

HOW TO DOMINATE YOUR SECTOR
THROUGH BRANDED CONTENT

5 TACTICS OF DIGITAL MEDIA MARKETING STRATEGY TO DESTROY YOUR COMPETITION AND WIN HIGH VALUE CLIENTS

SEAN ALLEN FENN



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Who this is for: B2C businesses owners, leaders, entrepreneurs, public and private art institutions and galleries, religious organizations, mid-level e-commerce, executive and personal trainers, health & fitness, financial services, and anyone on a mission to change the world.

Who this is not for: People trying to make a quick buck, who don't know what problem their business solves and for whom. People who rationalize not spending money on advertising who tell themselves they can rely on "word-of-mouth" and grow "organically".

What you'll get out of it: Very few people maximize their marketing efforts by focusing on the psychology of their customer, instead promoting the features of their product. This book, while written quickly, unpacks the tools to develop your online content marketing strategy through proven systems of human psychology. Jesus taught in parables because storytelling is the most effective way to get ideas across. Today, the world has rapidly changed and there's no turning back. People are consuming content online like never before. Nearly half the world's population gets their information from some form of social media. 64% of online shoppers say a video on social media helped them make their decision to buy (*source: <https://www.omicoreagency.com/digital-marketing-statistics-2018/>*). Social Media involving video generates 1200% more shares than text and images alone (*source: <https://www.thinkmediaconsult.com/think-media-consulting-blog/who-doesnt-love-video-why-you-need-a-video-marketing-strategy>*).

My intention is to give away these tools for free to companies who serve the greater good. As for technical resources including how to run Facebook Instagram or Google ads, due to the rapid updates and changing algorithms, we'll have to talk privately. If you have a business and are already spending \$10K or more per month, I'd like to talk to you about how I can help you increase your sales through the 50 tactics of digital media marketing strategy outlined here.

INTRODUCTION

For the uninitiated, it may seem like digital marketing and social media marketing is all a bunch of noise and hocus-pocus. You may think advertising doesn't work. You may wonder what all the hype is around social media. The fact is, that nothing you do online is immune from the factors I'm going to present to you here. Social Media is nothing more than what the World Wide Web has become. It IS the internet. In our fast-paced, rapidly evolving digital world, where the rules seem to change everyday, they really don't on a psychological level. The technology does. Humans basically have the same needs, wants, and desires that we have always have. The pain-points may vary, but that just allows for new problems to be solved. The opportunities are limitless.

It used to be, not more than ten years ago, that buying habits online consisted of a quick search, scrolling and clicking. Even then, before mobile took over, and Snapchat Stories happened, there were forces at work that influenced our decision making on an unconscious level that are now intensified as the desire for more valuable interactions occur. These unconscious factors can be thought of as tools that, once made aware, become the difference that makes the difference in your company's marketing strategy.

I'm going to teach you how to leverage the 25 Giants of Rhetoric from Aristotle, Ancient Greek Orators, and eons of communicative devices. The 25 cognitive biases are sourced from Charlie Munger, and composited into a syncretism of lessons from Robert Cialdini, Daniel Kahneman and other sources of psychology and marketing. Formulated into a system that has resulted in establishing me as the authority in digital media marketing strategy for art-related business, it is my intention to impart the synthesis of ideas to you in order to help with your efforts to reinforce your mission, value and purpose, so that you will be empowered to give more value to your ideal clients. As you apply the knowledge to be more engaging for your audience, you'll instantly increase your results. It's important to warn you that my system doesn't work for everyone, due to the fact that not everyone has the same amount of sensitivity, ability to think abstractly and composite lateral solutions that integrate storytelling through digital media, or resourcefulness and vision. However, if you're like me, you're willing to put in the work.

ABOUT THE AUTHOR

I became obsessed with the human mind, modeling success of people like Charlie Munger. He's an investor, a lawyer and chairman of Berkshire Hathaway. He's the business partner of Warren Buffett; until I became insatiably curious and will consistently read books. I come from a middle class background, and was always interested in art and music, but never learned how to make money. My job for a long time was in retail cosmetics. One day, I was working at a department store, and looked around at the employees who were there. They were of retirement age, still doing the same thing I was doing, on their feet all day, dressed in black, waiting for customers to come in to try and sit them down and sell to them. And there's nothing wrong with that, except that some of them were in their 60s but still working for a W-2. I was terrified! I wanted more from life; a wife and kids, family. I want to do great things. But at the rate I was going, I wasn't going to make it. I was looking at what my future would have been and I knew – I knew that's not what I wanted! I didn't know what to do, but I knew I had to do something. So I asked around and the only thing I knew was to go back to school and get a degree. I was broke. But the only advice I heard was to get a better job, I needed a degree, and to get a degree, I had to get into student loan debt, so to get out of debt I had to get into more debt, and I hope that I can work for someone who will pay enough to eventually pay off the crushing debt.



We're influenced by the people around us. It's the bandwagon effect, and proximity bias, where we tend to accept advice from our peers, even if it's not the best advice. For example, Dave Meltzer, CEO of Sports 1 Marketing, who found success in the early days of the Internet, before it was a thing, just out of law school. He was really into this Internet thing before people knew what it was, and his mother advised him to go be a real lawyer and stop messing around with this internet fad. Well, fortunately for him, he didn't listen. His mother was a schoolteacher, not an entrepreneur. He went on to make millions of dollars. But had he taken that advice from his mother, imagine what would have happened – or not happened for him.

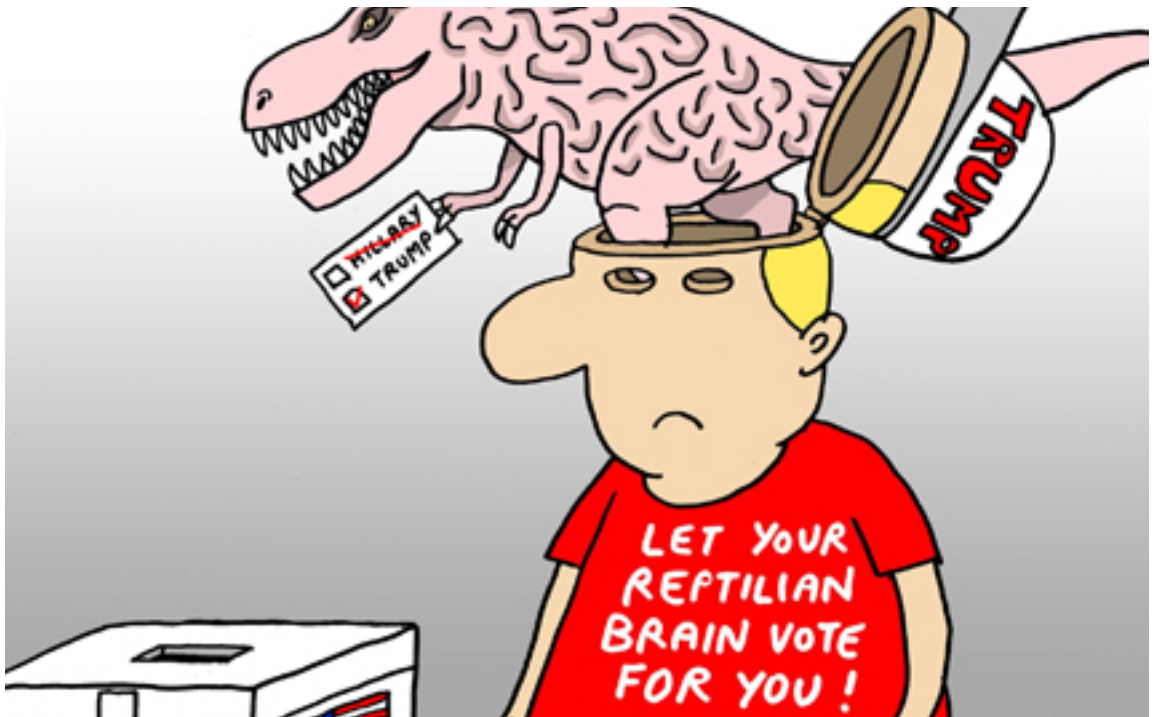
The road to hell is paved with good intentions. Charlie Munger talks about agency cost, a cognitive bias. It's an example of bad advice. On a larger scale, a doctor in Nebraska was on a mission to remove gallbladders. He sent bushel baskets of perfectly good gallbladders to the pathology lab. I mean, he was convinced that was the right thing to do. You're getting your advice in this world from your paid adviser with this huge load of nasty bias. Learn enough information about your adviser's trade and ask questions. I've met a few financial advisers lately and I ask every one of them: "How can I increase my income?" Without fail, they reply with advice about not spending, saving, taking out a life insurance plan, living below your means. Not one of them can explain how to increase your income.

