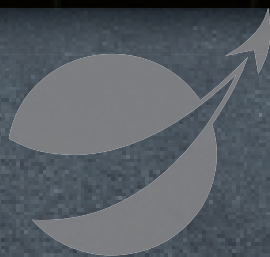




MARKETING SECRETS REVEALED

How to Become the Number One Company
In Your Industry In One Year



Fine Point Marketing

INVEST 12 MINUTES OF YOUR TIME TO READ THROUGH THIS BROCHURE

AND I GUARANTEE YOU WILL LEARN SOME GENUINE MARKETING SECRETS THAT WILL INCREASE YOUR PROFITS THIS YEAR!

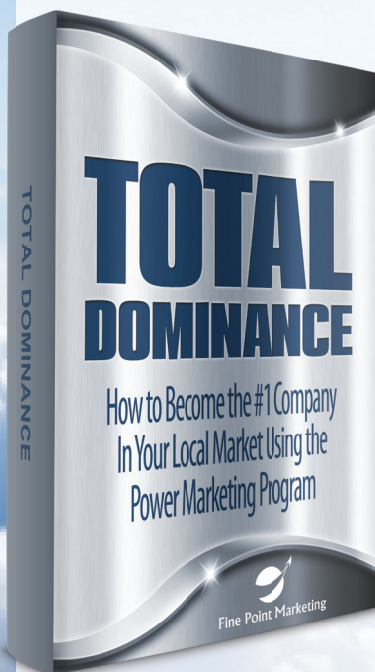
Today, when people speak of “marketing,” they are usually talking about *advertising mediums* and not the *message* contained within those mediums. For example, when a business owner says to himself “I need to market my business,” what he usually means is, “I need to run some ads.” He then looks for an advertising medium that he thinks is valuable to his industry like: radio, TV, internet, yellow pages, newspapers, magazines, etc. and runs the ads. To most people, that’s what marketing means. Additionally, the salespeople for all of these advertising mediums have now hijacked the term, “marketing consultants.”

It doesn’t matter if they sell printed products, signage, radio ads, tv ads, social media fanpages, billboards, or the ad space on the back of grocery receipts—they all call themselves “marketing consultants.”

But here’s the problem—none of these “consultants” actually do any consulting. Furthermore, none of these advertising mediums represent *the core meaning of marketing*. A true *marketing consultant* will consult your business on the **content and message** of your advertisement and not just the medium. That’s what marketing really is—it’s the **message**, not the medium. Here’s the point—the leverage that you have available in your advertising efforts is in the *message* or *content* of the ad—again, not the medium. By way of example, our customers at Fine Point Marketing can usually get 4 to 10 times more response from their advertising efforts by having us simply re-write the content so that it’s actually effective.

That’s what a true *marketing consultant* does—they consult with businesses on what to say in their advertising. They develop messaging and complete marketing campaigns that generate more quantifiable results than anything else (sometimes in orders of magnitude). At Fine Point Marketing, we create marketing content using the *Strategic Messaging Formula™* which was developed by the President of Power Marketing Consultants, Diego Rodriguez. The *Strategic Messaging Formula™* is a scientifically based marketing formula based on human nature that, when properly executed, causes your clients and prospects to come to this conclusion, “I’d have to be completely insane to work with anyone else but you—no matter the price.” Our owner, Leon Hatzenbihler, was personally trained by Diego and is a certified Power Marketing Consultant.

So here’s your first test—think back to the last advertisement or marketing piece that you created for your company. What was it—a brochure, a website, a printed ad, a radio spot? Now here’s the question—how much money did you pay to have the *content* of that advertisement strategically created and formulated to ensure maximum results? That’s what I thought—you paid nothing, right? 99.9% of the time, you only paid to have the advertisement *produced or designed*, or you paid for the spots or “airtime.” The content was usually just thrown together by the designer, the production team, or the salesperson! Think about it—the most important part of your marketing material—that is, the *content and message*—was put together for free by people who usually have no idea how to create good messaging anyway. And have you ever heard the saying, “you get what you pay for?” Well, I hate to tell you this, but if you’ve never paid anybody to create the actual message or content for your advertising campaigns, then you got what you paid for.



You can read about the *Strategic Messaging Formula* in this book. Give us a call and we'll loan you a copy!

So here's the point—when you think of marketing, you need to start thinking about your **message**. You need to think about what you're going to say and how you're going to say it. When you think of marketing—don't think of *mediums* anymore—think of *messaging*. Only once you have the right message should you start considering which mediums to run your marketing in.

