

64 **MARKETING** **HACKS**

A "CHEAT SHEET" FOR
REMEMBERING MARKETING
FUNDAMENTALS

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When Old is New Again

Some things in marketing NEVER change...

and yet most people in business *still* don't bother learning them.

Take, for example, smiling. Businessmen have been using this for thousands of years to charm their way to a sale. In a thousand years, they'll *still* be smiling for the exact same reason (even if we've all morphed into mutant robots by then).

Knowing that fact, you'd think smiling would be a no-brainer for every businessman during face-to-face meetings. But it's not. The truth is, the businessman with the confident and steady smile is as rare today as a pink cactus.

Similarly, the most popular TED talks on business reveal a mass ignorance among people who *should* know better. If you've seen any of them, you'll know what I'm talking about. An otherwise boring-ish speaker utters one truth (e.g. “don't steal,” “listen to your customers”) and the audience EXPLODES: thunderous applause... a standing ovation... 3 million views on YouTube... universities tripping over themselves to offer an honorary degree.

What gives?

In today's world, with so much information bombarding us, little nuggets of insight spoken at the right time, sound like raw genius. As it stands, many business owners have an incorrect and limited view of marketing.

Dan Kennedy defines marketing well: “Marketing encompasses everything a business does to set the stage for the sale.” Think about that for a minute... everything means EVERYTHING!

Marketing is not a function that one person, or a whole department, “does.” It's hardwired into the whole of your business... on display at all times. For that reason, it can't be simply ramped up during seasons of prosperity or turned off when business is down.

Get rid of information overload, starting now

The purpose of this guide is to provide you with best hacks (shortcuts) for preselling whatever it is you offer. Setting the stage for the consummation of the sale need not be complex or lengthy. There are no “tricks” in this guide... just a lot of great business principles boiled down into pithy, active sentences. Do what the guide says and you *will* sell more... even if you don't fully understand why.

The guide is divided into three sections: Personal Marketing, Automated Systems Marketing, and Collateral Marketing. All are easy to digest. They overlap and compliment one another. You'll discover more than a few hacks that you could start using today. Actually, I'd love it if you kept a copy of this guide with you at work. Keep it in a place where you won't forget about it.

Last note – My hidden agenda

The simplicity of this report is what makes it valuable. In fact, you could spend \$2,500 on a three-day marketing conference and still walk away with less than you have here. Seriously.

You'll notice that most information products include a legal disclaimer barring you from sharing or giving it away. Not so with this one -- in fact, I WANT you to give this away. Give it to anyone you think would use it. Just so you know, I have nothing against anyone trying to protect his or her intellectual property. As I just finished saying, I think this guide is worth thousands of dollars, but I have a hidden agenda...

It's this: I want to see the world's marketplace transformed. I want to see every company that is credible and honest, with something good to offer, reach the people who would benefit most from their products.

But that will happen only when business owners and entrepreneurs understand marketing at a deeper level. Consider this guide my contribution to a better marketplace.

So without further ado...

Personal Marketing Hacks

1. Smile when you greet a prospect. Prospects are more receptive when you smile with confidence and enthusiasm.
2. Offer a firm handshake to both prospects and clients.
3. Make eye contact with prospects and clients in person and in video. Eye contact, like a smile and handshake, broadcasts confidence. When someone has confidence in your abilities, their brain is more attentive to what you're saying.
4. Impress your clients with good manners; say "please" and "thank you" liberally.
5. If you're not interested in working with a prospect, let him or her know so they could make alternative plans.
6. Don't joke about serious business matters with a client. For example, losing their money is NEVER funny.

7. Think before you speak but don't over-think, less you stifle your creativity and problem-solving instinct.
8. Schedule your work day with “start” and "stop" times for each task. If you don't stop a task, it will swallow up your whole day.
9. Listen more and talk less at networking events.
10. Take short breaks throughout your workday. If you eat lunch with coworkers, take a break from talking about work. It will boost your creative thinking.
11. Read more books, watch less TV.
12. Get to know people working in other industries; you'll learn things from them that you could apply to your industry.
13. You are NOT your customer; don't let your prejudices and hang-ups affect how you market to them.
14. If you want to reach someone on Linked In, send them a direct message. Avoid chat rooms (they waste time) except for research purposes.
15. Never stop studying your customers.
16. Monitor and study your competitors, but don't obsess over them. Instead, concentrate on plugging the holes in YOUR business.
17. Little gifts to clients go a long way...
18. BIG gifts to clients go even farther!
19. Memorize your elevator pitch; you never know when you'll be called on to recite it.
20. Know what your employees are responsible for. Distant and aloof owners (a la “Undercover Boss”) lose money and go out of business.
21. Reward yourself whenever you finish a hated task. Eventually, you'll hate the task less.
22. Practice speaking clearly and succinctly so that misunderstandings are minimized.
23. Consistently GREAT service is the best way to build your brand.
24. Don't ask business advice from family, friends, or neighbors unless they're professionally qualified to answer. You'll end up with well-intentioned but bad advice.

