ideally, your Message will be aimed at the right Market with the right offer of Merchandise, through the right Media at the Right Time. So, people respond to any Call to Action you might have. A concept popularized by Dan Kennedy is "Message to Market Match." You want to make sure that the two are in sync. In other words, you don't want to be advertising real estate seminars to people who are really interested in beating the stock market.

Now don't get the idea that success is guaranteed by having all Four Pillars working in harmony. The Right Time mentioned above is critical. You can't sell to all people, and timing is critical. If someone has just bought a new car, they are unlikely to need another. In the Chapter called Techniques of Persuasion, we will examine the variable of time and related factors such as urgency and scarcity later. There are ways to offer incentives, to get people to act now, rather than later. Some are heavy-handed, even manipulative. Others are entirely ethical and transparently persuasive. The word Free has extreme value, for example. Who wouldn't want a Free Ticket to the Super Bowl? Or the chance to win a Free Car?

At the end of this book, we will look at several classic advertisements that embody the best in integrating the Four Pillars. We will spend some time analyzing ads that have been at the foundation of creating or rescuing billion-dollar businesses. Because their Messages were in tune with their chosen Markets with offers of Merchandise being shown in the appropriate Media, these ads were able to move people to action. Not all of them were selling anything directly from the ad, it should be noted. Some of them were of the direct response variety, which has the intention of having the reader respond immediately to a Call to Action. But others were designed to educate or to create a lasting impression upon the reader's mind. In all cases, however, the ultimate aim was to foster business success or to sell.

II. Pillar One: Message

Pillar One, the first critical foundation for your business, is your Message. Whether you offer products or services, your business starts with what you say and how you say it. You need to communicate using the tools of words, numbers, and images. In our view, the most important communications tool you have is the word, as it is the underpinning of your story. Even if you are primarily a visual communicator, words are often at the foundation of your story.

Research shows that each of us is exposed to about 3,000 sales messages a day. Most of them we don't even notice. Every car, for example, has an emblem that can be considered advertising. On any given day, we see these advertisements for Toyota, Hyundai, Mercedes, BMW, and Nissan. Your computer has the logo of the manufacturer featured prominently on the cover or elsewhere. It's often positioned so that others besides the user are reminded of the brand. For example, note how the word "Toshiba" is engraved onto the computer's cover in the photo below. Obviously, the logo has been placed so that anyone walking by will see the brand Toshiba. You may not have thought of the placement of a logo on a computer cover as a form of advertising, but the people at Toshiba certainly do.



Toshiba Computer – with Open Cover

The radio and television are full of ads. And the Internet is full

of advertising. We can't possibly keep track of all the ads we see, so most pass us by without our giving them a second thought. To keep our sanity, we can only allow a few into our consciousness. If you are like most consumers, your mailbox is full of unsolicited (junk) mail. You receive phone calls from telemarketers. Your inbox is full of emails all screaming out for attention. Only a chosen number will be opened, and fewer will be acted upon. Everywhere you turn, you are bombarded with advertising and other solicitations that are trying to overcome your natural tendency to reject the unknown.

Clutter, inundation, and time scarcity are characteristics of our modern world. We are constantly rushing from one activity to another and finding the time to relax or even think is difficult. Taking time to "smell the roses" has become more difficult than ever. Marketers face an uphill challenge in being heard above the ever-increasing noise.

How do you cut through the clutter? As a marketer, you have only a few tools at your disposal, no matter how much money you have to spend. (If money were the only criterion for success, all well-funded companies would be successful. But they're not.) To cut through the clutter, you need to be a master at employing a few principles.

Let's start with words. They have never been more important in getting past the chaos and overwhelm that we find ourselves immersed in. Words and how they are delivered are your most valuable tools for standing out from the crowd. If you don't know how to construct effective messages and ensure that they resonate with the emotional brains of your targets, you are doomed to failure. Either you will be ignored, or you will be swimming in what someone calls "a sea of sameness." People need to see a reason to prefer you and your offering over other

possibilities.