3 THINGS YOU SHOULD NEVER SAY IN YOUR ADVERTISING

(That I Can Guarantee You've Already Said)

Yes, it's true...there are certain phrases that, if used in your advertising, will guarantee that your advertising results will be terrible, and yes—I do guarantee that you are using them in your ads right now. As a quick peek into our *Power Marketing Program*™, I'm going to give you 3 evaluations to use on your marketing material so you can see for yourself if you're using one of these forbidden phrases. But, before I give you the evaluations, let me ask you a simple but important question. Do you always feel forced into a price-competitive situation in your industry? Do you feel like your customers only care about price? Are you always cutting your profits so that you can match a competitor's price? If so, pay close attention to what I'm about to show you because I'm about to explain the biggest reason for that problem.

So here's the deal, the **3 forbidden phrases** that you should **never** use in advertising are phrases or statements that include **platitudes**. Now, let me give you the definition of a *platitude*. A platitude is defined as “words or phrases that are dull, obvious, or predictable that lack power to create interest because they are overused an original, that are nevertheless still commonly used as though they were unique or distinctive.”

These are words and phrases like: highest quality, biggest selection, largest inventory, best service, been in business since 1776 BC, family owned, gets the job done right the first time, fast, residential and commercial, free estimates, locally owned and operated, #1 in satisfaction, we're better, why pay more, lowest prices, we care, conveniently located, professional, experienced, affordable, board certified, we're different, advanced techniques, call today, dependable, etc. Do you get the point yet?

I'm not saying that you shouldn't actually *be* these kinds of things, but I am saying that they are all *platitudes*. Every one of those statements and phrases are dreadfully commonplace and predictable, they lack power to evoke interest through overuse or repetition, and they were nevertheless stated as though they were original or significant. They're all platitudes, my friend. And, I'm going to make you two guarantees about these platitudes right now. These guarantees are:

1. I guarantee you are using platitudes just like these in all of your advertisements right now.
2. Using these platitudes in your advertisements has made your advertising results dismal for as long as you've used them. This means you've left an untold sum of money on the table—money that you could have had in the bank account already if you would have used a proven system like the *Power Marketing Program*™.

Now, I want you to get out a copy of the Yellow Pages because this is the easiest place to demonstrate what I'm talking about. Now I realize that you probably don't advertise in the Yellow Pages, and we both know that the Yellow Pages is a dying medium. But, remember what you learned earlier—you need to think about *messaging* and not *mediums* because true and effective marketing works based on principles—so it doesn't matter what medium we're talking about right now. Just grab a copy of your local Yellow Pages and check it out for yourself. You're going to see platitude filled ads everywhere! In fact, I would bet that there is not ONE, SINGLE SOLITARY ad in the whole book that is free from platitudes. And the bad news is that ALL of *your* advertisements and marketing material, whether it's a brochure, a TV ad, a website, or anything else—is filled with platitudes also!

Now, I understand that you may have been running ads like this for 10, 20, or 30 years—even longer than that—and have been getting what most people would consider pretty good results that whole time. But, what if I could show you that you could have gotten even better results? It's true—better results are possible and even inevitable when you eliminate platitudes. And that's the first secret that I want to share with you. Eliminate platitudes from your ads forever, and you will get substantially better results! Now, on with the evaluations...



PLATITUDE EVALUATION #1 – Well I Would Hope So!

I want you to take a look at any claim you've made in your ad and ask yourself if a customer or prospect, could or would automatically respond with the statement, "Well I would hope so." For example, the ad on the left is for a plumber that says "Plumbing Service and Repair." Well I would hope so, you are a *plumber* right? The one on the right says that they're "licensed, bonded and insured," and that they "fix faucets and fixtures, water heaters, tubs and showers, etc." Well I would hope so. You're a plumber. What else would you do? I mean, it's so painfully obvious that it's ridiculous. Or how about this common statement that says "committed to honest, ethical service." Well I would hope so! What else would you expect them to say? Hey, we're lousy, we'll show up late, make your house dirty, expose our backsides to your kids and wife, and make sure that the problem that we fixed will break again a few weeks after we fix it.

Of course not! Everybody is going to say great things about themselves if they can get away with it.

So what about your ad? How did you do? Do you have any of these painfully obvious statements that would cause someone to say, *well I would hope so*? Be honest with yourself and check. Now on to the second evaluation:

PLATITUDE EVALUATION #2 – Who Else Can Say That?