Automated Systems Marketing Hacks

25. Use a standardized greeting for all incoming calls.
26. Have someone on your team respond to all inquires within a 24-48 hrs.
27. The best closers always use a script for sales calls. By "winging" a phone call, you risk forgetting something important or saying something stupid.
28. Standardize your testimonial forms.
29. Offer a reward for anyone who refers a client to you.
30. Treat your employees fairly (not necessarily equally). Ask them for recommendations when it's time to hire.
31. Use an easy-to-understand contract for all vendors.
32. Ask all prospects intelligent and insightful questions. Their answers will determine whether you want them as clients.
33. When everything else is done, boldly ASK for the sale.
34. When presenting to prospects, start and finish on time. Going long shows poor time management and raises questions about your demand level.
35. Prioritize your work based on revenue or expected revenue. Save novelty projects for your free time.
36. Delegate as many tasks as you can get away (use the 80/20 rule).
37. Don't rely on any ONE medium for getting clients; sudden changes could wipe you out.
38. Test small before spending big.
39. Do NOT treat your customers equally. Give preference to your best customers.
40. Don't talk a near-customer out of a sale. Shut your mouth when they take out their credit card, wallet, or checkbook.
41. Treat social media with caution; more times than not, it won't bring you business.
42. Don't buy long-term ad space until the ad has shown itself as a lead generator.
43. Have an apology/mea culpa template ready to go for the bad times. Clients are forgiving when the apology comes quickly.
44. If a reporter calls you, get back to them ASAP. Publicity is great for business.

45. Always try your best to "WOW" clients. They'll never leave if you continually wow them.

Collateral Marketing Hacks

46. Scan your website at least once a month for broken links.

47. Review (or secret shop) your website once a month (and no more) to make sure it still matches your mission. You need fresh, rested eyes to evaluate it correctly.

48. Don't publish "content" for content's sake; quality trumps quantity.

49. An old-school, hard-copy calendar is the BEST way to ensure you publish regular content.

50. Stick with proven formulas and scripts when writing sales copy.

51. Write like your audience talks.

52. Test and split-test everything.

53. A logo and tag line, while nice, are not necessary for new businesses to succeed. The best tag lines come from customers, and most new businesses don't have many customers.

54. Include a call-to-action in all your marketing material.

55. Read everything out loud before publishing, then read it a second time.

56. Understand what information your audience already knows, so you don't bore them with the obvious.

57. Understand what information your audience doesn't know, so you can speak to them accordingly.

58. Offer the strongest guarantee you can imagine (the crazier, the better).

59. Write your sales letter BEFORE you create your product or service. By doing it this way, you'll think through potential obstacles and end up with a much stronger offer.

60. Cross-promoting your business with other companies is a great way to lower advertising costs while reaching new customers.

61. Always provide a reason for a price discount.

62. Always provide a reason for a freebie.

63. Have a FAQs page on your website. Include a FAQs sheet in your direct mail

packages.

64. Don't introduce wildly different products and services to your core business. It will confuse your target audience. Instead, create a second or subsidiary company.

What to Do Next

Now that you've read this guide, your head is probably spinning with possibilities. Congratulations! That's what a BIG and BROAD view of marketing will do.

But don't let the momentum die. Take advantage of my FREE, no-obligation ***Tell Me Your Biggest Marketing Problem*** consultation. It's 30 minutes of fast-moving, structured conversation designed to reveal a workable solution for your biggest marketing headache.

To get started, send me an email at mike@mikedevaney.com. In return, I'll send you a pre-consultation questionnaire. Once the questionnaire is returned, your consultation can normally be scheduled within five business days. Consultations are conducted over phone or Skype. I don't know how much longer I'll be providing this service at no charge, so jump on it while you can.

If you'd like to hire me as a copywriter, send an email to mike@mikedevaney.com with a creative brief. I answer all emails within 48 hours.

About

Mike Devaney is a direct response copywriter and marketing consultant in Seattle, WA. He helps clients grow their businesses by framing their offers in target-specific language. He also helps clients fill holes in their marketing strategy, find new ways to generate income, and plan for the future. Some of the industries he's written for include natural health, finance, senior care, nonprofits, and architectural services.