So I moved back home with my parents and enrolled in college. I went to art school to get a degree in advertising. Until, there I was again – not enough money to continue. We're motivated by different things. Maslow's Hierarchy of Needs breaks it down into five things. At the base of the pyramid are the physiological needs: food, shelter above that is safety and security then love and belonging. And on top of that esteem. And at the top is self actualisation I'm motivated by self actualisation by a sense of greater purpose. If you're like me you know it's impossible to hold us down for long. It was at that point I started self educating reading books about successful people who broke the patterns I found myself in again and again. Starting with The Cash-Flow Quadrant by Robert Kiyosaki, which led to more books about money and success, and the key to it all: mindset. Eventually, I started paying attention to this guy named Tai Lopez, who came from nothing like me and now as a multimillionaire and marketing genius. I bought his course and learned about the 25 cognitive biases as parsed out by Charlie Munger, who never formally went to school for economics or psychology, but recognized this extreme pattern of irrationality.



What I'm going to tell you, you must use ethically. Use it for good not evil. First, we have to have a grasp on how the brain works. With your brain, you can, basically think of it in three sections: You have this reptilian brain that wants to keep you alive. It's your reactive brain. It is the part of your brain that, either wants to fight or flight or wants to know if it's food, or If this is something that it can procreate with. OK, some people call the four F's: fight, flight, food, and ... procreation. The midbrain is the mammalian brain. That's your that's your where you're social. Understanding is your limbic system, that's where your memories are. And then your neocortex is your frontal lobe. That's the cerebral part, the problem solving part of your brain that's analytical. It's the last part of the brain to receive information. It's high energy consumption. It's your higher mind; it's your conscious mind. Your cerebral cortex burns up most energy. Highly protected. This is where your objections happen. This is your filter. Like a bouncer at the club, he's not going to let just anyone in. At this level, information needs to be obvious and easy. This is all it will respond to. You're impatient. So it needs to be really fast information. You know you can't waste too much energy trying to figure things out. Your brain is going to be on autopilot most of the time, so it just prefers automatic events; automatic information. Think of all the times when you're sort of on autopilot, and you kind of lose your train of thought. Maybe you're driving to work and you don't remember how you got there. Well, that's kind of what we're dealing with.

The input that comes into your brain needs to pass a test. For that information to get from your reptilian brain up to the neocortex, your mind is only interested in knowing a couple of things, or else it's all going to be ignored.. Think about, all of the information that your mind processes every second. It just wants to know: is it dangerous, or is it novel. Novelty is what gets through the human mind. Now, I'm going to use the word subconscious and unconscious interchangeably . The subconscious mind is what's underneath it; just what's underneath the tip of the iceberg. It's this really that's causing all of your behavior. Your conscious mind is just the tiny tip of the iceberg; 5 percent of the iceberg that we think is



making decisions; but 95 percent of our actions are subconscious. Logic, what we think is logic, is made up from information that happens after emotion. We're emotional creatures, and we respond to emotion.

How you can use this in your marketing endeavors? I'll get to that in a minute. Let's talk about the old Sales Funnel; the old way of doing things. You know how fast technology is changing every day. With the rapid increase of innovation and technology, attention spans are getting smaller. Marketers were using the old sales funnel: At the top is attention, then it's going to try to get people interested, create desire, and ultimately inspire action. It's a funnel that is ok, but it's dying. There's a better way to do this because, in the past, when you are trying to accomplish something, and you're just looking on the surface level of things, you can only get so far. You can only change the color of your opt in button so many times before it doesn't really matter. There's something deeper that needs to be addressed. Right? So, here's what we're looking at now:

A cognitive bias is the tendency of the human mind to make inaccurate judgments or believe distortions or other fallacies. OK, let's talk again about our reptilian brain. Or the crocodile brain. This part of our brain is really where all the information is entering. When we think we're talking to someone, or maybe you're pitching someone, or maybe your sales funnel is trying to get someone's attention, and get them to buy your product or whatever you're selling. You might think that you can use logic; use your own words to penetrate the minds of people – and guess what – that's not how it's working. The amount of effort it takes before you realize that your endeavors are not working makes me wonder why you haven't thought of this stuff sooner. Maybe you have, but what I'm going to tell you is going to change everything. So, for your reptilian brain that has to be controlled; you have to understand that. As far as prices,

prices are pain for people. It causes the same reaction as if there's physical pain. It's interesting, right?

So number one, we have to limit choice. Here's where you need to really examine your website, your sales funnel, your everything, your branding. There's a need for hierarchy here. Hierarchy means there is a priority for certain things that need to be followed in a certain way for the reptile brain to even bother with it.

It helps to use conventions. Conventions are things that people are already used to, that they've come to accept. For example, on a website where you were used to having the menu on the upper left. Another thing that we've been accustomed to is seeing advertisements on the on the right of a Web site, and guess what? People tend to just ignore all those ads. OK, so we want to follow these conventions that people are already following; they're already used to doing it this way. Remember, if the reptile brain sees something it doesn't understand, it's just going to ignore it. It's not going to waste energy. That's part of the reason why people who come to your website bounce right off.

A really good example of successful systems that is really brilliant, has been around for so many years, and has proven to work is McDonald's. I don't ever eat at McDonald's, but I have before, and I've seen it done. People know what to expect, that's the beauty of it. When you go to McDonald's you know you're going to get a burger fries and a Coke. And then they're trained to up-sell you. Would like large fries with that?

Make it a large soda for only 30 cents more. I don't know how much it is or anything, but it's a system. And that works for them. No matter how much turnover their employees have, you know what to expect when you walk into a McDonald's, because it's a system. You walk in and you know they're going to ask, do you want fries with that? It's very binary. It doesn't take any heavy load in terms of your cognition. I could go on and on.

You know, our mind can only handle four items at a time. More than that, the information is ignored; at least if we're in a state of mind that isn't prepared and ready for it, if



we're in a non-rehearsed mental state. If you're trying to get someone's attention and get them into your funnel, you have to design it in a way that makes it easy. You don't want to overwhelm people with too much choice.

There are some exceptions to this. The thing about price; price is a myth. That is kind of a little bit more advanced thing, but usually, when it's your digital marketing, you don't want to overload them with too many choices. Does that make sense? You want to make the choices obvious. You could say, do you want a subscription for ten dollars a month or \$119 per year? Let's say you're selling pens on your website. What kind of pen do you like? Just look at these four, very distinct, qualitatively different – one, two, three, four... there has to be distinction.

Have you ever had a graphic designer (usually amateur graphic designer) show you that they're working on their logo for the company. They're putting a lot of; they think they're putting a lot of time and energy into their logo, and then they'll show you maybe four choices of their logo that maybe they did with Microsoft Paint. They show you these these four choices of their logo and they're all basically the same thing. There needs to be some distinction. This is important. You always need to distinguish, or else you're going to be a commodity.

There have been experiments where marketers have tested selling chewing gum. They put two brands of gum on the shelf, priced the same. Then, they split test it with two other brands of gum, priced differently. One will be 60 cents, the other one will be 67 cents. There is a very noticeable difference in how much gum is sold, between the distinctive prices. It's a very low percentage when they are priced the same, but when they're distinctive, the sales increase. So you always need to make things obvious.

The mind thinks in pictures. Right now, think of an elephant, that is pink, and is one inch tall, and is sitting on your shoulder.

Did you think of that in words, or did you think of that in pictures? You think in pictures. At first I said think of an elephant, and what did you think of? A big, normal sized elephant. Then I said pink, small, one inch on your shoulder. Notice how the context matters?



One of the things that I want to do is travel a lot more. I can see the Taj Mahal someday, but I've heard that the Taj Mahal is surrounded by poverty and slums and pollution. We see pictures of the Taj Mahal. It looks very beautiful, but outside of the borders of those photographs, it's not so beautiful; all smog and, the image of what you think it is, is different from reality. So context matters. In a little bit I'm going to talk more deeply about that. Something called Pre-framing.

Now as far as design, there are at least four things that you need to look at right now on your website. Remember, I talked about hierarchy. You also have to pay attention to the negative space, or the white space; the space that isn't filled, but it's purposeful, your background color, what kind of contrast or uniqueness that you have. If you have a call to action button, it has to be a high contrast. Here's something that might blow your mind if you if you don't know about pre-framing. What is pre-framing? It's something that happens to us subliminally, before we even decide to buy something.

It's anchoring, and it can be of images, and sometimes it can be music. It can be a number of things, but let's start with images, because the mind thinks in pictures, right? So Robert Cialdini is the author of Pre-suasion, and he says, if you depict an image of Rodin's The Thinker, a person becomes more analytic and deliberative, and more likely to solve problems. If you've ever seen the poster of the little kitten that's kind of hanging from a branch that is "hanging in there", if you have that on your wall, that will kind of put you in a certain frame of mind.





Chapter 1 - Mindset

Think about the sort of frame of mind you're in by what's around you, by the pictures on your walls. I'm really into art, and I believe that the art around you changes your perception of everything. Let's say if you need to accomplish a goal, one method along these lines is to put a picture up of a runner winning a race or whatever's significant to you, but it primes your mind to accomplish a goal. I'm going to talk about how you can use this for your marketing and your web design, influencing customer behavior, and if you can start to wrap your head around it, this is going to change everything. Pre-framing is the Meta-level of what happens just before the moment that someone makes a decision.