Pay close attention to this one, because the question is not *who else can do what you do*, but *who else can say what you say*. The answer is usually *anyone and everyone*. Here's a painter who says that he's "Wisconsin's best." Who else can say that? Now this guy might actually be the best in Wisconsin and the best in the entire universe for all I know, but do you actually believe it just because he said it? Who else can say that? Can't the guy (on the next page of the phone book where I got this ad) who says "where integrity and quality meet" also say that he's Wisconsin's best? Of course he can. See, these statements are *dreadily predictable and commonplace* and they lack power to evoke interest. And you know what, they were *nevertheless* stated as though they were *original or significant*. Now look at your ad. Read a few lines and then ask yourself this, "who else can say that?" If one of your competitors can say it, then you failed this evaluation.

One of the most common platitudes in advertisements is to tell us how long you've been in business. Everybody thinks it matters, but I promise you it doesn't. Here's an illustration—I'm looking at an ad for a Chiropractor who thinks you should visit his practice because he's been a Chiropractor for over 29 years. Who else can say that? Well, how about his competitor in another ad in the same heading who has been "serving for over 30 years." See what I mean?

To take this one step further, let's move on to the last evaluation which might hurt the most...

PLATITUDE EVALUATION #3 – The Cross Out Write-In Test

For this evaluation, I'm going to have you cross out the name of your company in your advertisement and then write in the name of your competitor. Now tell me this, is the ad still valid? If so, you've just failed the test. Another way to illustrate this is to do it in reverse. Cross out your competitor's name and replace it



with your company's name. Now tell me, is the ad still valid? I mean really. I don't care if you absolutely know that you have higher quality than your competitor because your competitor can still say that they have higher quality than you even if it's not true.

I can give you hundreds of other examples for insurance companies who can give you "fast, easy quotes" or dentists who offer "complete dental care" or landscape contractors who "cut to perfection," but the bottom line is that none of these ads pass the cross out, write-in test, or the other platitude evaluations.

When we implement the *Power Marketing Program*™ into your business, one of the first things we do is remove all of the platitudes from your existing advertising. We innovate your company and create specific and strategic marketing headlines, messages, and campaigns that absolutely separate you from your competitors and cause your prospects and customers to draw this simple conclusion, *"I'd have to be completely insane to work with anyone else but you—no matter the price."* We even have a specific marketing evaluation form that we use that guarantees that you'll never put out another dismal ad with platitudes that gets lackluster results. You see, platitudes cause your marketplace to assume that you and your competitors are all the same. But, that's probably not true. You might have the best business of its kind in your industry, but since your ads and your competitor's ads all use platitudes, then the marketplace can't tell who actually offers the best value, so they call you up and ask you the same question that you're probably really sick of hearing, which is, "how much do you charge?" My friend, it doesn't have to be that way.

By way of example, take a look at one of your company's brochures. What's on the top of the front cover? More than likely, you've put your company name and/or logo there. Guess what? If you did, you just failed the exam. Let me explain why—*nobody cares who you are until they know what you can do for them!* Here's another secret—instead of putting your company name or logo on the front cover of your brochure, you should put a hot-button loaded headline that emotionally connects with your prospects and makes them *beg* to read the content on the inside. Dozens of facts, evaluations, and principles like this go into the execution of a Fine Point Marketing based marketing piece.

THE POWER MARKETING PROGRAM™

Fine Point Marketing is unique because of our proprietary *Power Marketing Program*™. It is a 5-tiered marketing system that is designed to make any local business the number one company in their industry within about a year's time. Here's a brief overview of the program:

ONE – BUSINESS INNOVATION

The Power Marketing Program™ starts with innovating a company so that they can actively market the uniqueness of their business. Regardless of their industry, the Power Marketing Program™ will introduce innovations into a business using time-tested innovation formulas that will work for any business, even if its in a commodity-based industry.

TWO – THE STRATEGIC MESSAGING FORMULA™

The Strategic Messaging Formula™ is an advanced, scientific formula for marketing success. This formula allows a company to build the most effective marketing message that actually taps into hot buttons that are important and relevant to the target market. Having an effective strategic message is the number one difference between effective marketing and under-leveraged marketing.

THREE – COMPREHENSIVE INTERNET MARKETING SUITE

The Power Marketing Program™ defines a comprehensive suite of advanced internet marketing techniques. In short, the system is designed to develop and automate an online marketing program that utilizes online videos; captures leads and delivers automatic follow-ups through email, text messaging, and direct-to-voicemail messages; drives visibility online for relevant searches, and incorporates a company's online presence into their overall marketing program.

