

The Authoritative, Hands-on, RealLife,
"Here's How You Do It," **Make More Money Right Now**
Guide To Success In Marketing, Advertising, And Business.

MONOPOLIZE

YOUR

MARKETPLACE

**SEPARATE YOUR BUSINESS
FROM THE COMPETITION**

THEN ELIMINATE THEM.

RICHARD HARSHAW & EDWARD EARLE

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Y2Marketing Corporate Headquarters

6363 N. State Hwy 161, Suite 600

Irving, Texas 75038

(972) 823-2000

www.y2marketing.com

EVERYTHING You've Ever Learned About Marketing Is WRONG.



Which Result Do YOU Prefer?

	Ad 1	Ad 2
Ad Cost	\$3,000	\$3,000
Calls Received	70	955
Conversion Ratio	17%	68%
Sales	\$13,817	\$451,987

All figures per month

Which ad do YOU THINK caused readers to say...

"I would have to be an ABSOLUTE FOOL to do business with anyone else but you...regardless of price?"

■ Strategic Marketing Vs. Tactical Marketing

Strategic Marketing

Strategic marketing has to do with what you say, how you say it, and who you say it to. In other words, it's the content of your marketing message.

Tactical Marketing

Tactical marketing is the execution of your strategic marketing plan as far as generating leads, placing media, creating marketing tools, and implementing a follow up system. In other words, it's the medium your message is delivered in.

The distinction between strategic and tactical marketing is huge. Most people mistakenly assume that when you talk about marketing that you're automatically talking about tactical marketing—placing ads, generating leads, sending out mailers, attending trades shows, creating brochures, implementing a follow up system, and so forth. They fail to realize that the strategic side of the coin—what you say, how you say it, and who you say it to—is almost always MORE important than the marketing medium WHERE you say it.

This program will help you become proficient in BOTH.

■ What Marketing Is Supposed To Do:

1. Capture the attention of the target market.
2. Facilitate the prospects' information gathering and decision making processes.
3. Lower the risk of taking the next step in the sales cycle.

Human nature **demands** that we always make the best decision possible.

Buyers want to have the **unshakable confidence** that they've made the right choice.

Your job is to **help** them do that.

Do These Ads Do That?

Homes of Distinction.



A lifestyle above the ordinary.



Welcome Home to The Trails.



THE
Trails
OF EASTLAND

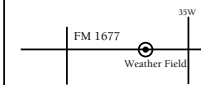
The Trails of West Frisco continues to impress. New neighborhoods, Community centers with pools, tennis courts and playgrounds. A brand new Frisco ISD elementary school at its center, and a great new public golf course on its northern boundary. And the landscaped trails that give us our name.

But the real stars are the homes brought to you by the Metroplex's best builders. New homes are available for immediate move in, and models are opening all the time. We invite you to come to The Trails.

**NOW OPEN
TRAIL GOLF COURSE**



1. Name - The Trails of Eastland
2. Phone - 402-952-5383



ASHTON WOODS HOMES
402-952-5383
From the \$180's

HIGHLAND HOMES
402-952-5383
From the \$180's

KIMBALL HILL HOMES
402-952-5383
From the \$200's

LANDSTAR HOMES
402-952-5383
From the 200's

CUSTOM HOMES

DARLING HOMES
402-952-5383
From the \$300's

DRESS CUSTOM HOMES
402-952-5383
From the \$300's

HUNTINGTON HOMES
402-952-5383
From the high \$300's

INGRAM CUSTOM HOMES
402-952-5383
From the \$350's

MURPHY HOME GROUP
402-952-5383
From the high \$400's

No Pay for 90 Days

Planned Around You.



at The Trails of Westfalia

\$170s to \$250s



From a community pool, golf course, playgrounds, hike and bike trails and parks to exceptional home designs at attainable prices, everything about Sterling Woods in The Trails of Westfalia has been planned around you and your way of life. Make your plans to visit soon.



402-952-5383

www.mymbook.com



Good or Bad Ads?

Do smiling, happy people help you learn what you need to know about buying a home?

Do pictures of beautiful living rooms with furniture that's way nicer than yours help to facilitate your decision making process?

Do maps, addresses, and phone numbers lower the risk of taking the next step?

NO.

These Ads ALL FAIL.



2003 Best Architectural Design ~ The Cambridge

Picturesque Homes

One and two-story, low maintenance Townhomes in Winchester from the \$120s

Homes available for immediate move-in!



www.mymbook.com

- 1 Kingsbrook at Ridgemont
402-952-5383
Opening New Phase
2-story
call for appointment
- 2 Windom Creek
402-952-5383
2-story
call for appointment
- 3 Parkland Estates
402-952-5383
2-story
402-952-5383
1-story
Rancho Villa Grand Opening
call for appointment



Brokers welcome

■ Inside Reality & Outside Perception

Inside Reality

Your Inside Reality is the actual value you bring to the marketplace. This is based on your products or services, your quality, your people, your systems, your service, etc.

A good Inside Reality can be developed by anticipating customer wants and needs and developing your business to meet them.

To create an outstanding Inside Reality, you've got to live by the credo,

"If you want to know why John Smith buys what John Smith buys, you've got to see the world through John Smith's eyes."

"To be effective, you've got to make the product interesting, not just make the ad different."

-Rosser Reeves
Advertising Pioneer

Outside Perception

Your Outside Perception is the way your company is viewed by prospective customers. This is based on any communication you have with them. Advertising, marketing, sales efforts all form your Outside Perception.

"Victory goes to the one with superior forces at the point of contact."

-Chinese Proverb

PROBLEM: Most companies' Inside Reality & Outside Perception don't match up.

Why Inside Reality & Outside Perception Don't Match Up

History of Advertising

In the early days (late 1800's to 1950's) advertisements were thought of as "an army of tiny salesmen... all armed with the perfect presentation, and not afraid of the word NO."

- Headlines identified problems.
- Copy educated the buyer and built a case.
- Offers gave prospects a low-risk way to learn more.

Important Milestones in Modern Medicine: 1766—Triumph Over Contagious Diseases: First inoculation by Dr. Jenner, 1769—Triumph Over Pain: Dr. Mearns's discovery of ether, 1820—Triumph Over Bacterial Infections: Florey discovers penicillin, 1928—1958—Procter & Gamble proudly announces . . .

TRIUMPH OVER TOOTH DECAY

Crest Toothpaste with Fluoristan
strengthens tooth enamel to lock out decay from within

FLUORISTAN IS PROCTER & GAMBLE'S EXCLUSIVE FLUORIDE COMPOUND—FAR SUPERIOR TO FLUORIDE ALONE

Miracle of the With-out Toothaches. For years, children in certain areas were virtually without cavities. Nature's decay-preventive, fluoride, was in their drinking water!

Science Long Tried to Put Fluoride in a toothpaste. At last, scientific selection discovered Fluoristan, exclusive fluoride compound, far superior to fluoride alone.

Fluoristan Makes Possible Crest. Without Fluoristan, you cannot get maximum protection against tooth decay with a toothpaste. Protect teeth of adults and children, six and over.