That's when you'll feel like you have superpowers. You'll feel like a mad scientist. So remember, use this stuff for good and not evil. Cialdini talks about it like this: Cultivate your ground before you plant the seed. Like a farmer will till the earth and prepare the soil, you can think of as your message, or your product, however you want to think of it. That is the seed. That seed can only grow in soil and good soil that has been prepared for that seed to grow. This is a really, really powerful thing to wrap your head around. The moment before you make a decision, something happens that influences you. Chances are you had no idea. This will help you to put people in the frame of mind that is conducive to your message. What's your core message? Go to the moment just before it.

How do you find out what your core message is? How can you get down to that? Well, you have to ask a series of why questions, okay, what are you trying to do, but why are you trying to do it? And then your answer, why do you want to do that, and why do you want to do that? At least five times. Ask why to get to your true core message. That's really a big deal to take your core message and go to the moment just before it. Okay, so here's an example of this in web design and marketing that you can apply right now to your campaigns. The example that Cialdini gave is a furniture store website.

This furniture store did a split test in which their landing page showed images of clouds. Lo and behold, when the customers came to the website and they're seeing the clouds on the website, the visitors then purchased the comfortable furniture. They looked for



the soft things: the pillows, the soft mattresses, whatever that is comfortable. What's really interesting is, the B landing page took a different angle. Considering what angle each funnel takes should be in your strategy. For landing page B, the angle was budget. On this site, there were pictures of coins and money. What happened was, because of this, the landing page B visitors purchased inexpensive furniture.

You're always being manipulated or induced by someone or something, and in this case the customers bought more inexpensive furniture on the page that depicted coins, and soft furniture and pillows on the other. The desired outcome was installed in the prospect's mind before they bought, and here's the alarming thing – the customers had no idea. Sometimes all of this stuff happens by design. Now, how can you use that in your campaign?

The next thing we want to look at is the context and the order of information. Now your sales funnel may have a lead magnet that is free or nominally priced, just to get people in. Then you should be able to design it in a way that you can move them up the value ladder. Maybe they respond to a free ebook.

You can do a free plus shipping model for a physical thing. By doing that, you get the right customers used to putting their credit card number for nominal amount, just to ease them into it. Remember, you can think of your prospects like going out on a date. Could you imagine, ladies, if you went out on a date with a guy and right away, as soon as he saw you, he got down on one knee and proposed to you and wanted to give you a diamond ring? What would you do? You'd probably call an Uber right then and there before he gets a chance to stand up. How do you think that your prospects feel if you try to pitch them too soon without building trust first? It's a whole lot easier to ask people for micro commitments before you can ask for the big commitment.

The reverse is where you can make a big ask, knowing that your big ask is going to get some pushback, so then you move down to a smaller ask. People are more likely to buy it because you've anchored them to the higher thing. Move people up and down the ladder. Control how you offer. Build your relationship and nurture your customer. Does that make sense? So you want to manipulate the context and the order of your interactions in politics? Think about the last election. I heard that Bernie was thinking about running again. In the

in the history of the United States, when has the third party candidate ever won a Presidential election? Why doesn't the third party candidate ever win in the United States?

I'm no conspiracy theorist, but this is a trick of the mind called a decoy effect. Let's say you go to a wine shop and you see two bottles of wine, right? And one sells for \$10,



you know, maybe you're not a wine connoisseur, so you're buying based off price. One is \$10 and other is \$30. So what's more expensive? \$30 one right? The next time you go in there, there are three bottles of wine on display. One for \$10 and then the other for \$30. But now you see a third bottle of wine next to those, and it's priced at \$50. So you have one for 10, one for 30, one for 50. Now, which one seems more reasonably priced?

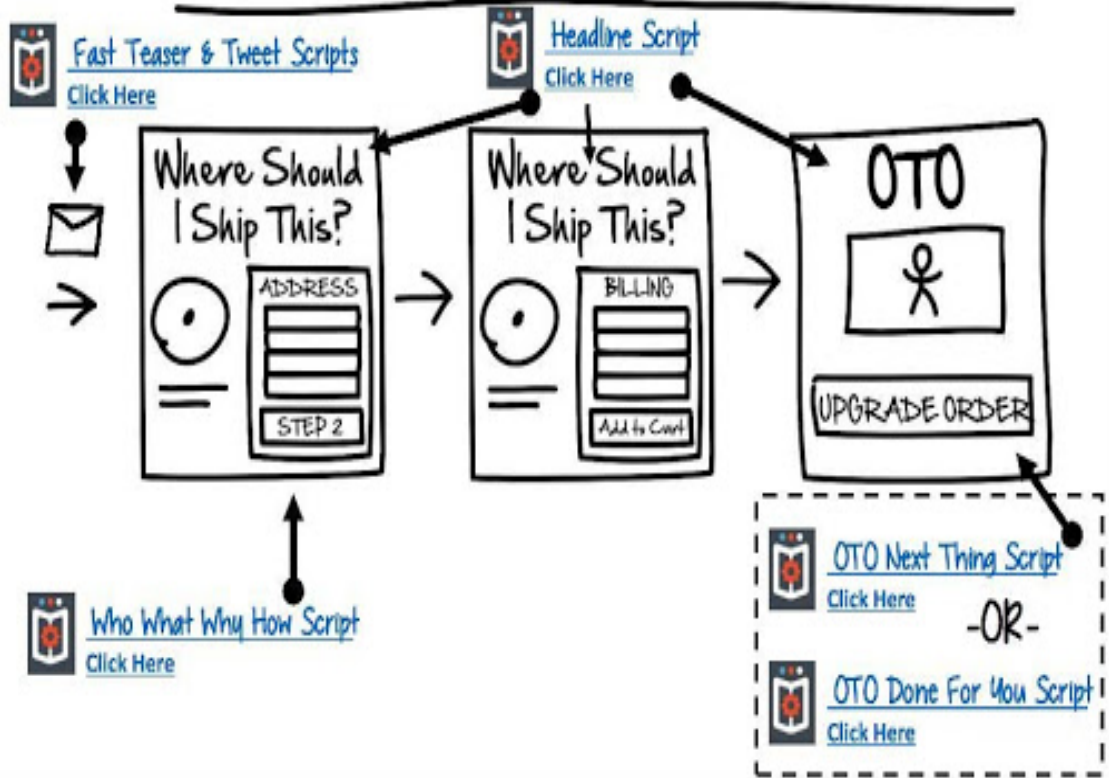
When you buy a fountain drink, which one do you usually buy? The small, medium or large? It's usually the medium, isn't it? How about at the movie theater, do you get the small popcorn, the medium, or if you like me, you get the big-ass popcorn. Jumbo size.

The Decoy Effect

This one takes some strategy and it depends on what you're selling. When you notice websites that offer prices of threes, it's for this reason: one of them is a decoy. It might be three to five. It's called *asymmetric dominance*. This pricing strategy can completely change the way that you do online business. If you get this wrong, you can destroy your business, but if you get it right, you can make a lot more money. When we're faced with a third choice – a strategically priced decoy – customers will be more likely to choose the more expensive of the

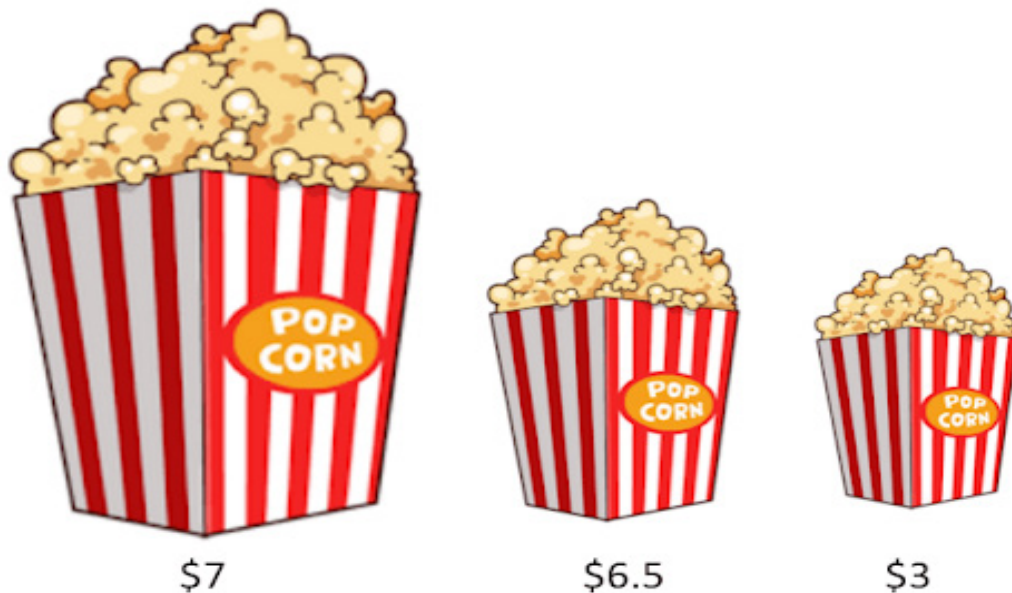


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other two options. Unless you're purposefully getting them to the middle option. It depends how you do it, but here's how it works: When you have two options, users are forced to make a decision. They can choose the small option for less money, or the big option for more money.