FOUR – SYSTEMATIZED SALES PROCESS

The Power Marketing Program™ analyzes a company's sales process and then creates a new sales approach that is systematized to ensure that every customer and prospect has a specific and proven sales experience.

FIVE – PROFESSIONALIZED IMAGE

Finally, it's always important that you look your best. It's virtually impossible to overstate how important it is for your business to always look like the most professional company in town. The Power Marketing Program™ calls for a complete branding package to be associated and incorporated with a company's marketing program.

Unfortunately, there is not enough room in this short brochure to explain everything you need to know about the *Power Marketing Program*™. With the remaining space we have left, let's just go over some secrets you should know about creating marketing content for each of the following marketing mediums:

HOW TO CREATE AN EFFECTIVE WEBSITE

Local businesses (and most businesses) should use their website as a marketing tool and not as an online brochure. This is a huge paradigm shift for most business owners, but one that will pay you back handsomely if properly executed. In short, your website needs to be an educational powerhouse that is used to facilitate your customers and prospects decision making process.

3 Problems with Most Web Companies that You Want to Avoid:

1. **Poor Content** - Web design companies typically do not create content for your website. And, even if they did, they would more than likely create weak content filled with platitudes since they specialize in *design* and not *marketing consultation*. This is the biggest problem with web design today—web design companies simply don't know how to develop a powerful marketing message to put on your website. They usually ask **you** (the business owner) to provide the content for the website for them! They'll ask you questions like "what colors do you like?" and "do you have any other web designs that you like?" etc. At Fine Point Marketing, we go through a comprehensive marketing consultation process for all of our clients in need of a website, meaning that we create the content for you!
2. **Online Videos** - Videos are the most powerful form of communication today. And, online videos are the most effective tool for quickly sharing a powerful marketing message with your audience. A nice-looking website without videos is like a sports car without gas—it looks nice, but it won't get you where you need to go. The problem with most videos, however, is the same as with everything else—they're full of platitudes and they're usually not produced to effectively accomplish a marketing goal. At Fine Point Marketing, we include video production in all of our Web Design packages, and the video scripts are professionally produced through a consultative process using the *Marketing Equation*. You can visit our website for some examples.
3. **Outdated Coding** - Too many web designers today are still using outdated software like Flash which is no longer useful in modern web design. Websites today must be developed with multiple platforms in mind like iPads and iPhones and other mobile devices. Currently, in "techno-jargon," this means that your website must be HTML5 compliant. At Fine Point Marketing, all of our websites are HTML5 compliant, and even our videos are all encoded to ensure that they play back properly on mobile devices.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (or SEO) is a "hot ticket" today and for good reason. More than ever, people are using Google to find companies to do business with. To capitalize on this market opportunity, you need to ensure that your company shows up near the top of a Google search for your most important keyword search phrases.

SEO companies vary in pricing and effectiveness. At Fine Point Marketing, we offer one of the industry's only SEO guarantees which states that if your company does not show up on page one of Google for your most profitable keyword phrase after 90 days, **then you will pay us nothing until you get there!** Only work with SEO companies that are willing to make guarantees like this on their performance.

VIDEO PRODUCTION

Videos can and should be used in many different parts of an effective marketing campaign. Marketing videos today can take the form of: TV ads, online videos, and DVD/Blu-Ray productions. There are many qualified and competent video production companies everywhere. However, before you produce your next marketing video, be sure to consider the following:

- **It's all about the script** - As you've already read in this brochure—content is KING! The most important part about the video is not the lighting, the picture quality, the soundtrack, or any of the other production elements. The most important part of the video is the script and the marketing content contained within the script. I can guarantee you that a video with bad lighting and an effective message based on the Marketing Equation will trump a professional video production that is full of platitudes even if it has perfect lighting, sound, and acting.
- **Integrate Video as a Tool in Your Marketing Campaign** - Without going through a comprehensive marketing consultation, it will be very difficult to properly script and create your needed videos because many of the best videos are created as tools *within* an overall marketing campaign. This again is a different paradigm since most people think about TV commercials when considering making videos. You need to think about how a marketing video fits into the overall sales cycle instead of just thinking about running TV ads.
- **More is More** - Oftentimes it's best to create many short videos (30 to 60 seconds long) as opposed to one long video. YouTube has taught us that people will easily watch 10 sixty second videos, but will not watch one 10 minute long video. In this regard, ask us about our "FAQs, SAQs, and Testimonials" video production model that has proven its effectiveness in almost all industries.
- **Use YouTube Effectively** - Even if your video is being produced for television or for final output to DVDs, you should still post your videos online. It's free and useful advertising. However, it's important to properly host and link your videos using the proper techniques. For example, too many video production companies embed your YouTube videos on your website which is actually a bad idea. Why? Because it means that your website visitors are just one click away from YouTube which could cause your visitors to actually use your website as a *portal* to YouTube—and within minutes they're watching funny cat videos and they forgot all about you! At Fine Point Marketing, we can show you how to use YouTube to send traffic to your website, instead of sending traffic from your website to YouTube.