When you meet some new, here are some typical questions you might encounter:

- Who are you?
- What's your story?
- What's so great about your company?
- What's so great about your offering?
- Why should I buy from you?
- Why should I buy from you now?
- How are you different from others?
- How are you better?
- What's your Unique Selling Proposition? (or Unique Value Proposition, etc.)

If you are promoting your business and someone asks you what you do, you need very compelling answers that focus on the listener, not on you and how great you are. As Chet Holmes said, you are the Producer, and what you think doesn't matter. What's important is what the Consumer thinks. If they don't like what you are saying, you are in trouble. You can't just focus on yourself and ignore what you can do for them. You must show benefits to the recipient.

Let's say you are a photographer and that someone asks you about yourself. Compare the following responses:

- A. I am a photographer, and I studied at the Great School of Photography.
- B. I take photographs that make people shine and look their best.

The first "product oriented" response is boring, flat, and far too typical: "I'm a kitchen designer". "I am a wellness coach", and "I am a math tutor". These pale in comparison to: "I design beautiful layouts in the most important room in your house"; "I help people

live happier and healthier”; and “I help people overcome their math phobia so they can excel on college entrance exams and get into Harvard.”

Yet the vast majority of us focus on what we do. Go to a dozen websites and look at what they say. Ask people about their business. Almost invariably it’s about them, not about you. We speak about the “great widgets” we make or “excellent customer service” and “commitment to quality,” as if those separate us from others. They don’t.

Imagine you are given an opportunity to say something to everyone. You want to make sure that what you say is coherent and that your delivery resonates with your audience. You don’t want just to stumble and bumble your way through muddled phrases that are entirely forgettable.



**Your Message is the Key to Your Success.
In Business, Silence is Not Golden**

Here is a template for explaining to people why you do what you do. The words in ***bold italics*** show that you must offer a solution to a problem that others have. You have done something

that they have yet to do, which makes you a hero in their eyes. The bigger the solution, the more substance your business will have. If you find a cure for a type of cancer that afflicts millions, you are going to have more demand than if you find a cure that only a few thousand people need. And you will be rewarded accordingly.

Proven Formula for “Why I Do What I Do”

1. Ask a question that involves a **problem**.
2. State one or two sentences showing how you **struggled** with that **problem**.
3. Note a **turning point** in your life where you **solved** the problem.
4. Tell what happened **next**.
5. Say, “And now I can help you **overcome** that same **problem** if ... **you send me money, contribute to my charity, buy my product, etc.**”

One example:

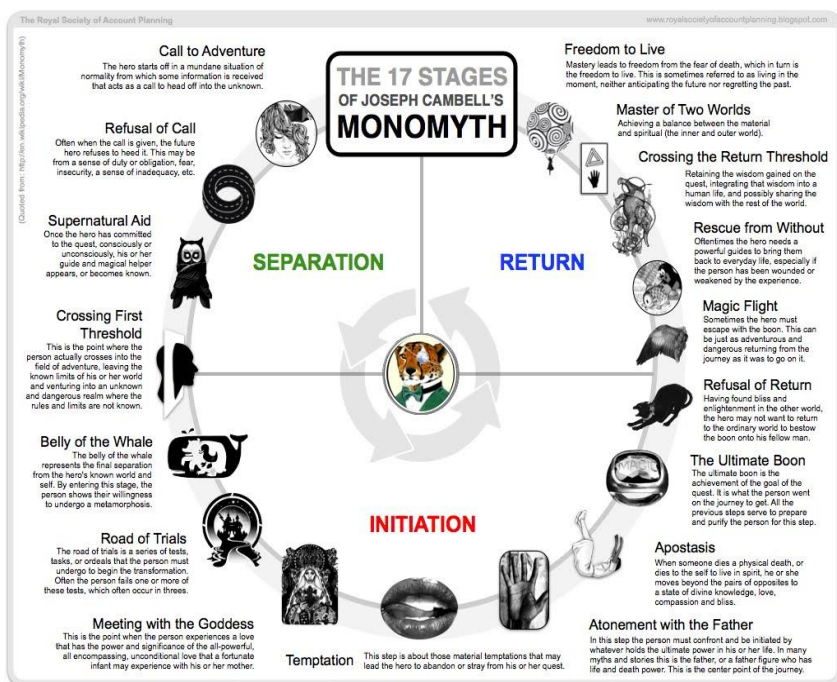
“Do you suffer from diabetes? For many years, I did too. Then I decided to go to medical school just so I could tackle this all-too-common problem. Late one night, working in my laboratory, I found a cure. It was the miraculous end to a long journey. Clinical trials show that it works. And now I can help you conquer diabetes if you take my new drug.”