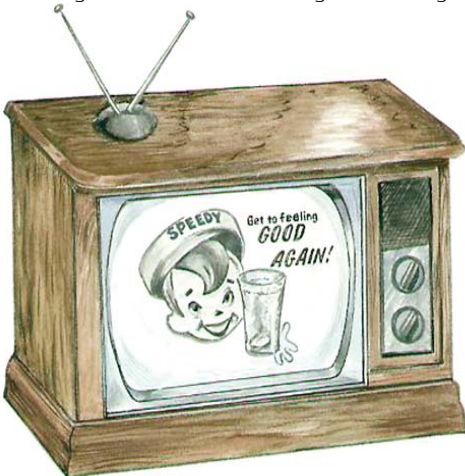
Dentists Tested Crest for three years, on 3,671 people. Crest cut amount of decay prevention seven-eighths by one other toothpaste. (Back-to-school health as it locks out decay!)

IMPORTANT
Crest with Fluoristan is the first toothpaste ever developed that makes possible the maximum fluoride decay-fighting power of all ages. Therefore, Crest marks the turning point in a "great struggle" against this almost universal disease. Instead of waiting helplessly for cavities to strike, Crest now makes it possible for you to build strong defenses against decay within teeth themselves. . . so cavities finally reach us that they turn back the destructive attacks of decay (as opposed to the old-fashioned method of depositing a temporary coating of protection on the surface of teeth). With Crest, your family enjoys the long dream of a life of health. *After five years!*

WORLD'S GREATEST WEAPON AGAINST TOOTH DECAY

The "Era Of The Brand Builders"

Starting in 1948, television changed marketing and advertising forever...



- Ads shrank from 1 to 2 minutes down to 30 seconds.
- Ad prices went up dramatically.
- Only the largest companies could compete.
- Slogans became the most cost-effective way to communicate
- Creativity & Repetition (C&R) became the de facto advertising standard

In the "Era of the Brand Builders," Inside Reality and Outside Perception didn't have to match... because relatively few companies could afford to play the game—and they won by FORFEIT.

Most Advertisements Fit

■ Institutional Ads

"Here's our best attempt at being creative and here's the biggest budget we could muster to support this crap."

- Utilized by most big companies and some small ones.
- Supported by huge ad budgets: (2002, Source: Advertising Age).

GM - \$3.6 billion

Disney - \$1.8 billion

McDonald's - \$1.3 billion

Proctor/Gamble \$2.7 billion

Sears - \$1.6 billion

Pepsi - \$1.1 billion

One dot com minute.

Fess up. Your office needs beefier Internet access. So call Birch.

We bundle router, line, service in one package, at frisky rates.

We include router, saving you hundreds.

And we back it with 7-day a week tech support.

Could it be any easier? Call Birch. We'll come running.



BIRCH
telecom
www.mymbook.com
402-952-5385

HOW BIG IS YOUR BUDGET?

Platitudes Now Rule The Roost...

Platitudes are words or phrases that are drearily commonplace and predictable, that lack power to evoke interest through overuse and repetition...that are nevertheless stated as though they were original or significant.

Words & Phrases like:

Lowest Prices

Best Service

Highest Quality

Most Professional

Largest Selection

Biggest In State

Family Owned

Most Reliable

In Business Since 1431B.C.

Into These 2 Categories:

■ Menu-Board Style

Just like a restaurant menu...

"Here's our name and here's a list of stuff we have for sale."

- Utilized by many small businesses.
- Commonly found in yellow pages, newspaper, magazines...even radio & TV.
- Basic offer: "Come buy from us for no justifiable, rational reason besides we have it."

399⁸⁸ closeout
just \$10 monthly*
PRO-FORM
a Crosswalk treadmill, save \$100
18x45-in. cushioned deck. Power
incline™ 3-10%. 2-HP.
Was 499.99 while quantities last

599⁸⁸ PRO-FORM closeout
just \$14 monthly*
c. Treadmill, save \$200
18x50-in. cushioned deck.
one-touch speed control
Was 799.99
While quantities last

499⁹⁹ sale
just \$12 monthly*
PRO-FORM
b. 540 LS treadmill, save \$150
18x50-in. cushioned deck. 1.5-10%
Power incline, 2.25-HP motor
Reg. 649.99

799⁸⁸ closeout
just \$16 monthly*
d. Treadmill, save \$200
20x55-in. cushioned deck. one-touch speed control
Power Incline. Was 999.99 While quantities last

O'Dell's America's #1 fitness source
save on ProForm, NordicTrack, Weider, Lifestyler

129⁹⁹ sale
Lifestyler
f. Recumbent bike, save \$50
Electromagnetic resistance,
Adjustable padded seat.
Reg. 179.99

399⁸⁸ sale
e. Recumbent bike, save \$200
3 preprogrammed workouts, quiet
magnetic resistance. Was 599.99

99⁸⁸
weider
Weight bench, low price
Mid-width, adjustable
incline, leg developer
and preacher

299⁹⁹
just \$10 monthly*
weider
Pro Corner System, 500V

the perfect gift for everyone on your list

MAY I TAKE YOUR ORDER PLEASE?

Even A Dead Fish Can Float Down Stream

Just because your ads are done wrong and violate the Marketing Equation (page 11) doesn't mean they absolutely won't work. In fact, often times they work just fine. Why? Because none of your competitors are doing any better at marketing than you are!

After all, people need to buy what you sell, and they're going to buy from somebody. If you have any ad you're going to get some business. We call this "situational results," meaning the momentum of the marketplace will bring you some customers. Here's a better idea: implement the Marketing Equation into your business and **Monopolize Your Marketplace.**

■ Platititude Evaluations

Evaluate & See For Yourself

Grab an advertisement or marketing piece from your company and run it through these three "Platititude Evaluations:"

- 1. Well I Would Hope So!** Does your prospect expect you to say what you've said? If so, it's a platititude.
- 2. Who Else Can Say That?** Could your competitors say the same things you've said? Not do what you do, but SAY what you say?
- 3. Cross-Out/Write-In Test:** Cross your name off your ad and write in the name of your competitor. If the ad is still valid, you fail the test!

Since 1984 • The Problem Solvers

MJ's Automotive

Auto Repair Specialists

Using the ROTECH Diagnostic System

IN HOUSE SUBURBAN, JEEP, CADILLAC, NISSAN, TOYOTA, HONDA, BUICK, PONTIAC, OLDS, CHEVROLET, FORD, CHRYSLER & ACURA SPECIALISTS

Maintenance Counseling
Computer Generated
Problem Analysis, Estimates &
Invoices Provided To All Customers.



FOREIGN • DOMESTIC

- Air Conditioning
- Cooling System
- Tune-Ups
- Engine Overhauling
- Fuel Systems
- Transmissions
- Brakes/Shocks
- Lube/Starters
- Front End
- Alignment
- Electrical
- Batteries

ASE
CERTIFIED

Servicing New R134A
Ask About Our 12 Month
12,000 Mile Warranty

COMPLETE REPAIR & SERVICE

402-952-5383

Secured Overnight Indoor Parking



15 (3 TRAFFIC) **Well I Would Hope So!** (NOW)

Cross-Out/Write-In Test:

Cross your name off your ad and write in the name of your competitor.

Well I Would Hope So!
Does your prospect expect you to say what you've said?

How do these ads stack up against the platitude evaluations?



What about **YOUR** ads!?

Who Else Can Say That?

Could your competitors say the same things you've said?

Sharp **Image**
quality

Sharp copiers and **Southwest Office Systems** bring a higher level of productivity to your office. High-volume performance, outstanding reliability, and razor-sharp copy quality keep you ahead of your copying demands.

At **Southwest Office Systems**, sales and service excellence are the cornerstones of our family-owned business. With over 40 factory-certified technicians, an unequalled on-site parts inventory, and a product specific sales force, **SOS** delivers solutions to your copier needs.