It's a tough decision. They want more awesome but don't want to spend more money. So what do they do? They generally spend less money, ah, but now enter the decoy effect. Decoy effect pricing involves adding a third option as the decoys. It's priced close to the more expensive option, suggesting that the more expensive option is actually better. It's kind of like a middle option, but it's so skewed that it makes it seem stupid not to go for the higher priced option. So you have three price options here. One of them is \$197 a month for 200 units. The next one is \$97 a month for 50 units. Third one is \$27 a month, but that's for 10 units. So which one are you more likely to buy? The \$197 a month, the \$97 a month, or the 27 a month? Even though it's only \$27 dollars a month, you're getting less for your money because it's only 10 units.



There is a professor of psychology and behavioral economics at Duke University named Dan Ariely. He pointed it out that The Economist is a perfect example. The Economist had an offer for \$59 just for their online product, and then they had a \$125 price for print. So you can just get the print for \$125. The third one is \$125 for online and the print together. But what do you think most people bought? The \$59 for just online service was 16 percent. No one bought the middle option, because that was a decoy. More sales went to the more expensive option for \$125 to get the online and print together. 84 percent of sales are driven by that one, but what happens when you switch it or when you take out the decoy, then what happens is you have the \$59 online option. You have the \$125 option for online and print.

Okay. But you don't have the decoy, so now what happens? A 30% loss in revenue; 68% of their sales were from the \$59 online product, and 32 % was from the \$125 online print. So the decoy effect, when done right, can either make or break you right? The key is to minimize choice, and focus on the middle, thereby raising the perceived value.

So let's review a little bit. Here's what you need to know:

Priming

Priming is the moment before you get your prospect to buy; the moment before the person hits your website. Control that moment just before, on a Meta-level, and you have super powers. I wonder if you've heard the term framing? Framing is the way you present information and put the information in context – which is so important.

Anchoring

We tend to anchor on the first thing we see. Think about the first piece of information that we receive. You get fixated on. Sure, this happens like in a pricing sort of thing, but it. It also happens in life and in what we kind of how we're brought up, our sense of the way we perceive the world will shape our entire reality based off of the first piece of information that we have. There have been scientific breakthroughs that were ignored before they're acknowledged because of this, because people value the first piece of information. If so, we anchor on the first thing we see. We want to be able to be strategic about pricing options. Remember, you can make or break you. This is a tricky one. Add a new high end option. It may or may not sell well, so you have to test it...

Test a lot of stuff out. Another rule of thumb is show your prices in a decreasing price order from high to low. Unless you have a funnel to where, like I mentioned, you have a low priced nominally priced thing. They get people in and then he moved them up. The ladder is depending on your business, move people up and down the ladder. Does that make sense? So these are all just rules of thumb, but it takes a lot of testing and strategy. Your sales will increase as soon as you start implementing this stuff. Another thing with anchoring though is if you paint with a broad brush first, that sets up in the person's mind what to expect. If you go in to a project and people ask you, how much do you charge? Well, you know what? Less than a million. Okay, well even if you're joking, that number is still in the person's mind.

Okay, so that's going to be their reference point. It's all relative, especially the pricing. It depends entirely on comparisons and points of reference. Even if you know your

Compromise effect

Which one do you prefer?

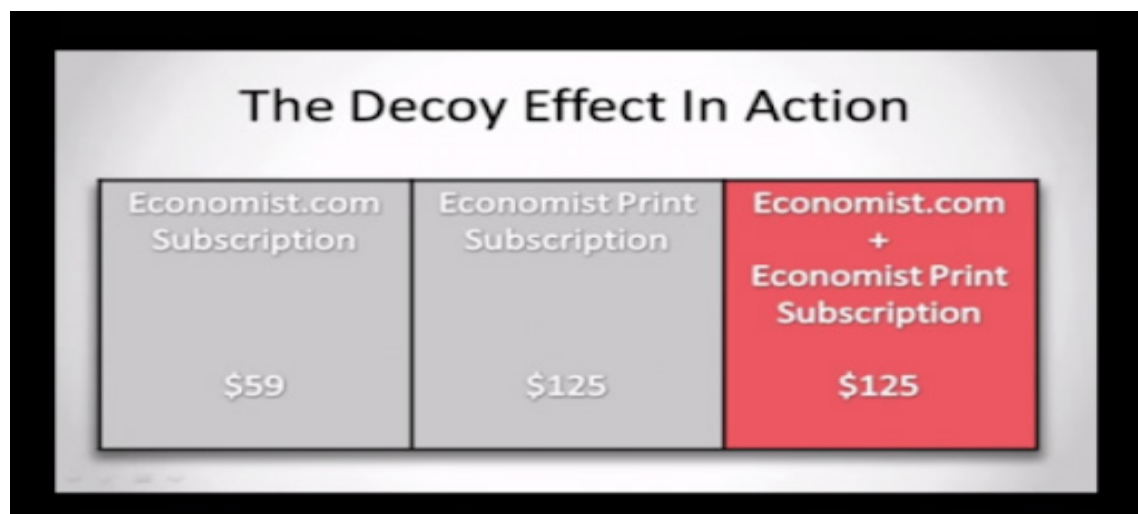


customer's not going to buy the really expensive thing, the trick that luxury brands do is they'll have a really expensive thing to anchor everything up. In my art business, this is a strategy too. I'll give you a little insight into what we do when we do the Artlyngo shows. This is an important strategy. We need to get a really expensive artwork from a well known artist in the show and by doing that, that automatically raises all of the prices by association. There's stacking of biases that are going on here, but basically that's what it is. You're anchoring high. Guess what? Price is a myth. It's all totally made up. Costs and worth are different because those are two different things.

Price is subject to relativism. Okay? People don't consider the cost half the time. They confuse price with cost and price with worth. Opportunity cost is when you think you're saving money because it's a low price, but in reality, it's going to cost you so much more in the long run, so you have to be really careful with that. One of the things that is really common that people do is they hold themselves hostage to the past. Let me explain. How does someone hold themselves hostage to the past? Well, it's called the Sunken Cost Fallacy. It's when you've committed to something, you've already put so much time and energy and money into something – and you can't admit it's not working. Say it's a product; an anti aging cream that you spent hundreds of dollars on, right?

The beauty counter salesperson shows you a better product. You know it's better. You like the person. It's probably not even a better product, but you liked the person. We buy from who we like and who we trust, so please just buy it next time, because this person did the work. But anyway, that's another subject. Too often what happens is, you hold yourself hostage to the past. Do you think, "Well, you know what, I already have half of this product at home, and I haven't gone through it all, but I paid so much money for it. I don't want to switch, so I'm going to hold myself hostage to the past, or to that thing that is not working." Instead of looking towards the future and investing in yourself, you tell the Salesperson: "I'll think about it." It's one of the crazy irrationalities that we do.

This is one of my favorite stories that demonstrates how price is a total myth. When William Sonoma added a \$429 premium bread maker on the shelves next to their normal \$279 model, what do you think happened? Their regular bread maker was priced at \$279. I imagine the conversation was, they needed to make this thing sell, that maybe





people weren't buying.. The way I heard this story told was, they had this bread maker that was really great, but people didn't know they needed a bread maker. Steve Jobs wasn't there to make us believe in something that we didn't know we wanted. Guess what happened? Instead of dropping the price to sell those \$279, bread makers, some marketing genius at William Sonoma added a more expensive, premium bread maker right next to the regular, cheaper one. It was \$279, so they added a \$429 bread maker. Well, they sold very few of the premium model, but that drove the sales of the original one for \$279. Isn't that crazy? Sales of the \$279 bread maker more than doubled! And in post purchase surveys, shoppers reported the lower price model seemed like a bargain.





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"Sometimes you will come across something falsely attributed to a famous person on the internet. Attribute it to them anyway."
- Mother Teresa

Chapter 2 – Better Than Mother Teresa

We're going to move into the interplay between design typography and pricing. Think about how this affects your sales. This is really interesting. Imagine if you're going to walk into Tiffany's and buy a diamond bracelet. You were in a parallel universe and the Tiffany's logo all of a sudden was written in Comic Sans. How many Diamond bracelets do you think would sell if the logo was in Comic Sans? Typography matters. It can influence prices. Well done typography – it just ups the ante; makes things that classy, right? Besides the font, the actual layout online and offline on the web and on print... Have you ever been to Baltazar? The restaurant has their menus. Art galleries kind of play with this too – They don't use dollar signs or decimal points in the Baltazar menu. They also purposefully don't use columns, and what happens? The fact is that you kind of lose a sense of the price of how much you're going to

pay for your lobster bisque, or whatever you order, because the menu is designed in such a way that it plays with your perception on reality. They know that price activates the loss avoidance mechanism that's experienced – the same part of the brain feels the shock. You know, I mean you felt it, especially when you have to pay cash. There's something about paying digital, paying with credit card or whatever; it feels painless. For some reason – that's another subject entirely, but there's a physical pain association with prices, so loss avoidance is about twice as powerful as upside gain for motivation.

FO-MO

/fōmō/

FEAR OF MISSING OUT
anxiety that an exciting or interesting event may currently be happening elsewhere.