The Universal Framework of the Hero’s Journey

“There are only two or three human stories, and they keep repeating themselves as fiercely as if they had never happened before.”
- Willa Cather

Although there is no one “right answer” to “Why do you do what you do?”, the above template fits into a proven framework

known as the Hero's Journey. First popularized by Joseph Campbell in his landmark book **The Hero with a Thousand Faces**, Campbell found that myths and legends throughout time and across cultures shared a common theme. Campbell divided the Hero's Journey into 17 separate stages, as shown in the following diagram.



We won't get into the details here. Still, the Hero's Journey or its female equivalent, the Heroine's Journey, has been told in endless ways and continues to capture our imagination. Going counter clockwise the journey starts with Refusal of Call and ends with Freedom to Live. There are three core elements of the Journey – the Hero, the Obstacle, the Treasure – are the same elements at work in the “Why I Do What I Do” formula. You became heroic by solving a problem, and prospect in your target market view you as heroic.

Moreover, they see themselves as being heroic by buying into what you offer. Your prospect is following in your heroic footsteps when they too solve the problem that you have already solved.

Star Wars

No movie has captured our imaginations like Star Wars, the seventh installment of which was released at the end of 2015. Little known is that in the 1970's creator George Lucas hired Joseph Campbell to consult on the script for the first movie. The two used the archetype of the Hero's Journey as the glue that holds the story together. We have the mentor, tricksters, aides, heroes, villains, and many more characters that make up the Hero's Journey. The Belly of the Whale (Stage 5), a reference to the Biblical Jonah, is recreated in the trash compactor scene. Viewers may not get the Biblical allusion, but the feeling of trying to free oneself from a trap is universal.

Star Wars has become a multi-billion-dollar franchise, and The Force Awakens is setting box office records. Lucas openly credits the Hero's Journey archetype as critical to its success, and we see similar tales of heroism in other movies, novels, and in real life.

The Importance of a Powerful Unique Selling Proposition (USP)

Many, if not most businesses do not differentiate themselves from others in the market. Or if they do, they don't ensure that the ways they are different appeal to their target market. All too often there is a message-to-market mismatch.

Jay Abraham suggests that "Most businesses do not have a USP. [They have] only a me too, rudderless, nondescript,

unappealing business that feeds solely upon the sheer momentum of the marketplace. There's nothing unique; there's nothing distinct. They promise no great value, benefit, or service—just 'buy from us' for no justifiable, rational reason."

Consider the following descriptions of actual businesses. Do they make you want to contact them? Is there anything about them that stands out?

1. [Name Hidden] has developed expertise in providing general counsel services to business and life coaches nationwide. He has a program to assist them with their internal corporate documents, contracts with clients, joint venture agreements with other coaches, media rights agreements at live events and other intellectual property agreements.
2. [Name Hidden], MBA is the award-winning CEO of [Name], LLC, a business optimization consulting firm that specializes in helping various stage entrepreneurs and business owners master brand messaging, sales, marketing, and operations. She is a sought-after speaker, best-selling author, certified business and executive coach and a lover of helping women step into their divine gifts and talents that change lives and solve problems

We think you will agree that there is no compelling USP at work in either of the above. They're about as boring as could be. We could probably find a thousand people who do what they do and promise what they promise.