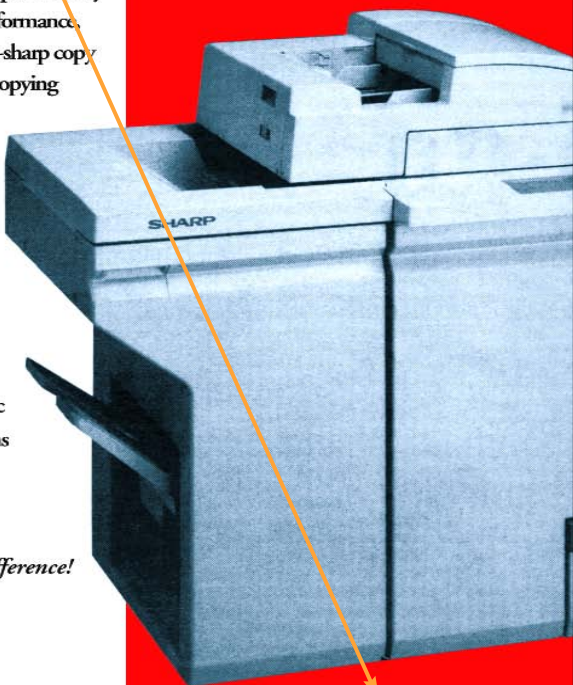
Independence makes the difference!



Southwest Office Systems

Dallas Co. Area Tarrant Co. Area
(402) 952-5383 (402) 952-5383

reliability



service

Have You "Pegged" The Platitude Meter?

■ Why Marketing Isn't Working (continued)

DAYS OF SIMPLE SELLING

Up Until The 1980's

The straight line represents the seller's ability to get in the door and make a presentation, use some closes, and walk out with a check.



- Fewer Competitors
- Fewer Choices
- Low Technology
- Low Education
- Low Information
- Low Resistance
- Easier to make a buying decision

The Seller Had The Power

THE CONFIDENCE GAP

1990's On...

The Gap in the line represents how hard it is to even get in the door to get a chance to sell.



Because of...

- Increased Technology
- Increased Competition
- More Choices
- Increased Information
- "Entrepreneurial Boom"

THE CONFIDENCE GAP

Leads to...

- Increased Resistance
- Longer Buying Cycles
- Price Competition
- Products are Commodities
- Identical Mktg. Messages

NOW - The Buyer Has The Power (and the seller is at his mercy)

"The Confidence Gap represents the buyer's inability to distinguish whether any of the businesses, any of the products, or any of the services are any BETTER, any DIFFERENT, or any WORSE than any of the others."

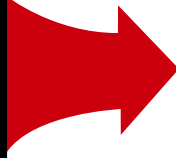
RESULT: Buyers Stall and Shop PRICE.

■ The Marketing Equation

Recap Of Why Everything You Know About Marketing Is Wrong

These Problems...

- History of Advertising
- Era of the Brand Builders
- Platitudes
- Days of Simple Selling
- Confidence Gap



Resulted In...

Most Companies'
Inside Reality
and
Outside Perception
DON'T MATCH

SOLUTION: THE MARKETING EQUATION

Human nature demands that buyers always want to make the best decision possible. Marketing and advertising should get the attention of the target market, facilitate their decision making process, and lower the risk of taking the next step in the selling process. (see page 2!)

The process for accomplishing this is exactly the same every single time for every kind of business. Just like $2 + 2$ always equals 4, the marketing equation always produces the right answer.

Interrupt + Engage + Educate + Offer = RESULTS

Interrupt:

Get qualified prospects to pay attention to your marketing. Accomplished by identifying and hitting your prospects' hot buttons.

Engage:

Give prospects the promise that information is forthcoming that will facilitate their decision making process.

Educate:

Identify the important and relevant issues prospects need to be aware of, then demonstrate how you stack up against those issues. Build a case for your business.

Offer:

Give prospects a low-risk way to take the next step in the buying process...put more information in their hands and allow them to feel in total control of the decision.

RESULT:

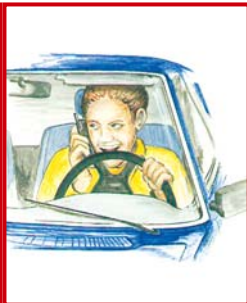
The Right Answer Every Single Time.

Marketing Equation Components 1&2: Interrupt & Engage

"How John Smith's Brain Works" 3 Major concepts:

ALPHA MODE

Alpha Mode is when you automatically run patterns that allow your brain to habitually perform tasks without any conscious effort. Have you ever driven to work and realized when you got there you hadn't consciously seen a thing along the way? That's Alpha Mode. You can talk on the cell phone, listen to the radio, shave, put on makeup, whatever. But meanwhile, your brain can drive you to work without any conscious thought. Think of Alpha Mode as "Sleep Mode."



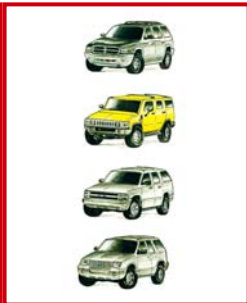
BETA MODE



Beta Mode is the brain's state of active engagement. It's like when you drive to work in a heavy thunderstorm and your hands are firmly gripped at 10 and 2 o'clock. Your eyes are wide open and you're sensitive to everything. You're in Beta Mode when you're watching a movie and the music is building to a crescendo in anticipation of something scary happening. The music puts you on the edge of our seat. Think of Beta Mode as "Alert Mode."

RETICULAR ACTIVATOR

The Reticular Activator is the part of the brain that is on the lookout 24 hours a day, 7 days a week for things that are 1) familiar, 2) unusual, or 3) problematic. When your brain detects any of these things on a subconscious level, it sends a message to the conscious side of the brain that says, "Hey, wake up! There's something you need to pay attention to!" Have you ever bought a new car only to realize afterward that everyone in town seems to have the exact make, model, and color?



ALPHA MODE



This is what you see.

This is what your conscious brain sees.



■ Activators & Hot Buttons

ACTIVATORS

An activator is anything that snaps a person out of Alpha Mode and into Beta. Anytime something familiar, unusual, or problematic enters the Reticular Activator, the brain becomes “activated,” hence the name.

Traditional “C&R” advertising likes to use unusual and familiar activators to interrupt people.



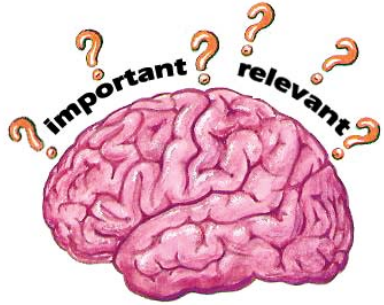
Can you match the the activator with the product?

Beware! Just because an Activator has interrupt value does not mean it has engage value. Activators that are not relevant or important to people must be constantly changed to keep people stimulated and therefore require huge advertising budgets to support.

HOT BUTTONS

What Your Brain Does When It Finds An Activator:

- Immediately and subconsciously searches for additional, clarifying info.
- Gauges importance/relevance
- **If important/relevant:** Conscious bandwidth will be allocated and the brain will be Engaged. This means the Activator is also a Hot Button.
- **If NOT important/relevant:** Brain will immediately revert to Alpha Mode and NOT be Engaged. This means the Activator is NOT a Hot Button—it's a False Beta.