*"I realized I was a lifelong sufferer of **FOMO**"*

So people are more afraid of what they're going to lose or what they think they might lose, that they never even had in the first place, than what they might gain. Loss aversion takes up major tension because our amygdala, the part of our brain that responds to this stuff that is designed to keep us alive and keep us safe, defaults to the negative. I can't help but talking about the President, because this is the epitome of how cognitive bias is at work in our lives – because how do you think he became President? He understands this stuff. That's why he's polarizing. He does it on purpose, and he knows that our brains respond to the negative and it gets more attention than positive. And so, if you use that strategically, you learn how to do it. I'm all for being positive, you know, having a positive mental outlook definitely goes a long way. But there is a strategy to using negativity strategically and it's because of how our brain works. And once we just acknowledge nature for what it is, instead of how we want it – how we think it should be – You know, you can't be puppy dogs rainbows and cotton candy all the time, so you need to be able to kind of use this strategically. So a lot of what is very powerful – FOMO, Fear Of Missing Out, is huge. Okay that's probably the number one marketing technique or number one marketing tactic, is fear of missing out. "Don't miss this sale!" Put a timer – a time limit. It's very, very important because this stuff works.



People will work harder to avoid losing something than they will to gain it.

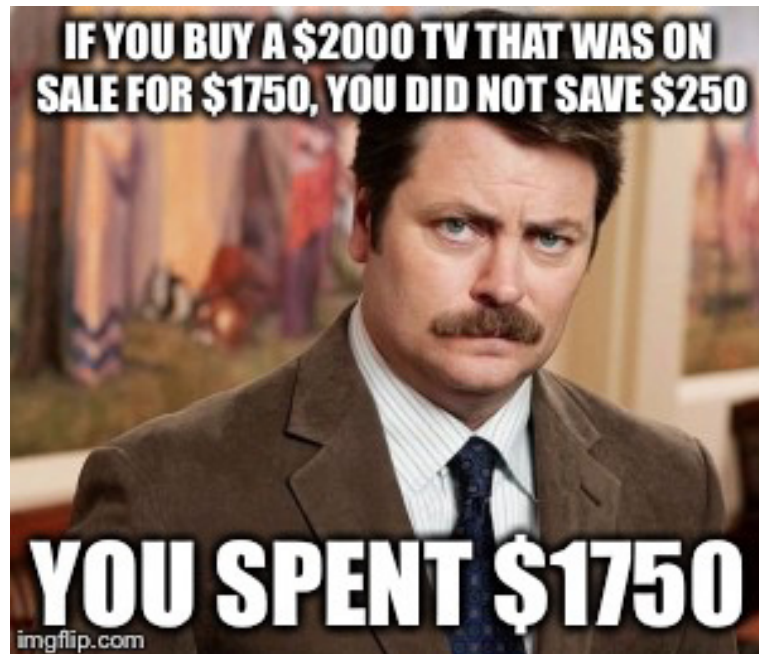
E.g. selling concert tickets for higher prices or subscription-models where you need to unsubscribe

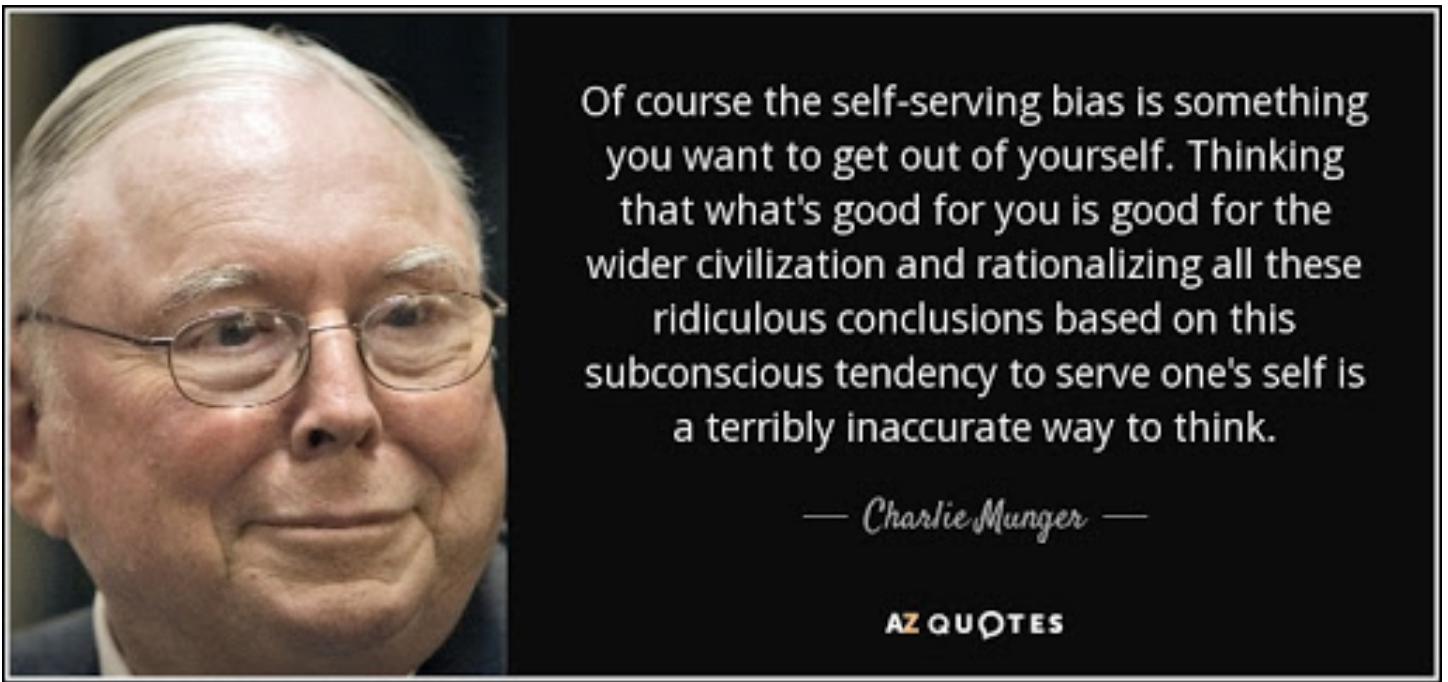
To minimize perceived price pain, you can frame your copy in a way that literally manipulates people to get them to do what you want, for example, to minimize the perceived price pain. Phrase it like, “only pennies per day!” How many times have you heard someone think of the commercials that are like the Save the Animals commercials, and they say, “For only the price of a cup of coffee you can rescue this kitten from a tree.” The only way we can make sense of the world, and the only way we can kind of understand prices is in relative terms. So reframe it. “It’s only a cup of coffee a day” to maximize contrast with more expensive alternatives like, “Don’t overpay by \$100 per year”, to spin your message in a way. We need this contrast. We need like “this or that” kind of thing. Because our brain doesn’t have time to stop and think about it. It’s trying to save energy. So, use contrast. Either be negative on purpose to get a reaction, or be positive. That works depending on your message and your audience. You figure this stuff out by testing this stuff out; do split testing. Art galleries do this trick too with prices. Not all the time, but sometimes, if they show prices at all. At some galleries and art fairs, you don’t even need to see the price, by the way.

Interesting thing, of course correct me if I’m wrong – because there’s always a 50 percent chance that I’m wrong – but in most of life; in the marketplace in general, the power dynamic between the buyer and seller – a total side note – but the dynamic between the buyer and seller is different than it is in the art world. Why? Because you know, price is a myth. Well, think about how the price of art is manipulated. This is not a bad or good thing, it is just an observation. The dynamic between buyer and seller if you’re buying a car, the dynamic is complete opposite than if you’re buying a high value piece of art. Why? Because the value of art is determined by provenance. That means who owns it already, or who has owned it already. So that means that the person who buys it makes the art valuable; which is kind of why it’s totally backwards than the rest of the world. The way things are perceived is everything, because art galleries usually won’t use dollar signs or decimals either, because we’re not conditioned to perceive it differently. When someone anchors your price as a strikethrough, so you’ll do a strikethrough – like slashing prices. So you do a higher price, slash it through and then that helps to frame it so it lowers the pain of the buyer, and they say,

“Oh you know what, it was this much, but now it’s a deal. It’s on sale.”

“So think about how much money you can save by buying this product right now because it’s on sale.”





Chapter 3 – Rules

The self-serving bias

Who is more likely to go to Heaven? US News and World Report in 1997 conducted a survey that polled 1,000 Americans about the likelihood of celebrities to go to Heaven, and the results were funny. People tend to judge themselves as better than the average person in virtually every dimension that one can imagine. Rating ourselves as more virtuous than Mother Teresa seems egocentric, right? Of the celebrities, Mother Teresa ranked highest on the list; 49% of the respondents thought Mother Teresa was likely to go to Heaven. Oprah Winfrey (66%), Michael Jordan (65%), and Princess Diana (60%) were not far behind. The crazy thing is, 87 percent of people said that they were more likely than Mother Teresa to go to Heaven!