A powerful USP can be the foundation of a billion-dollar business. FedEx and Domino's Pizza are two examples of businesses that were founded on completely new benefits that customers found attractive. FedEx made overnight delivery practically a must-have, and Domino's guaranteed fast delivery

even though their pizza wasn't even close to high quality. Let's face it, a lot of people ordering pizza simply want something good to eat, not a meal of the finest quality. (Papa John's Pizza has made a name for itself with "Better Ingredients. Better Pizza" as its slogan. They are targeting a different crowd compared to Domino's.)

Here are some companies and their USPs or slogans:

FedEx "When it Absolutely, Positively Has to Be There Overnight"

Domino's Pizza "Fresh hot pizza delivered in 30 minutes or it's free"

Amazon Prime "Free 2-Day Shipping"

Walmart "Always Low Prices. Always."

Mercedes-Benz "The Best or Nothing"

TD Canada Trust "Banking Can Be This Comfortable."

L'Oréal "Because You're Worth It".

Notice how each USP or slogan is very specific. People know what to expect. There is none of the mushy and vague sentiment such as "great customer service" or "high quality" or "we believe in excellence" that is so prevalent in the market. People know what to expect, which weeds out people who don't qualify or who seek benefits that you don't offer. If you aren't interested in driving the best car (or an approximation), you won't even look at Mercedes. L'Oréal, which caters to older women who want a quality product, appeals to their sense of entitlement. *You deserve the best*, they proclaim. *Don't settle for cheap drugstore cosmetics*. Considering that this campaign has been on the air for many years, it is obviously working. Women know where L'Oréal stands in the market and don't confuse the company with Maybelline or Avon. As we said, a good USP is unique.

USP's should be formulated through research and testing. Clients, partners, employees, and others who know your company and the competition can provide valuable insights on how they view your company's uniqueness. Once a USP is decided upon, it needs to be woven into the fabric of the organization. It must then be spread throughout the company's customers, prospects, partners, and others who can influence the market. When a USP works, everyone, both internal and external to the company, knows exactly what makes the company unique. Review the USPs and slogans for FedEx, Walmart, and L'Oréal above. There is no doubt about where these companies are positioned in the marketplace.

Here are some guidelines about what makes a USP work.

Keys to Blockbuster USPs

- ▶ USPs are not always the same as Slogans. They are often more comprehensive.
- ▶ USPs are not fixed. They evolve.
- ▶ USPs can be based on the hidden assets that *already exist* in your business.
- ▶ USPs appeal to both emotions and logic.
- ▶ USPs must fill a market desire (known and unknown)
- ▶ USPs are formulated as a result of a structured process. They take time and effort to create and discover/uncover.
- ▶ USPs must be backed up by compelling PROOF
- ▶ ***USPs are benefit-driven, bold, memorable, overt, quantitative.***
- ▶ ***USPs can be the foundation of a billion-dollar business.***

How to Make Your Advertising Memorable

In this book, you're going to get a look at some of the most successful ads in history. But more importantly, we will dissect them and examine what makes them so effective. As Jay Abraham says, "human nature is immutable." The same hopes, dreams, and fears that humans had decades ago are the same ones they have today.

There is no need for you to reinvent the wheel when you create your own messages. You need to study what has worked in the past and then adapt it to your own unique situation. To paraphrase T.S. Eliot, "Immature poets imitate. Mature poets steal. Bad poets deface what they take, and good poets make it into something better, or at least something different." In other words, use what is available but make it your own. Borrow, but don't plagiarize.