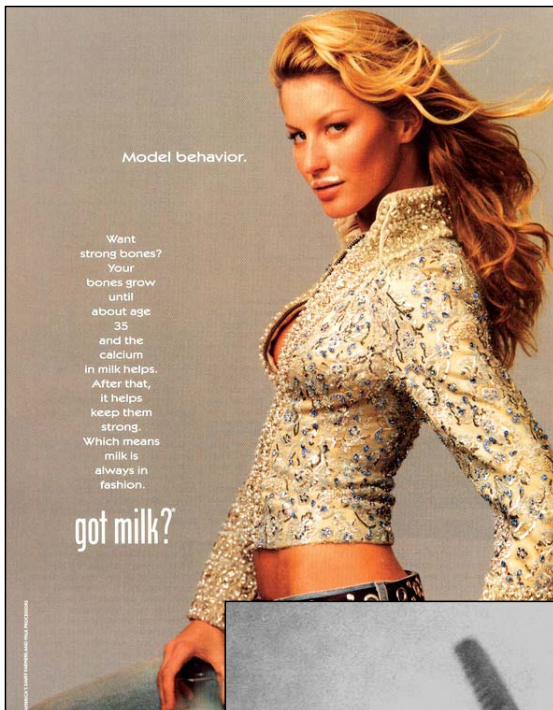
BETA MODE



This is what you want your prospects to see.



■ Interrupt & Engage (continued)



Model behavior.

Want strong bones?
Your bones grow until about age 35 and the calcium in milk helps. After that, it helps keep them strong. Which means milk is always in fashion.

got milk?

False Betas

If the prospect is interrupted but not engaged, that's a False Beta. For example, in a crowded airport, you hear a voice from behind you call out your name. You turn and realize that the person calling your name was actually calling to someone else who apparently has your same name. What do you do? Do you still engage that person in conversation? Do you ask them what they want? Of course not. In this case you are interrupted but not engaged—a False Beta.

▲
Celebrities are used in advertising because they are familiar and therefore register in many people's reticular activators. But since the celebrity often does not connect with the product...

Result: False Beta.

▶
Activators that are strange, shocking, creative, or unusual will interrupt the prospect. But when the brain cannot immediately find additional, clarifying information, it quickly reverts to Alpha Mode.

Result: False Beta

We have the expertise
to apply the right
technologies
and the
business sense
to help you
use them properly.

CIS
COMPUTER INFORMATION SYSTEMS

For further information please contact
our Dallas office at 402-952-5383 or
visit our website at www.mymbook.com.

BUSINESS VALUE + TECHNOLOGY EXPERTISE APPLIED

The Ritz Digital Advantage **\$100 Value! FREE with any Digital Camera purchase**

BONUS \$399 Rebate
With the purchase of any HP 300 or 800 and select HP printer device.

Photosmart 300 Digital Camera **\$199⁹⁹**
 • 2.3 million pixel resolution
 • 2x digital zoom
 • Built-in color view screen

Photosmart 1115 Color Inkjet Printer **\$199⁹⁹**
 • 2400x1200 dpi on premium paper

Photosmart 1115 Color Inkjet Printer **\$299⁹⁹**
 • 2400x1200 dpi on premium paper
 • Features memory stick slot for direct printing, infrared interface and automatic paper-type sensing

Photosmart 600 Digital Camera **\$299⁹⁹**
 • 2.3 million pixel resolution
 • 2x digital zoom
 • Built-in color view screen

Kodak DIGITAL
DX3600 Zoom Digital Camera **\$299⁹⁹**
 • 2.2 million pixel resolution
 • 2x digital zoom
 • Internal 8MB memory
 Optional Camera Dock - \$79.99

Personal Picture Maker 200 by Lexmark **\$129⁹⁹**

Bonus Bundle!
 Purchase Kodak DX3600 with the picture maker 200. Printer and reader. The Kodak travel kit for \$399⁹⁹

Nikon DIGITAL
CoolPix 775 Zoom Digital Camera **\$399⁹⁹**
 • 2.1 million pixel resolution
 • 3x digital zoom
 • High-speed USB connection

CoolPix 885 Zoom Digital Camera **\$599⁹⁹**
 • 3.2 million pixel res.
 • 3x digital zoom
 • USB image transfer

Menu-Board Style False Betas

This Menu-Board Style ad will interrupt people who are thinking about buying a camera because the pictures of cameras will register in their Reticular Activator as something familiar, and flip them out of Alpha "Asleep" Mode and into Beta "Alert" Mode. But when the brain tries to find additional information, nothing is found, and all but the most urgent buyers will revert to Alpha Mode.



You'll see this symbol throughout the rest of this book to help rate various marketing pieces. Each of the letters, I, E, E, and O stand for a component of the Marketing Equation—Interrupt, Engage, Educate, and Offer. The corresponding letter will be green if properly implemented, otherwise it will be red. Only when all four components are green will the marketing piece get results.

Thinking About Buying A Digital Camera But Don't Have The Foggiest Clue What You Need... Or Even What's Available?

Call For Our FREE Guide!

5 Things You Need To Know Before Buying A Digital Camera

Are you **Confused** by all the technical lingo surrounding Digital Cameras? You've got Mega Pixels, Megabytes, Gigabytes, and Zooms. You have your Ni-Cads, your Lithiums; you even have your Image Stabilizers. Confused yet? You're not alone. Most people are. That's why we here at Ritz Digital Camera have put together this

Free Report:

"5 Things You Need To Know Before Buying A Digital Camera". Even if you don't buy a Camera from us, don't buy a Camera period until you have answers to these vital questions...

- What is a Mega Pixel and why is it so important?
- Is a Digital Zoom as good as an Optical Zoom?
- Image Stabilization...do I really need it?
- Is 2 Megabytes a lot of storage?
- What type of Batteries are best for my Camera?



Photosmart 300 Digital Camera



Photosmart 600 Digital Camera

The Ritz Digital Advantage

Call For Your Free Digital Camera Buyer's Guide 402-952-5383



Finally, An Ad That Works!

Interrupt
Based on Hot Buttons of uncertainty and confusion

Engage
"5 Things You Need To Know..." promises to educate the reader

Educate
Allows reader to control information; identifies important and relevant issues

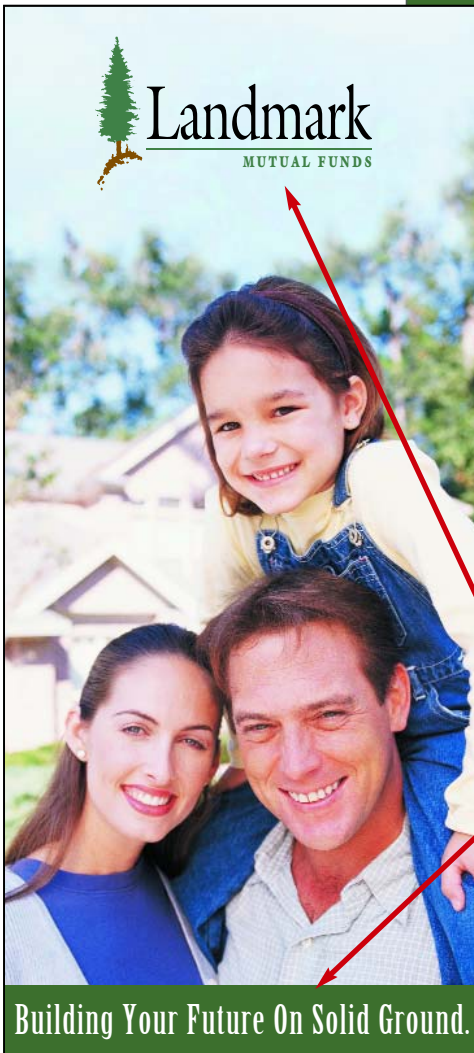
Offer
"Free Digital Camera Buyer's Guide" Allows reader a low-risk way to take the next step

■ Interrupt & Engage (continued)

Headlines

Headlines must be full of hot buttons that will interrupt the prospect. Use hot buttons based on problems, annoyances or fears your prospects have. This triggers an emotional response and prepares them to become engaged.