Some crazy stuff right? Cognitive fluency is important for branding purposes. Typography matters for branding. There's this illusion of truth that's created when typography is better; it seems more true with a good font. Remember my example of Tiffany's? If it was in Comic Sans they wouldn't sell as many diamond bracelets. The typography has everything to do with the perception and the branding the logo. Some people disagree and think that design doesn't matter, but it sure does. Typography is really really super duper important thing that is too often ignored, right? A logo is more truthful if it's a good font. Helvetica is so ubiquitous that, you know we kind of feel safety when we see it. If you see someone using a cheap font that they got off DaFont dot com, and they made their logo out of it, you can tell it's generic. They don't have the same level of trust and they wonder why people are bouncing off their Web page. All these little things stack up on to each other.

The Sunk Cost Fallacy

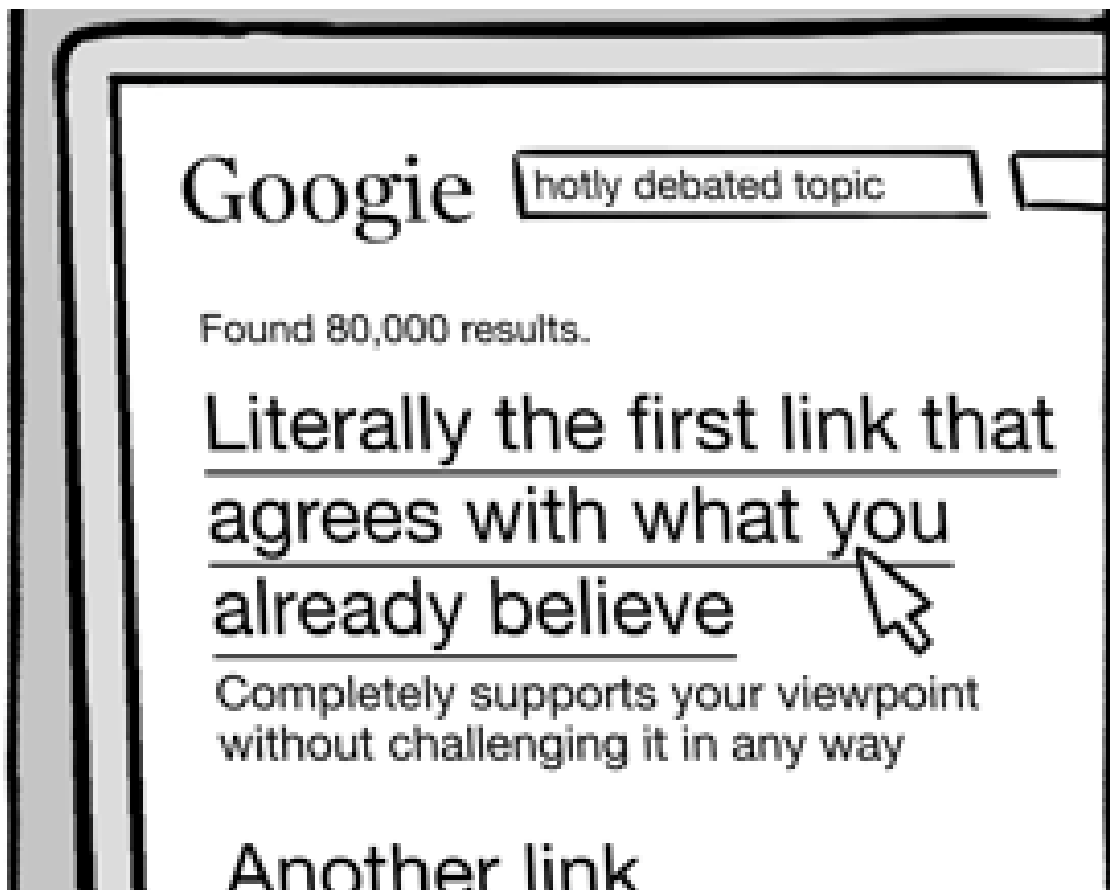
Imagine if you paid twenty dollars for a two hour movie but you don't want to leave, even though the movie sucks. You'd rather stay and waste another hour. Okay here's a really obvious big one that affects all of us:

Confirmation Bias.

You only search for evidence that confirms your belief. Have you ever gone into a argument about religion or politics? If you're like me, you probably have once or twice before you realized that it was entirely pointless.

The Backfire Effect

If you see people on the picket lines picketing, marching, and saying a slogan about whatever they're picketing, they're reinforcing their own beliefs. It's better not to fight it. However, here's how you use it to your advantage: be polarizing on purpose to get attention.



"DON'T EVER, FOR
ANY REASON, DO
ANYTHING TO
ANYONE, FOR ANY
REASON, EVER, NO
MATTER WHAT."



Words to live by 100

The Black Swan

Number one, people are really quick to correct to you. I learned this from Chris Voss, who wrote *Never Split the Difference*. Excellent book. This guy is a phenomenal FBI negotiator. The top FBI negotiator who negotiated with the most dangerous people to release hostages. One of the most powerful things that he talks about in his book is never underestimate the temptation for someone to correct you, and use it to uncover information (*The Black Swan*). This is amazing. Uncover the Black Swan – the hidden information. Think about how often you would love to know what a person is really thinking. Maybe it's someone you're in their romantic relationship with, and you're arguing over something. Or maybe it's a prospect and you're trying to sell something, and you're just not getting through. Or even if it's your landing page and you don't know why people aren't buying your stuff. It's a little bit more difficult to handle in that case, but you do something called labeling that will reveal the Black Swan.

People are so quick to correct you. No matter what you say, they will correct you and you'll find out the truth, so you could say, "Seems like you're a little upset here"... Watch how quick they correct to you and tell you what the real reason for their objection is. That is cognitive bias at work, my friends, so use it to your advantage.

Framing

Framing the way you pitch something completely can shape the reality of people by the way you frame things. That is why there's so much terrible copy on web pages because people aren't using this stuff. How many times do you see the ad or look at the copy on a web page, and you wonder why people abandoned it. They're not buying your products because you're not taking any of this stuff into account. You're not using any of this stuff. And remember what happens if you're trying to communicate with someone and you're trying to use reason and logic to get a point across. Good luck, because you're not going to get into their heads that way unless there is novelty and unless you frame it in a way that creates hot cognition. So for example, framing. If you asked the same question two different ways, you'll get entirely different answers. Say if you ask someone: Are you happy with your social life? They might say, well yeah I am, and they might tell you about things they're doing, because you started off framing it at the first part of the sentence. You started off on a positive note, right?

Ask the same question but in a different way: Are you unhappy with your social life? "Well, you know like, no one came to my party." Just by framing things. The order and the context of the words that you use will shape people's reality. So you want to learn how to use that in the copy and your headlines. It's very powerful stuff.

The Ripple Effect

What are the equal and opposite reactions of that action you decide to take when people focus on the positive not the negative? For example, I was in a conversation trying to solve a problem for someone. I could clearly recognize the cognitive bias at work as I was trying to solve the problem by helping my client to look at the ripple effect. Making short-sighted decisions can be avoided by taking inventory of every foreseeable risk and reward. Implementing a system of If, Then, Else will prove invaluable to your desired outcome. The problem is relying too heavily on focus on the positive, to the point where a person can simply ignore signs of probable disaster. Not good.

Pre-Planning

It goes back to this sort of meta thinking. You need to be able to think just before the thing. What are the equal and opposite reactions to the action you decide to take? If I'm trying to point out there's a risk here with what you're doing, and I don't even know if the reward is good enough to take on the risk, I just want to focus on the positive not the negative. And at a certain point, you throw your hands up like, "Ok my work is done here." It's like they're not accounting for the ripple effect. You have to think of the action before your action – *if else. If X then Y or else Z*. So you decided to take an action. You can see if you sort of look at things on a meta-level. If this happens, then that will happen, and there is a chance that the other thing will happen. If you don't take that into account; if you insist on thinking positively, how does that influence your decision?

Negative Thinking and Positive Thinking.

The difference between negative thinking and positive thinking, versus weighing the risk, versus reward, is that it's better to have a positive mental outlook, but still be able to manage risk. So when you first calculate the cost of doing business, calculate the cost of doing business before taking on the risk. This will save you so much time and money and energy and headaches. How well can you gauge the reward versus the risk? In other words, the ripple effect.

The difference in terms of strategy, not only having a plan B – in order to focus the person should just have a plan. A There is no Plan B when your plan A is tight right. Being single minded and being really focused your plan A can have a Plan B within it right or you can say X Y or Z within it. This is what I'm afraid of when someone has a plan B is that gives them an excuse to fail. I believe that there is no plan B because that would be double minded and within plan a is a system that needs to be designed. But I digress. I'm talking about how we access our experiences. Every single thing that happens to us – every little micro-moment is an experience. In one split second we decide to react or not react. How do we access our experiences? That information is stored, but it's not stored in black and white. You get the gist of it right? Your experiences are stored as gists. If they're not sure and coherent, remember the reptile mind needs fast, vibrant, novel information. I don't remember everything that I did this time last week. We only remember the significant things. Our mind only has so much energy to devote. It's just going to be saved in our memory banks as simple, short, and coherent, yet

IT DOESN'T MATTER.
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IT DOESN'T MATTER.

without a lot of detail. Your mind fills in the gaps. If you follow graphic design at all, JPGs are formed by pixels, and can become lossy over time, right?