If you haven't heard of a Swipe File, it's a collection of great copywriting that someone has swiped from other sources. Very often it will contain a template or two, something like "Paint by Numbers." Your swipe file can serve as an inspiration for your own copy, even if you flunked English.

Once you have your USP created, you can embed it into your advertising and other forms of messaging such as blogs, emails, social media posts. It allows you to stand out from the crowd. We should reinforce that advertising is a tried-and-true method of getting your message out into the world. If you rely on free traffic and word-of-mouth, or any form of "hope marketing," you don't have a viable business. SEO algorithms can change in a heartbeat as many a marketer had found when Google made modifications that caused traffic of many a merchant to slow to a trickle. Overnight million-dollar businesses went bankrupt.

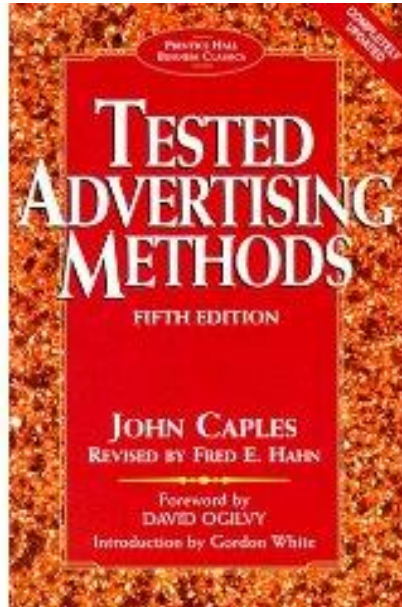
If you followed the mandate that your USP be UNIQUE, then

no one else does what you do, at least not in your target market. (It is obviously hard for a dry cleaner to be different from all other dry cleaners on earth, but you can certainly be different from those in a 10-mile radius. One local dry cleaner I know gives a 40% discount if items are left for 7 days. A lot of people aren't in a hurry, and they take advantage of such a USP.) The headline of any ad is its most important written feature. If a reader is not captivated by the headline, chances are he or she will not read the rest of the copy.

How to Write a Good Headline

John E. Kennedy once defined advertising as "Salesmanship in Print." He wrote in an era before the computer, but his fundamentals of communication still hold true today. In print, the most important part of an ad is the headline. We will analyze John Caples' classic ad "They Laughed When I Sat Down at the Piano." This headline is considered one of the greatest of all time.

The purpose of the headline is to have the reader go on to the next part of the ad. Without a good headline, people won't engage with the body of the text. Caples wrote a classic book called **Tested Advertising Methods** that is still studied today.



Writing headlines (and body copy) may seem to be simple, but there is a lot of thought and analysis that goes creating ones that last. Also, what the copywriter thinks of a good headline may not be what the market thinks. Here are some guidelines from **Tested Advertising Methods** for writing good headlines.

1. Begin your headline with the word "Announcing"
2. Use words that have an announcement quality
3. Begin your headline with the word "New"
4. Begin your headline with the word "Now"
5. Begin your headline with the word "At Last"
6. Put a date into your headline
7. Write your headline in news style
8. Feature the price in your headline
9. Feature reduced price
10. Feature a special merchandising offer
11. Feature an easy-payment plan
12. Feature a free offer
13. Offer information of value
14. Tell a story

15. Begin your headline with the words "How to"
16. Begin your headline with the word "How"
17. Begin your headline with the word "Why"
18. Begin your headline with the word "Which"
19. Begin your headline with the word "Who Else"
20. Begin your headline with the word "Wanted"
21. Begin your headline with the word "This"
22. Begin your headline with the word "Advice"
23. Use a testimonial-style headline
24. Offer the reader a test
25. Use a one-word headline
26. Use a two-word headline
27. Warn the reader to delay buying
28. Let the manufacturer speak directly to the reader
29. Address your headline to a specific group or person

The headline is often said to account for 80% of the effectiveness of an ad. It serves the same function as a book title and is designed to make the reader want to continue reading. Ted Nicholas once said that he would write 400 different headlines before eventually narrowing the choice down to one. He would use the best of the unused headlines as bullets in a multi-page sales letter. Anyone who thinks that copywriting is easy has obviously never done it well.