Company names are **NOT** hot buttons, and therefore, not appropriate headlines.



Headlines should be used in all marketing pieces, not just advertisements. Even your brochures, websites, signs, and follow-up pieces should contain hot-button-loaded headlines.

Will people actually read all those words? Yes, they will **IF** you have the right hot buttons... in which case the reticular activator is helpless. It has **no choice** but to "wake up" your conscious brain and pay attention.

Mutual Fund Investment Strategies:

Which Ones Actually Work...

And Which Ones Are Guaranteed To

HOT BUTTON

Drain Your Savings,

Jeopardize Your

HOT BUTTON

Retirement,

And Squash Your

HOT BUTTON

Quest For Financial

Independence.

Nobody cares what your company name is until they know what you can do for them.



Landmark

MUTUAL FUNDS

This Brochure Is Just Begging To Be Read.

■ The Marketing Equation Component 3: Educate

Now that the prospect has been successfully interrupted and engaged, your job as marketer is to become the facilitator of information—the fountain from whence all knowledge flows when it comes to figuring out how to buy what you sell.

You've got to give them enough information—quantified, specific, delineated information—that they feel like they understand the important and relevant issues. They need to feel like they're in CONTROL of the decision.

You've got to give them enough information to give them the unshakable confidence that they're making the best decision possible.

The more you educate the prospect on what he needs to know and look for and look out for, the more you're going to sell. The information has to be delivered in a way that's easy to quickly scan and digest. We simply call this component of the marketing equation **Educate**...and the information that is given to educate them is called "CONTROL" information, because it puts them in control of the decision.

Build A Case

Your product
or Service
IS ON TRIAL

THE CUSTOMER
is the Jury

YOU are the
attorney

You must **EDUCATE**
as to all of the
relevant &
important issues

Prove that you
offer superior
value

Present evidence
of expert
testimony to
support your case

Remember, it's
a life or death
sentence!

How To Buy SBC's \$1,000 A Month 1.544M T1 For Only \$399 A Month.

Now You Can Benefit From New Laws That Have
Forced SBC To Make Their "Pipes" Available To
Other Carriers For A Fraction Of The Cost...

**It's True: SBC Has No Choice But
To Sell Their Lines For Less
Than They Can Charge You.**

You know that the Baby Bells have enjoyed monopolies on phone service, but did you know that in 1996, a law was passed forcing the Baby Bells to make their lines available to other carries in an effort to promote competition?

**What To Look For...
And What To Look OUT For!**

Comparing T1's is often like comparing apples to oranges. To make sense of a company's offering, you've got to understand what the important and relevant issues are, including:

1. **What is the length of the contract?** Most companies charge more money for shorter contracts. We charge on low flat rate, period.

2. **Is the router included or not?** If not, then the telco manages it for you, which will cost your more. We include the router so your cost is LOWER.

3. **How much is the "Loop" charge?** This is how much it costs to get the line from the ISP box to your office. With some companies, your Loop Charge can be as much as 25% of the monthly fee.

4. **Is monitoring included?** Most companies charge more money to monitor your ISP to make sure it's up all the time. We include monitoring even at \$399 a month.

**How Much SHOULD You Pay
For A Good T1?**

The bottom line is that if you know how to compare apples to apples, you can get the best value possible. T1's don't have to be expensive, especially if you are educated when you go to purchase one.

Call For Your FREE "T1 Cost Comparison Guide"



Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Please Fax This To (402) 952-5383 or Call (402) 952-5383

I + E + E + O = RESULTS

When It Comes To Law,



Close Is *Not* Good Enough.

With Borrowitz & Grubits, you can rest assured we get the details right. Whether it's personal injury litigation, real estate or business law, our team of attorneys work hard to get the job done right...the first time. Our smart, savvy lawyers love a good legal challenge and thrive on helping our clients seek justice. When you're in need of legal council, call the law firm of Borrowitz & Grubits.

**Borrowitz
& Grubits, LLP**
Counselors at Law

2525 Apple Avenue, Franktown, New York
1400 Main Street, Citytown, New York
1000 Franklin Avenue Middletown
402-952-5383
www.mymbook.com

I + E + O = RESULTS

You would think that attorneys would be great marketers since they are experts at building cases. In fact, most attorneys are horrible marketers. If you're in trouble and you needed an attorney, would you call the platitude ad (above) or the marketing equation ad?

3 CRITICAL Characteristics To Demand From Your Attorney

Does Yours Stack Up?



1. Expertise. The key here is not just experience, but experience in **cases like yours**. There are over 60 different broad disciplines, each of which has over 100 sub-categories. We will always find out the details of your case, and assign the attorney with the right experience for **your** case. If our firm doesn't have the expertise, we won't take the case, period.

2. Case Load. Too many irons in the fire is a big problem with many firms and their attorneys. Nationally, the number of cases assigned per attorney could be as many as 40 or 50. That leads to slow response time and inattention to detail. Make sure your attorney has no more than 10 files at any given time.

3. Fee Policies. Your attorney should help you solve your problems, not be the source of them! Unfortunately, some firms "conceal" certain changes until after it's too late to undo the damage. Request our free report for more info.

Find Out How We Stack Up...Call For Our FREE Report:

How To Chose The Right Lawyer for Your Case
402-952-5383

**Borrowitz
& Grubits, LLP**
Counselors at Law

2525 Apple Avenue, Franktown, New York
1400 Main Street, Citytown, New York
1000 Franklin Avenue Middletown
402-952-5383
www.mymbook.com

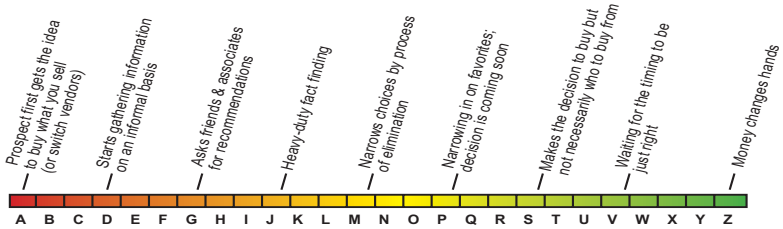
I + E + O = RESULTS

Marketing Equation

Component 4: The Offer

The Educational Spectrum

Most marketing pieces only appeal to NOW buyers. Problem is, those who are ready to buy now only account for 1% to 5% of all prospects. By putting a low-risk offer in your ad that allows the prospect to get more information—become more educated—you can capture a much larger portion of prospective buyers.



Prospects from all points of the Educational Spectrum will respond to your offer, instantly increasing your ad's "pull" by 2 to 100 times. And the best part is that you can now control those prospects by pro-actively nurturing them along via a follow up system...and capture more sales long term.

The Only New Home Community In Frisco, Plano Or McKinney With Homes From The \$180's To \$400's That Was Designed Specifically For Professional People With Children.



- 3 Basketball Courts
- 2 Sets Of Hiking Trails

All Surrounding A Brand
New Frisco ISD Elementary School...

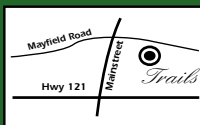


- 6 Playgrounds
- 5 Swimming Pools
- 4 Community Centers



Make The Trails of Eastland
The Most Kid Friendly
Community In The
Entire DFW Area.

