

Marketing and Advertising Lessons From The Bizarre But Highly Successful!

How a “Silly” Ad In Esquire, Rolling Stone and GQ Can Trigger A Massive Influx of Clients, Customers, or Patients into Your Business or Professional Practice

In this month’s UTBF Advisor Marketing Newsletter I’m doing something a little bit unusual. I got this idea from direct marketing and infomercial king, Dan Kennedy.

I’m reproducing an ad (see below on page 3) and I have a little discussion of it for you to think about. And take a moment to do it because there are a few fundamental secrets/strategies here that can make your business or practice much more profitable.

This ad is a version of the Athena Pheromone ad that you’ve probably seen in one or more magazines. Dan said that when he calls all this to anyone’s attention, most people proclaim it to be “preposterous.” I have also heard...”That cannot be true.” Or, that ad cannot possibly work. Nobody would buy that.”

Most professionals also say this ad has “no place in the marketing a professional firm or mainstream business.”

But this ad has several lessons for the entrepreneur or professional who wants to get better clients or customers who are willing to pay for more profitable products and services. And you don’t have to go this far. But the strategies do work.

As to the question of effectiveness, the ad has been running continuously in nearly 100 different magazines for at least a decade- if not longer. What I reproduced here is a small version but there are bigger ones including a full-page version.

The various ads run continuously in Rolling Stone, Playboy, Esquire, GQ, Cosmo (yes I’ve seen it there), Newsmax, the airline in flight magazines and many many others.

So what are the secrets to the success of these ads?

FUNDAMENTAL DRIVERS OF BEHAVIOR

First there are certain desires that motivate people of all ages to suspend logic. They are powerful drivers of behavior and if you can link what you do to one or more of these drivers, your marketing can become magnetic and your sales process streamlined. People will listen to you and look for the information they want and need to achieve these things in their lives.

These emotional triggers are so powerful and universal, that they seem to transcend age, education, and financial status. (For a list of drivers see Joe Sugarman’s book, Triggers).

We can see this in that none of those demographic factors seem to matter with this ad as it

runs and works with relatively young readers (such as those from Rolling Stone) to middle-aged men reading GQ and Esq., to older men reading Playboy as well as executives that read financial publications and 50 to 60-year-old plus conservatives reading Newsmax.

REPETITION & RESISTANCE

Secondly because this ad works and produces the sales that allow them to run it so consistently, it wears down resistance by reappearing frequently and consistently in front of the same potential reader/prospect/consumer.

This is a powerful secret to direct response print, radio, short form and long form ads and even TV (think infomercials). You can also use this effect inexpensively with internet business retargeting ads that show the same ad or ads over and over to the same person.

How does it work?

The reader of these magazines see the ad over and over again.

The first time they laugh it off but they see it month after month and eventually begin to shrug. They keep seeing it and then they begin to wonder “Could this be real? or “Could that actually work?”

And finally facing it again and again they say “What the heck. I’ll give it a try.”

MAKE YOUR MARKETING SO GOOD YOU CAN AFFORD MORE OF IT THAN YOUR COMPETITORS

This is why being able to stay in print, or on the air at breakeven or manageable negative cost is so vitally important to the success of marketing. Too many times we stop sending mail, running an effective ad, or spending time on blogs and videos and web site content before it has a chance to work.

The type of tipping point illustrated with this ad can be reached when you're able to spend more than your competition either in advertising, direct mail, email or through other means. So keep testing until you find something that works with a group that's interested and which is filled with your “perfect client or customer”.

BONUS POINT:

Notice the QR code box in the ad. That is relatively new and it will be interesting to see whether or not the ad sticks with it and in what media they use it. It takes up nearly as much space as another photo or another 25 words of copy. That's a significant sacrifice in a quarter page ad. But if it works in your market you should also consider using QR codes in your off-line marketing to bring them back on line. They're easy to download.

So how can we use these lessons in your own practices or businesses?

Consider attending Dave Frees' 3 Days to Success Meeting this Oct 9th and 10th taking place in Arizona to find out more.

Visit www.3DaysToSuccess.com
or call Lisa (610) 933-8069 to reserve your spot now.

ATHENA PHEROMONES™ GET YOU MORE AFFECTION



Unscented fragrance additives developed by biologist Winnifred B. Cutler, Ph.D, Penn, postdoc Stanford, co-discoverer of human pheromones in 1986 (Time 12/1/86 and Newsweek 1/12/87). Author of 8 books, 40 scientific papers.

♥ **Jack (CA)** "I am ordering another vial of 10X because IT WORKS. I am in the film business and so I am around a lot of attractive women. A lot of them are touchy-feely, but even those who weren't normally, became touchy-feely. **Becky, for example, shocked me. She came up behind me and put her arms around me and said into my ear: 'What is it about you?!'** Since I started with the 10X, some women just get really more aggressive.

You've got something here and I think you know it. Thank you."

Effective for 74% in two 8 week double blind studies published in peer review scientific journals. Athena Pheromone 10X for men: \$99.50 for 6 month supply. 10:13 for women: \$98.50. Cosmetics, not aphrodisiacs. **FREE US SHIPPING. Scan QR with Smart Phone**

♥ **Elsa (VA)** "I have had quite a year using Athena pheromones! Men at work gather around and LIKE me very much. I dated one for an entire year. **I am now about to be married to a wonderful man...** and he won't know the secret of my initial attraction to men! Thanks, Doctor, for your discovery and for bottling it!"



Not in stores. Call: 610-827-2200
or order online at

www.athenainstitute.com

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