Acknowledgments

In the Bible, a very old book if there ever was one, Ecclesiastes says, “there is nothing new under the sun.” If that’s the case, we’re not exactly sure what all of us have been doing for the last 2,000 years. Is there anything called originality? Have all of us been simply repeating what was said eons ago? Regardless of the answers, we make no claim that we are the first people to put forth the ideas in this book.

Someone once said that creativity is the art of concealing your sources, but we don’t want to conceal anything. We want to pay homage to many who have gone before us. We have learned from them and incorporated many of their research and teachings into our thinking and approach. People like Jay Abraham, Robert Cialdini, Gary Bencivenga, Claude Hopkins, David Ogilvy, Dan Kennedy, Daniel Kahneman, Wendy Lipton-Dibner, Dan Ariely, Gary Halbert, Joe Sugarman, and many others. If you don’t know their work, we encourage you to do a little investigation. The above have made significant advances in getting to the heart of what makes a business successful, and they’ve got a lot to say. We don’t want to play any favorites, but some of their work is absolutely a must-know. If you prefer to try to navigate through the shark-infested world of business without a proven guide, that’s up to you.

Joseph Campbell and the man he called his best student, Star Wars creator George Lucas, have also had a profound influence on us. Campbell showed how the Hero’s Journey is a central element of the human story, and Lucas has taken that theme and built an empire around it. Many thought the first Star Wars film was something of a joke and would die a quick death. Instead, it was

the beginning of an odyssey that shows no signs of slowing down nearly four decades later. Star Wars: The Force Awakens, has surpassed the \$1 billion in ticket sales in short order and has cracked the Top 5 Films of all time just a few weeks after its release.

About the Authors

Rick McCulloch is an Author, Speaker, Business Development coach and the C.E.O. of wiiFM Scientific Advertising and Direct Marketing. He is a master synthesizer who applies the best in business and scientific thinking to client problems. His specialty is helping find their Breakthrough USP to skyrocket sales. Also, he accelerates growth and engineers success by helping others successfully market to the emotional part of the brain where buying decisions are made. He has a Bachelor's degree from the University of Manitoba. He has a certificate in internet technology from the Southern Institute of Technology, where he has also been an instructor in the sciences, and a certificate from the Dale Carnegie Institute. He is a member of the Canadian Imperial Business Network, a past member of the Junior Chamber of Commerce and the Calgary Chamber of Commerce and a Founding Member of NEURS, a global organization dedicated to helping entrepreneurs succeed. Rick is a self-taught entrepreneur having studied marketing and business masters such as Brian Tracy, Jeffery Gitomer, David Allen, Jay Abrahams, Meir Ezra, JT Foxx, Charlie Cook, David Neagle and Perry Marshall. He has directed marketing efforts for US based software companies. He currently has also mentored students and new graduates from the geosciences, in career management. He has volunteered for the Earth Science for Society, in association with the Association of Engineers and Geoscientists of Alberta, of which he is a member. He is connected with many entrepreneurs worldwide as a result of attending international events like Mega Partnering. He recently published "Timeless Commandments for Entrepreneurial Success".

David Shiang is the President of Open Sesame Marketing & Communications, a consulting and coaching firm. He specializes in helping clients make quantum leaps in their businesses and personal lives. David is a graduate of MIT and has a Master of Management from the Kellogg School at Northwestern University.