THE *Trails of Eastland*



Call To Get A Copy
Of Our FREE Report -
*Ranking Kid Friendly Communities In
DFW-How They Stack Up & What To Look For*
402-952-5383

▶

This ad not only interrupts and engages with hot button-filled headlines, it also educates and extends an offer for a free report.

This Ad Is A Winner.


Compare this ad to those on pages 2 and 3.

I + E + E + O = RESULTS

■ Which Do You Think Works Better?

These ads...or the one on the next page?

STARVING STUDENTS



- ♥ Local long distance & office moves
- ♥ Doing the job right for over 25 years
- ♥ Fully insured and licensed
- ♥ Open 7 days a week
- ♥ Storage


WHY OUR PEOPLE DO A BETTER JOB
 We pay our movers a quality bonus when your local move meets our high standards

- ♥ Free use of wardrobes for local moves
- ♥ Full packing service & supplies
- ♥ Time starts after we arrive
- ♥ Free rate quotes
- ♥ We move over 50,000 households annually

DEDICATED TO DELIVERING A LOWER FINAL BILL!

The Full Service Mover PACK-STORE-MOVE (402) 952-5383 (402) 952-5383	Short Notice Moves Welcome Locations in: Dallas, Grand Prairie, Ft Worth	For Long Distance Moves CALL TOLL FREE! (800) 952-5383 (800) 952-5383
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4835 Top Line Dr. <http://www.mymbook.com>

TX DOT 5350808 MC 140404 An equal opportunity employer. We employ students as well as other qualified applicants. **"The serious mover with the funny name - since 1973"** 

I + E + O = RESULTS

Do you really want starving students touching your stuff?

Do you see how these ads force these companies to compete only on PRICE? None of the important and relevant issues when it comes to moving are discussed. Platitudes prevail.

ATB Moving

AROUND THE BLOCK
 Locally Owned & Operated

24 HOUR SERVICE
7 DAYS A WEEK



TX DOT 005200001C

RESIDENTIAL & COMMERCIAL LOCAL & LONG DISTANCE

- NO HIDDEN CHARGES
- FLAT RATE PRICING OR HOURLY
- DEDICATED TO SATISFACTION
- FULLY INSURED
- PROFESSIONAL PACKING SERVICE
- FULL RANGE OF PACKING MATERIALS & SUPPLIES

Free Estimates

LOOK FOR THE SQUIRREL
 We Make Moving Fun

402-952-5383



COURTEOUS. EXPERIENCED. PROFESSIONAL PERSONNEL

I + E + O = RESULTS

If "look for the squirrel" is a hot button for you, then you've got issues!

■ The Marketing Equation: All Together Now

When all of the components come together, not only is it a thing of beauty, but you also make a lot more money!

Remember, human nature demands that people always want to make the best decision possible. Marketing's job is to facilitate that decision making process. As long as you have each of the 4 components of the marketing equation in place, your ads will work every time.

09/02/02 • Southwestern Bell Advertising

LOOK FOR VALUABLE COUPONS IN THE GREEN SECTION

MOVERS 549

Last Year Over 4,350 Complaints & Lawsuits Were Filed Against Moving Companies In Dallas.

Ask These 15 Questions To Make Sure That Your Moving Company's Policies, Procedures & Standards Will Protect You From An Unpleasant Moving Experience.

INSURANCE:

- Do they have an insurance policy with an insurance company or are they "self-insured"?
In 1996 out of 267 moving companies in the greater Dallas area, only about 15 carried genuine insurance. All other moving companies were only "self-insured" even though their advertisement might say that they are "insured for your protection".
- Are your valuables covered per pound or with full replacement value?
If the moving company is "self-insured", it usually means that they will only cover your valuables "by the pound".
Example: If your 25" TV at a value of \$400 gets dropped by a mover, you will not receive \$400, but only between \$0.20 and \$0.60 per pound; that means, if the weight of the TV is 50 pounds, you will only get between \$10.00 and \$30.00.
- Ask for their "Certificate of Insurance!"
Is there any extra charge for insurance?
There are companies that will provide you with full coverage insurance for free. Most insured companies charge \$8.50/thousand, with an \$85.00 minimum.

BONDING:

- Are they bonded?
If they are, it should be on their "Certificate of Insurance". Most moving companies are not bonded. Don't accept any excuses why they are not. You won't be protected.

BUSINESS STANDING:

- Is the moving company a member of the Better Business Bureau?
- As of 8/92 only 44 moving/storage companies were listed with the Dallas BBB. Call the BBB and request a report of their standing.
- Will they provide you with 3 current references upon your request?

INVENTORY:

- Can you get a computer generated inventory confirmation statement?
This is important, if you have a lot of items.
- Can you secure a "guaranteed" moving price? Make sure all items you want to be moved are listed, to prevent expensive "same day" or "add-on" charges.

PRICE:

- Ask for two comparison quotes.
- Get one quote based on your entire inventory.
- Get a second quote based on a calculated "real time" hourly rate.
This way you can ensure to always get the better price!
- Does your price only include the items you have "inventoried" or is it a "flat rate"?
Make sure to ask this if you get a price based on your inventory.
- Request a written confirmation of estimates or the final moving price, if you have a large move.

ADDITIONAL SERVICES:

- Do they offer the disassembly and re-assembly of your furniture?
- Do they offer to disconnect and re-connect your major appliances?
- Do they offer packing and un-packing services?

A large number of moving companies do not offer these services.

Even if you don't move with us - call and get our free **MOVE PLANNER™**.

A ABSOLUTE MOVERS, L.L.C.

Moving can be a tedious task and as a woman-owned and run business, we understand the concerns and worries that come with it. We are here to help! Our mission is to provide excellent service at affordable rates and to set new standards for customer service and care.

- ✓ FREE full coverage insurance.
- ✓ fully bonded.
- ✓ detailed inventories.
- ✓ state of the art custom computer booking system for over the phone estimates.
- ✓ free on-site inventory and estimate
- ✓ easy and flexible adjustments of inventories, prices and services until the night before the move
- ✓ comparison between hourly and inventory rates.
- ✓ same day service.
- ✓ loading and unloading of your rental truck or portable storage container.
- ✓ full service packing and un-packing.
- ✓ dis- and re-assembly of furniture.
- ✓ dis- and re-connect of washers, dryers, refrigerators
- ✓ courteous, trained, professional moving specialists
- ✓ references upon request (up to \$10,000)

• FREE • MOVING COMPANY COMPARISON CHECKLIST

Helps you judge any moving company before committing to a move or giving them a dime.

Available at
www.mymbook.com
or call us to receive our fax or mail.

CALL US NOW! (402) 952-5383
(402) 952-5383 fax

or fax us your inventory and we will call you back with a price!

metro (402) 952-5383

Will people really read all that text?

They will if they are human beings whose nature demands that they always make the best decision possible. Use the Marketing Equation to facilitate giving them the information they need in an easy to understand format.

I + E + E + O = RESULTS

Compare And Price Out All 55 Treadmills On The Market Without Setting Foot In A Showroom And Without Talking To A Salesperson

Only 11 Models Passed Our Stringent Testing Procedures To Be Rated A Best Buy



TreadLightly

If you're like most people, you know you want a treadmill, but the fact is that you don't really know what makes a treadmill good or bad. You can't tell by looking what the difference is in a \$400 treadmill compared to a \$1,400 treadmill.