William Maxwell of *The New Yorker* says what we refer to confidently as memory is really a form of storytelling that goes on in the mind it often changes in the telling. OK so here's why the facts can't always be trusted because data changes with the telling memories are lost. Just like Jay Peg's because our mind is filling in these pixels of information in between the gaps.

This is really weird: *recall intrusions* happen when data which was not actually part of the event creeps into the memory. Memories are very context coherent and they're integrated from a subsequent narrative. So real data and intrusions are indistinguishable.

Our brains can't tell the difference between recall intrusions and waking life half the time. Think about how many times you've forgotten names and phone numbers; things

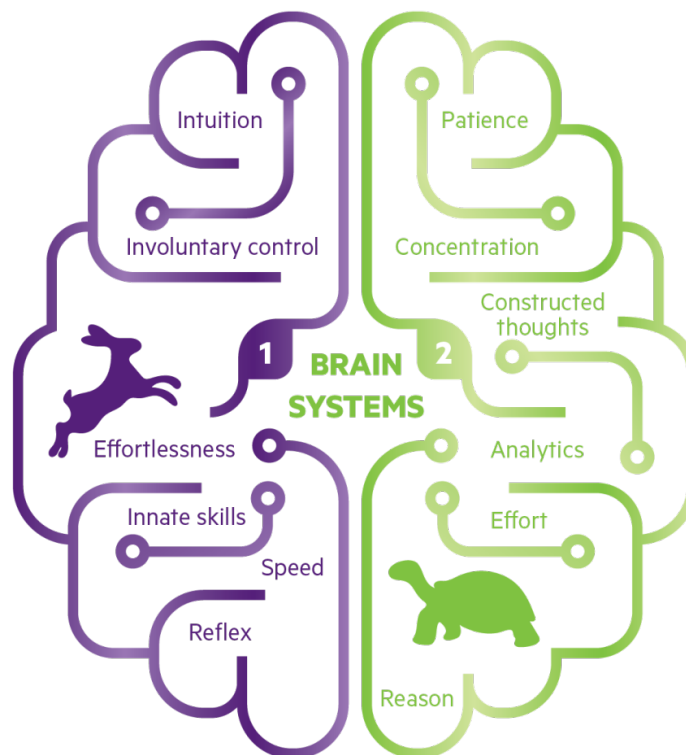


CONFABULATION

— STORIES, TRUE AS WE CAN TELL THEM —

on your to do list that you didn't write down. They're easily forgotten. If you have ever been in a court house and observed eyewitnesses to a crime in a court of law you know they require testimony of two or three for it to be valid. That is because we know that our brains do this. We fill in information. That's why we need at least two or three witnesses for something to be held into consideration legitimately. Right? Because our context coherent data is filled in by the mind to make a cohesive picture. In the case of eyewitnesses to a crime, ask: "Was the perpetrator wearing red or blue?" The mugshot shows that it wasn't red or blue – it was brown. This happens below the surface of consciousness. The active recall is actually a reconstruction that itself alters a memory. The original memory is replaced with an altered memory. It's

a reconsolidation. Memorable versus unmemorable depends on significance of events, and you won't be able to tell a difference over time between what you remembered about the actual event and recall intrusion. Real data and recall intrusions are totally indistinguishable to the very act of trying to recall something. It's a reconstruction. It's not real if the act of



reconstruction alters the memory and causes reconsolidation.

What if you could instantly penetrate and re-code the data at that moment? Have you ever played the telephone game? Remember when you were kids and you would either sit in a circle or you would be with a group of your friends and the one person would tell a phrase into the ear of the next kid and then that kid would go and repeat the phrase to the next kid next to them and so on and they would go down the line and the kids would whisper the phrase into the next kid's ear until they get to the last kid. The input does not match the output. So in between the input and output, that process became completely distorted. It turns into an entirely different phrase at output. If only significant events are remembered to a degree of accuracy, why then is it memorable? It's memorable because it's frequent. Frequent exposure can make it feel true. The more you say something; the more it's repeated it starts to become true. I can't help but use the President (Trump) for example, because it's the epitome of this stuff. We repeat things enough and they become true, right? "I'm the best. There's no one better than me." Repeated enough and someone started to believe it; whether it's true or not. The same thing happens on the negative side. If you repeat a negative thing over and over again, you start to see negative results. Think about that in your marketing. Repetition-repetition-repetition of your consistent message starts to get through. Frequent exposure,

repetition, vivid story telling. It needs to be emotionally charged. You have to have some novelty. Relatability is the number one thing that you need. Your website needs to be relatable. The Availability Cascade is a heuristic that simply refers to recent exposure of a subject that's on your mind. The closest thing – the low hanging fruit – that piece of information that is the closest in the minds of your prospects. Use that to become memorable. Use references in the discourse that you have that are memorable and available that people can relate to.

The Two Minds (Source: Daniel Kahneman Thinking Fast and Slow)

Nobel Memorial Prize winner Daniel Kahneman explains in his book, *Thinking Fast and Slow*, that there are two different types of thinking, Type 1 and Type 2. Type 1 is intuitive, where you don't have to relearn the information because it's based off of experience.

The problem with experts is that experience is subject to agency cost. Decisions can be weighed down by layers and layers of bias. Naveen Jain is a billionaire entrepreneur and philanthopist. He started a company called Viome which is revolutionizing the medical industry. The cool thing that Viome does is they have so much evidence that our bodies are controlled in a big way by our microbes in our gut. He and Viome have exclusive permission to go to the moon and mine materials to be used for clean energy. He is someone who doesn't have experience in rocket science or in medicine, however. He knows that experience is subject to agency cost. It's piled on with so many biases that eventually, it's an outsider who can more effectively solve the problem.

Memories aren't perfect and experiences aren't memorable. Here's the process:



The event happens in a split second. Your mind asks: Is it memorable? If yes, is it a familiar pattern that can be recognized as intuitive?

On the other side of the chart, the event happens. Is it memorable? If not, the information goes to the analytical channel. Your brain in a split second will make an executive override. It will repeat the information until it finds a pattern that it recognizes. This, in a split second (the intuitive mind), information processing can also go in reverse. Your brain processes information and may override it entirely in order to have certainty. All of this process is so that our brains can access certainty.

This is the slow motion process of why we're certain or uncertain. Our mind is processing the information at the event, and it is going through this flow chart of pattern recognition. Does it recognize a pattern? Is it instantaneous or does it take some analyzing? If it takes any analyzing, that's going to burn energy. Remember, our brain burns up so much energy already. It wants to conserve. This system occurs in a split second. What if you could override information within that split second? Why do people come to your website and bounce? Or worse, they don't come at all. They don't care. They don't exist. What would actually make them convert after a split second decision? If you set this up correctly, you can penetrate the minds of your clients on a subconscious level. There are some things that you can do right now to achieve that.

No one makes sure that, unless you're Nike or Apple and you have a famous logo, you're probably not big enough (or else you might not be even reading this right now). If you're like me, you are on the rise, so you have to use strategy. The first thing that you have to provide is the reward – an incentive for people to give you attention – either reciprocation (you give something), or you make them feel special in a way. To be relatable, have either a picture of a face above the fold of

your website or, better yet, have a video. Video converts in insane amounts. It's extremely effective to have video. So that's number one. Likeability and reward. You start off with those two things, even in the copy that you write and your headlines. It can't be jargon it can't be empty slogan. Remember, if you're trying to write a cute little slogan, remember the reptile brain won't respond to it. You're just going to puff up your ego if you try to do some fancy slogan. In your customers' mind, they will not respond to it. It will be like speaking another language. It doesn't matter to them until you start to speak their language and do something novel and emotional that addresses them.

This is more than marketing strategy;
it's life strategy.

The 50 Tactics of Digital Media Marketing Strategy will provide you with a framework to hone in on your brand messaging and inform your marketing and advertising efforts to engage with your customers through content marketing. It's divided into two chunks: *25 Rules That Leverage Cognitive Bias* and *25 Giants of Rhetoric* to implement in your Brand Story and copy writing.

The 25 Rules are based upon the 25 cognitive biases, parsed by Charlie Munger. Charlie Munger is Vice Chairman of Berkshire Hathaway. Having no formal education in economics or psychology, he identified consistent patterns of irrationality that cause ghastly flaws in human misjudgement. This is a system based upon the 25 cognitive biases to help you design your online marketing strategy.

25 Rules That Leverage Cognitive Bias

1. Trigger an incentive that's duplicable, like a referral program, special loyalty discounts as a reward, or points system to keep them coming back.
2. Be relatable. People respond to faces more than anything. Use a

video or photo of a real person's face
(not stock photos) above-the-fold.

3. Have a common enemy. It doesn't have to be a person; it could be the void you're filling or the problem you solve. The drawback is, once you defeat your enemy, you'll need another motivation.