He was also a Danforth Fellow in the English Ph.D. program at UC Berkeley. He has broad experience in marketing, strategy, coaching, consulting, research, and education. He began teaching marketing in 1989, designing programs for companies such as GE, Chase, and DuPont. He was VP of Software Consulting with a division of IDG, a \$3 billion global technology media, research, and event company. He has worked with entrepreneurial firms as well as companies such as Microsoft, IBM, and HP. He is the author of "God Does Not Play Dice: The Fulfillment of Einstein's Quest for Law and Order in Nature". He is the author of "The Regret Cure: How to Eliminate Toxic Emotions and Never Regret Again". He is also the world's leading authority on Jim Morrison and The Doors. He co-hosted Skyrocket Your Success 2013 - a 3-day entrepreneurial marketing summit. He has presented at the Billionaire Event with George Ross of the Trump Organization, The Nido Qubein Experience at High Point University, and other key leadership gatherings.

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What Satisfied Clients Say

“Rick made us look real hard at the way we do things and were able to identify the problem we had and fix it within minutes. As we progressed through the Powerpoint, the picture became very clear, and the solution was right there to answer the questions we had for the last couple of months.

In my opinion Rick’s course is something that everyone should take. For sure this course would fit well for those starting a new business. No later than a year into the start-up to make sure that the system that the business is using are arranged in proper order. The people involved will identify the weak areas before they become a problem that could ruin a business. Both sessions have left us with great ideas that we are aggressively pursuing. They assisted us in finding a new energy that motivates us moving forward, knowing we are improving and moving in the right direction.”

~Jim Linnell, CIBN Member and President, EcoPower Industries Inc.

Rick has been very helpful in “pointing me and my business” in the right direction to accelerate growth within my company. I am extremely grateful for his guidance as well as his expertise in business development.

~Bonnie Armstrong, Mobile Marketing Allies, President

Rick's seasoned mantras are bound to consolidate all your stray thoughts and incoherent wishes into a roadmap for your dreams to come true. His vast years of experience in dealing with complex situations can provide you the ease and comfort in your journey towards a successful entrepreneurship.

~Satyendra Sinha, Entrepreneur

I had the pleasure of meeting Rick through business. Rick is a highly intelligent professional who presents his discussions and explanations based on experience and well-rounded research.

~Ryu Tokumine, Entrepreneur

Rick is a very honest and sincere Person. He has gone through tremendous efforts on himself to help guide you to where you want to go in life both personally and professionally.

~Wes Anderson, World Financial Group

Rick McCulloch is a dedicated service-oriented delivery individual with a passion for mentoring and impacting knowledge and business development skills in the lives of those he comes across. He is honest, loyal, friendly and pragmatic and is one who goes the extra mile to get a project done even when the reward is not imminent. I found my time networking with Rick very rewarding and will recommend his book any time any day.

~Olubiyi Ishola, MSc, P.Geo.

My team hired IDC to conduct research and deliver a set of white papers for Microsoft's sales force. David was the project manager and the glue that kept the project together.

~Bill Barna, Microsoft Practice Director – Energy

David is an innovative marketer who understands information technology, and he has read more books on marketing and sales than anyone else I know.

~David Alexander, Web software guru

David is one of the most brilliant people I know, and I was privileged to work with him for more than 3 years. He has a firm grasp of what's required from a service provider - he can determine a client need, articulate their requirements and execute a solution.

~Maire Kushner, Principal at CreativeMarketingContent.com

A Special Offer for Qualified Businesses

wiiFM Scientific Advertising and Direct Marketing offers a complimentary **Strategic Assessment** that will give you and your business more focus, clarity, and control. Here is the goal of this fast-paced, no-nonsense session:

1. Gain more clarity around your goals and what is holding you back from achieving them.
2. Pinpoint the specific roadblocks in your business that you must remove to make your path to success easier.
3. Identify ways to accelerate your progress with little-known shortcuts, tips, and techniques that apply to your specific situation.

By the end of the Strategic Assessment, you will have greater insight into your business and the specific actions to take to succeed. To find out more about how you can take advantage of this limited opportunity, go here:

freeconsult.wii.fm

Continue your journey to success

by getting a free copy of my book

“Timeless Commandments for Entrepreneurial Success”

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