Did you know that there are 12 major parts of a treadmill to consider, including the motor, the belt, the surface area, the controls, the display console, the functionalities it provides, its programmability, safety issues, response time, smoothness, comfort issues, and warranty issues? Of course not. But you need to at least have an idea of what you're paying for BEFORE you buy.

That's why we've put together a Free Report, "The Treadmill Buyer's Guide," that will educate you on all these issues and then rate every model according to all of the various issues. Each treadmill is graded in a simple, easy to understand way. You'll easily know how a given treadmill stacks up against another one, and how it rates as far as "bang for the buck." Bottom line, you'll know exactly what to buy.

Call now or go online for your FREE Report
(402) 952-5383
www.mymbbook.com

I + E + E + O = RESULTS

Interrupt

Based on Hot Buttons



Engage

Promise to educate



Educate

Identify important and relevant issues



Offer

Low-risk next step



RESULTS

You make more money!

Three Problems Everyone Has When Trying to Get A Small Business Loan For \$50,000 to \$2,000,000...



And How First Commercial Bank Overcomes Them All

1. Too Many Hassles:

Usually you'll spend countless hours running around trying to get all the paperwork done... worrying about time consuming packaging requirements... dealing with inexperienced loan officers... trying to find time to go over to the bank to handle everything. I'll send you a FREE report that shows you how to eliminate all of these energy-draining hassles.

2. Turnaround Time Too Long:

If you endure the paperwork phase of getting a traditional loan, get ready for a long wait while the loan officer processes it. The typical loan officer is just a year or two out of college—our typical loan officer has 15 years of experience. Your FREE report will reveal how they utilize their experience to cut through the red tape and save you time.

3. Hidden Costs:

In a typical loan situation, there are always hidden costs involved. And if you're like most people, just not knowing about certain fees up front is even harder to swallow than actually paying them. Your FREE report will show you how to painlessly get a business expansion loan with absolutely NO hidden charges or fees.

Whose fault is it when these problems occur during your loan process? I say it's the bank's fault. At First Commercial Bank, we realize that getting a loan is a big step for you. We also know you are running a business, not trying to figure out how a bank works. That's why we've committed ourselves to overcoming every problem you will face at any other lending institution—to making your loan process hassle-free, fast, and predictable. Please call now to reserve your copy of the free report; even if you're just thinking about getting a loan right now, the report will show you the right questions to ask when the time comes.

Don't Even Start The Loan Process Until You've Read This Revealing Report, "What Every Business Owner Needs To Know About Getting A Business Loan"



Call For Your **FREE REPORT** That Shows Everything You Need To Evaluate Any Bank You're Considering.

(402) 952-5383

I + E + E + O = RESULTS

■ Writing Evaluation Worksheet

Use this worksheet to grade any marketing piece you write according to the Marketing Equation. If the grade comes back "L-3" or lower, you will need to re-work it—but you will know exactly where and how to make it stronger.

Points _____	<p><u>Interrupt: Headlines</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: No headline at all <input type="checkbox"/> L-1: Company name or play on words; does nothing to beg the reader to continue <input type="checkbox"/> L-2: Headline exists; ACTIVATORS are not HOT BUTTONS; False Beta Alert! <input type="checkbox"/> L-3: Hot Buttons Activated; not articulated well; but still interrupts <input type="checkbox"/> L-4: Good headline; interrupts prospect; work on intensity and tone to make it more powerful <input type="checkbox"/> L-5: Powerhouse! Headline has proper intensity and tone and hits the right HOT BUTTONS
Points _____	<p><u>Engage: Promise To Educate & Facilitate Decision Making</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: If Headline score is L-0, L-1, or L-2...then automatic score of L-0 here. <input type="checkbox"/> L-1: Nothing in ad to make reader want to continue listening...no sub-headlines; no add'l info at all <input type="checkbox"/> L-2: Contains sub-headlines that are NOT ACTIVATORS...reader gives up <input type="checkbox"/> L-3: Reader can tell from scanning ad that there may be decision-facilitating to be found <input type="checkbox"/> L-4: Use of ACTIVATOR-based sub-headlines gives reader promise of useful info in the ad <input type="checkbox"/> L-5: Engaged! Reader quickly scans and becomes enthralled based on excellent sub-headlines
Points _____	<p><u>Educate: Building Your Case</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: No case building materials present; maybe cute or institutional <input type="checkbox"/> L-1: Some features generically listed; not quantified, no compelling; perhaps menu-board-style <input type="checkbox"/> L-2: Relevant and important points at least listed but not developed; poorly quantified <input type="checkbox"/> L-3: Relevant and important issues listed with some quantification; educates on a basic level <input type="checkbox"/> L-4: Relevant and important issues detailed; educates prospect; builds a good case <input type="checkbox"/> L-5: Educates as to relevant and important issues; then builds solid, well-quantified case; prospect truly controls information and says, "I would have to be an absolute fool..."
Points _____	<p><u>Offer: Lowering The Risk</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: No offer at all <input type="checkbox"/> L-1: Contact info present; nothing specifically mentioned as an offer <input type="checkbox"/> L-2: Tells prospect to call for more information or to speak with a representative <input type="checkbox"/> L-3: Offer easily detectable; no handle, offer not as motivating as it should be <input type="checkbox"/> L-4: Good offer, gets prospect to take action—still does not capture widest possible audience <input type="checkbox"/> L-5: Excellent offer with handle that draws in all NOW and FUTURE buyers; causes prospects on all points of the Educational Spectrum to take immediate action!
Points _____	<p><u>Interrupt & Engage: Format</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: A total mess; try again <input type="checkbox"/> L-1: Does not flow, no logical reason for any placements; haphazardly done; not professional <input type="checkbox"/> L-2: Basic structure is in place; lacks power due to poor articulation, spacing, thought flow, etc. <input type="checkbox"/> L-3: Structurally sound, flows reasonably well, some parts are still done poorly <input type="checkbox"/> L-4: Proper use of type fonts and sizes on headlines, sub-headlines; spacing well done, etc. <input type="checkbox"/> L-5: Reader can quickly scan and understand main points; knows exactly what action to take
<p>Total Number Of Points: _____ Divided By 5 = _____ This Is Your Marketing Writing Level: (L- _____)</p>	
<p><u>What Your Score Means:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> L-0: Totally wrong concepts, try again. This is a waste of your money. <input type="checkbox"/> L-1: Low interrupt value (False-Betas); does not engage, will get average situational results. Most ads are L-1. <input type="checkbox"/> L-2: Interrupts, hot buttons possibly present but not well articulated; will get good situational results. <input type="checkbox"/> L-3: Interrupts and engages; important and relevant issues defined; lacks power in articulation. Good results likely. <input type="checkbox"/> L-4: Interrupts and engages; important and relevant issues defined; articulation is good. Great results likely. <input type="checkbox"/> L-5: Well articulated, powerhouse ad interrupts and engages, gives reader control, leads to immediate action. 	

You can download this document in PDF format at www.mymbook.com

Now you can lead your prospects to say, "I would have to be an absolute fool to do business with anyone else but you... regardless of price."

■ Additional Topics

We've only scratched the surface on this program! The full Monopolize Your Marketplace System also covers these topics; see "What To Do Next" below to find out how to take the next steps in Monopolizing Your Marketplace:

Implementing The Marketing Equation: Go through the "discovery" process to identify customer hot buttons and create your unique case.

Innovation: Find out how to "build a better mousetrap" and stay ahead of the pack through competitive leadership.