4. Be straightforward. People tune-out what they don't understand.

5. Don't make people wrong. Always agree.

6. Peak curiosity.

7. Use branding to put your company in the forefront of the buyer's mind before they buy from you.

8. People tend to compare themselves to others (use this).

9. Give first and others are more likely to give back (and of course buy from you).

10. Be associated with greatness.

11. People tend towards denial if it saves them from pain.

12. Don't take yourself too seriously.

13. Never underestimate how much time, money, and effort it will take to do it on your own.

14. Fear of loss is stronger than pleasure of gain.

15. Instagram is the new Better Business Bureau.
16. People tend to fixate on the first information they receive.
17. Set a time constraint.
18. Out of sight, out of mind; people ignore information that's not readily available.
19. If you only have a hammer, you'll treat every problem as a nail.
20. Everything in moderation.
21. You can't teach an old dog new tricks / Don't try to reinvent the wheel.
22. People need an authority figure.

23. Don't get lost in things that don't matter.

24. Give people a reason... any reason (but have evidence to support it).

25. Create a culture.

This is the secret sauce to dominating your competition; especially if your competition is trying to beat you on price. Don't try to compete with anyone on prices because, unless you're Wal-Mart, you already have it figured out – but it's a bad idea otherwise. Competing on price is a downward spiral race to the bottom. Instead, create a culture.

If you can create this thing that brings people together for a higher purpose, with a sense of commonality; a common thread with a common enemy, a common objective, you'll find it to be the most powerful way to make an impact on the world. As much as you can do it, create a culture. Have clear values that you state like communist propaganda. This will be the thing that keeps you in business when your competition is trying to steal your customers. They will be loyal to you because they identify with you.

Case Study: The ClickFunnels Cult

ClickFunnels is more than just a tool or a company. Thanks to Founder Russel Brunson's efforts, its community has become its greatest asset. "A software company is cool but there is no soul around a software company...I want to build a movement, a culture" Brunson says. This led to an in-depth look at mass movements and cults during which Brunson studied Adolf Hitler and the Nazi movement, Jesus Christ and Christianity, and Steve Jobs and Apple.

He discovered that each had three core things in common:

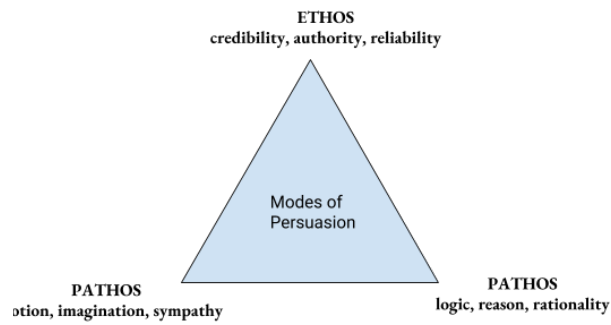
- A charismatic leader
- A focus on the future
- An offer of a new opportunity

How To Create A Culture Through Content Marketing: Aristotle

At its core, all effective marketing is persuasive storytelling. Central to that is the implementation of Rhetoric originating from Aristotle, a student of Plato and a mentor to Alexander The Great. Your Brand Culture depends on the values, brand promise, and the relatable narrative that's received by your customer.



Known collectively as “Funnel Hackers”, Click Funnels users are loyal. As one of the most expensive SAAS companies of its kind (currently \$297 monthly), Russel Brunson’s company remains the industry leader. While there are less expensive marketing funnel software companies in competition, it’s the sense of culture and identity as “Funnel Hackers” that set Click Funnels apart from their competition.



The Triangle of Rhetoric

The Five Canons of Rhetoric are:

1. Invention: To discover the available means of persuasion.
2. Arrangement: To select and assemble the argument effectively.
3. Style: To present the argument cogently and eloquently.
4. Memory: To speak with ease, as if extemporaneously.
5. Delivery: To effectively use voice, gestures, body language, text and images.

25 Giants of Rhetoric to Implement in Your Brand Story and Copy Writing

1. Alliteration: Recurrence of initial consonant sounds. Veni, vidi, vici. – “Suddenly, tragedy traveled through our trivial life.”

2. Allusion: Short, informal reference to a famous person or event. “I wish my brother George were here.” (Liberace). Your Own Personal Jesus (Depeche Mode).

3. Amplification: Repeating a word or expression while adding more detail to it. “Adventure. My life is an adventure. My life is an adventure similar to the one of Tom Sawyer.”

4. Anadiplosis: Repetition of word or phrase at or very near the beginning of the next clause or sentence. “I grew up on a village, a village of cows. These cows were our friends back then.”

5. Anaphora: Repetition of the same words at the beginning of successive phrases, clauses, or sentences. “Love is the question. Love is the answer. Love is everything.”

6. Antimetabole: Reversing the order of repeated words or phrases (a loosely chiasmic structure, AB-BA). “When you doubt your power, you give power to your doubt.”

7. Antithesis: Contrasting relationship between two ideas. “That’s one small step for man, one giant leap for mankind.” A big fish in a small pond.

8. Assonance: Similar vowel sounds repeated in successive or proximate words containing different consonants. “One proud round cloud in a white high night.”

9. Asyndeton: Omitting of conjunctions between words, phrases, or clauses. “Public speaking is all about self-confidence, message, impact.”

10. Climax: A good-better-best structure. “The good thing about Barcelona is the food. What’s even better is the Mediterranean flair. The best, by far, is the climate.”

11. Epistrophe: Repetition at the end of successive phrases, clauses or sentences. “When I was a child, I spoke as a child, I understood as a child, I thought as a child.”

12. Epizeuxis: Repetition of words in immediate succession, for vehemence or emphasis. “O horror, horror, horror.” (Macbeth)

13. Eponym: Substitutes for a particular attribute; the name of a famous person recognized for that attribute. "Is she smart? That girl is an Einstein."

14. Hyperbole: Deliberately exaggerates conditions for emphasis or effect. "The bag weighed a ton."

15. Metaphor: Comparing two things equating one with the other. "All the world's a stage, and all the men and women merely players." (Shakespeare).

16. Oxymoron: Combines contradictory terms. Black Milk. Objective Opinion.

17. Paradox: Anomalous juxtaposition of incongruous ideas. "I can resist anything except temptation." (Oscar Wilde. Spending money we don't have.

18. Paralipsis: Asserts or emphasizes something by pointedly seeming to deny it. “If you were not my father, I would say you were perverse.” (Antigone).

19. Parallelism: Gives two or more parts of the sentences a similar form. “What you see is what you get.”

20. Personification: Gives an inanimate object human traits and qualities. “The stars danced playfully in the moonlit sky.”

21. Pleonasm: Use of more words than required to express an idea; being redundant. “The point he made was blank, empty, and hollow.”

22. Procatalepsis: Anticipates an objection and answers it. "In the past, I faced objection at this point. What convinced them was the fact that..."

23. Rhetorical Question: Asking a question as a way of asserting something. "Don't we all work too much?"

24. Simile: Directly compares two things through some connective. Cute as a kitten. Clean as a whistle.

25. Synecdoche: A figure of speech in which a part is made to represent the whole or vice versa. "Cleveland won by six runs."

Conclusion: Synthesizing Information

Putting it all together for persuasive marketing will depend on knowing who your audience is with regard to the context of the delivery. The medium is the message (Parallelism). The intention here is to give you the teleology underpinning what Marketing actually is: Persuasive Storytelling, **amplified**.

As you noticed, I didn't get into the technical application of how to run Facebook ads or improve your SEO. However, as Neil Patel says, the best form of SEO is branding. Marketing is selling. It just happens to be in advance of the close. It's a vital part of the ecosystem of commerce and you can't afford to go without it. The purpose is to engage with your audience over time through your brand's storytelling. Henry Ford once said, "A man who stops advertising to save money is like a man who stops a clock to save time."

“A man who stops advertising to save money is like a man who stops a clock to save time.”

– Henry Ford

AFTERWORD

Who this is for: business owners, leaders, entrepreneurs, anyone who has a product, service or message. Maybe even they want to change the world. Did you know that 97 percent of all purchasing decisions start with an online search? Even if the purchases are made offline, businesses with a weak online presence are worse – no website at all – they may as well not exist. Have you heard the one about the business without a good website? Well neither have their customers. What if you had a website that automatically made money for you? If you're in a creative sector, the big challenge is communicating the perceived value of an intangible service to prospects who may not know how difficult it is to do the work. Having a website and social media that symbiotically bring qualified customers is closer than you think.

If you'd like help with it, call me or email me:
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Conclusion of My Story

I thought going back to college was the answer. After getting into debt going to college, lo and behold the same recurring pattern comes up again. I'm up against the wall. How can I break free from this pattern; this cycle of being under the glass, so to speak? If you ever felt like you're underneath the level that you're supposed to be, like financial purgatory, where you can see Heaven just over the hill or just over across the lake. You're here anyway. How can you break through that? How can you break free? I'm purpose-driven and like self actualization driven, and if you're like me, that's your motivation, too. Maybe it's safety and security. I realized what I really wanted was wisdom. This is where I am on my journey. You know, I set out to break the cycle; to get in a better position financially by going back to school. The money is important, but ultimately it isn't the true why. I wanted wisdom. Now in any situation, I possess the difference that makes the difference.

I want to bring back this boon – to serve people – to serve the marketplace. It doesn't have to stop there, you know. Just to serve people by this Meta-life Strategy. This is the secret sauce – this framework of meta-level of thinking, marketing and communicating. To communicate better and understand people so I can help them accomplish their goals; that's my ultimate goal.