Presenting Your Case: The most important part of Strategic Marketing is "How you say it." Learn how to articulate your message in a powerful, instantly impactful way.

Master Letters: This is your "Case Overview" that serves as a foundation for everything else you write...including ads, reports, scripts, etc.

Creating Advertising: Learn how to create ads that work from a headline, layout, and content standpoint. Also, learn how to deal with advertising agencies and ad salespeople and avoid getting ripped off.

Industry Category Strategies: General strategies for 7 major industry categories are discussed including service businesses, professionals, mass retailers, and specialty retailers... as well as for companies that sell products to resellers and companies that sell products to end users.

Franchising Your Sales System: Create a systematized approach to your marketing that ensures you get optimal results every single time. Turn your company into a selling machine without having to rely on superstar salespeople.

Lead Generators: Learn how to generate 2 to 100 times more leads than you do now... and actually improve the quality of those leads.

Testing Concepts: Never make a major marketing mistake again by testing everything you do first. Let the marketplace tell you what it will respond to instead of trying to be a "guessing genius."

Marketing Tools: Use websites, reports, audios, videos, sales scripts, signage, and other marketing tools to educate prospects and build your case and Franchise Your Sales System.

Hopper Systems: Nurture your prospects along the Educational Spectrum until they become ready to buy. Do this by sending powerful, well-articulated mailers, emails, and faxes.

Knock-Down Lists: Create a list of prospects that you'd really like to get as customers, and go to work on them with a combination of marketing and relationship selling.

Perpetual Selling Strategies: Learn how to get customers to come back over and over again to give you a steady, reliable stream of sales...and increased profits.

Joint Ventures: Find out how to leverage other companies' customer lists to your advantage, and how you can profit from making your customers available to them.

Upselling Strategies: Learn how to maximize each transaction with your customers by selling them more of your products or services each time they buy from you.

Referral Systems: Get your customers to give you referrals and feel good about doing so by setting up a win-win-win situation.

What To Do Next

Marketing Rx: Sit down with a Y2Marketing Principal Consultant and fill out pages 26 to 29 of this book. You will get an overview "snapshot" on how to implement what you've learned into your business. He or she will help you determine your "Marketing Risk" (how much is at stake when you execute your marketing plan), and chart your best course of action. Once that has been done, you should seriously consider one of the following options:

- **Buy The Full-Length Monopolize Your Marketplace Audio CD Program:** The full-length program covers all of the topics described above in great detail. Each concept is carefully explained and illustrated with several examples. The entire program is over ten hours long, and is appropriate for anyone interested in implementing the MYM System into their business... regardless of what course of action you decide to take, as described below. For ordering information, please go to www.y2marketing.com or www.mymbook.com.
- **Join A Marketing Mastermind Group:** If your "Marketing Risk" is low to moderate (i.e. very small business), you may want to consider joining a Marketing Mastermind Group to help you implement the MYM concepts into your business. Mastermind Groups are facilitated by Y2Marketing Principal Consultants on a local level, and are comprised of several businesses that meet regularly to discuss and implement the MYM System. Visit our websites, www.y2marketing.com or www.mymbook.com for more information.
- **Engage A Y2Marketing Principal Consultant:** If your "Marketing Risk" is moderate to high, you should consider engaging a Y2Marketing Principal Consultant to help you take your business to the next level. Our consultants are experienced in working with companies like yours to implement the MYM System step-by-step into your business. Fees vary depending on the nature and scope of the project for a given business. If you received this program from a Y2Marketing Principal Consultant, you should contact him/her. Otherwise, you can find a consultant by going to our website www.y2marketing.com, or by calling our Corporate Offices at the number listed on this program.

■ Marketing R_x Strategic Marketing

1. Who is your target market?

2. Who are your primary competitors?

3. What would cause somebody to want/need to buy what you sell in the first place?

4. What problems, frustrations, annoyances, etc. do people experience when buying what you sell (hot buttons)?

5. What are the important and relevant issues buyers should be aware of when buying what you sell?

6. What are the main advantages of doing business with you?

7. What kind of evidence can you produce to build/prove your case?

How To Use The Marketing R_x

The Marketing R_x has two sections: Strategic Marketing and Tactical Marketing.

Strategic Marketing

You should fill out the questions on this page to the best of your ability before meeting with a Y2Marketing Principal Consultant. Your answers will help us determine the best strategic message for your company. You may also attempt to write headlines and fill out the Ad Template on page 27. We are available to help you get started, or to critique what you've written.

Marketing Rx Tactical Marketing

Use this page to determine which Lead Generators and Marketing Tools are appropriate for your situation. On page 29, you can fill out the Tactical Marketing Overview to get a snapshot view of your entire plan—what it will entail, and an estimate of what it will cost.

Lead Generating

- Check off each medium that seems to be a good fit in the first column.
- If you're not sure about a particular medium, check it out to see if it has ads from other similar kinds of companies; remember, in advertising, it's better to be one of the pack than the lone dog.
- Rate the Relative Importance (R.I.) of each of the media you have checked... 10 being extremely important, 1 being not that important. More than one medium may share the same Relative Importance rating.
- If you need help on this step, call a Y2M Principal Consultant for advice and assistance.

✓	R.I.	
		Newspaper - Local Daily
		Newspaper - Local Daily
		Newspaper - Local Daily
		Radio
		Television - Broadcast
		Television - Local Cable
		Classified Ads
		Magazines
		Trade Journals

✓	R.I.	
		Seminars & Workshops
		Telemarketing
		Internet - Banner Ads
		Internet - Search Engines
		Email
		Signs - Trucks, Movie Screens, etc.
		Billboards
		Cross Promotions
		Flyers, Doors Hangers

✓	R.I.	
		Public Relations
		Trade Shows
		Fax Broadcasting
		Mail - Letters
		Mail - Postcards
		Mail - Piggyback
		Mail - Card Decks
		Yellow Pages

Marketing Tools

Marketing tools help increase the effectiveness of the entire sales process by giving the prospective customer a powerfully stated, well-articulated case. Marketing tools can cover as much or as little of the case as time or space will allow.

- Check off each marketing tool that seems to be a good fit in the first column
- If you're not sure about a particular marketing tool, see what competitors are using. If other companies are consistently using a particular marketing tool, that's a good sign.
- Rate the Relative Importance (R.I.) of each of the media you have checked... 10 being extremely important, 1 being not that important. More than one medium may share the same Relative Importance rating.

✓	R.I.	
		Audio Cassettes / CD's
		Video / DVD
		Written Reports
		Online Reports
		Checklists

✓	R.I.	
		Recorded Messages
		Sales Scripts
		Secretary's Scripts
		In-Store Signage
		Brochures

✓	R.I.	
		CD-Rom's
		Websites
		On-Hold Messages
		Info Packs
		60-Sec Elevator Pitch

We're looking for people to work with us who sincerely want to be customers and doing things right that they'll do whatever it takes people who can't stomach the thought of a customer doing business let's take your business to the next level.

Marketing Rx Tactical Marketing

Type	Specific Type	Quantity	Cost	Starts When?	Duration
Lead Generators					
Total Lead Generator Cost:					

Marketing Tools					
Total Marketing Tools Cost:					

Hopper System	Emails				
	Faxes				
	Postcards				
Total Hopper System Cost:					

Other Costs	Consulting Fees				
Total Other Costs:					

Total Costs:

be the best they can be... People who have such a passion for their product to get good enough to deserve all the business. We're looking for people who strive with a competitor. If you strive for that kind of excellence, then

Rich Harshaw & Edward Earle



www.y2marketing.com