Call NOW to Schedule Your FREE "Marketing Leverage Analysis"

If you're sick and tired of "Free Consultations" that turn out to just be sales calls, then you're going to love our FREE *Marketing Leverage Analysis*. During this 35 minute analysis, an Account Executive from Fine Point Marketing will review your existing marketing material and strategies and learn what your marketing goals are. This information will go back to our main office where one of our Marketing Consultants will analyze all the gaps and missed opportunities in your current marketing program. You will also be shown where opportunities with "Marketing Leverage" exist and how you can take advantage of them.

**We Can Only Work with ONE Company In Your Industry So
Don't Let Your Competitors Beat You To It—CALL NOW!**

(920) 931-4035 • finepointmarketing.com

FULL COLOR PRINTING

The final production of your printed marketing material should almost always be produced in full color. In order to properly convey the image of professionalism and mastery, your final printed products should be designed and printed to match your company image. Below is a sample price list of Fine Point Marketing's printed pricing guide.

All business cards and post cards are printed on 16 point stock with full UV Coating. Other options like: rounded corners, metallic printing, and even plastic cards are available.

BUSINESS CARDS

1,000 - 4/0, 4/1, 4/4	\$75.00
2,500 - 4/0, 4/1, 4/4	\$99.00
5,000 - 4/0, 4/1, 4/4	\$150.00
10,000 - 4/0, 4/1, 4/4	\$250.00

4 x 6 POST CARDS

1,000 - 4/0, 4/1, 4/4	\$150.00
2,500 - 4/0, 4/1, 4/4	\$250.00
5,000 - 4/0, 4/1, 4/4	\$325.00
10,000 - 4/0, 4/1, 4/4	\$500.00

5 x 7 POST CARDS

1,000 - 4/0, 4/1, 4/4	\$225.00
2,500 - 4/0, 4/1, 4/4	\$330.00
5,000 - 4/0, 4/1, 4/4	\$450.00
10,000 - 4/0, 4/1, 4/4	\$800.00

6 x 11 POST CARDS

1,000 - 4/0, 4/1, 4/4	\$325.00
2,500 - 4/0, 4/1, 4/4	\$465.00
5,000 - 4/0, 4/1, 4/4	\$700.00
10,000 - 4/0, 4/1, 4/4	\$1300.00

8.5 X 11 BROCHURES

1,000 - 4/0	\$200.00
1,000 - 4/1, 4/4	\$300.00
2,500 - 4/0	\$325.00
2,500 - 4/1, 4/4	\$400.00
5,000 - 4/0	\$500.00
5,000 - 4/1, 4/4	\$550.00
10,000 - 4/0	\$825.00
10,000 - 4/1, 4/4	\$875.00

These prices include the cost of folding.
Printing on 100 lb. Gloss Book with Aqueous Coating
(UV coating additional - request quote)

11 x 17 BROCHURES

1,000 - 4/0	\$320.00
1,000 - 4/1, 4/4	\$495.00
1,000 - Standard Folding	\$40.00
2,500 - 4/0	\$550.00
2,500 - 4/1, 4/4	\$685.00
2,500 - Standard Folding	\$60.00
5,000 - 4/0	\$700.00
5,000 - 4/1, 4/4	\$900.00
5,000 - Standard Folding	\$90.00
10,000 - 4/0	\$1250.00
10,000 - 4/1, 4/4	\$1500.00
10,000 - Standard Folding	\$160.00

Standard Folding pricing is for an
Accordion Fold, Half-Fold, or Z-Fold.

Printing on 100 lb. Gloss Book with Aqueous Coating
(UV coating additional - request quote)

8.5 x 11 8 PAGE BOOKLETS

1,000 - 4/4	\$1,399.00
2,500 - 4/4	\$1,999.00
5,000 - 4/4	\$2,599.00
10,000 - 4/4	\$4,499.00

LETTERHEAD

1,000 - 4/0	\$199.00
2,500 - 4/0	\$365.00
5,000 - 4/0	\$575.00
10,000 - 4/0	\$1000.00

Letterhead is printed on 70 lb. Premium
Opaque Paper

#10 ENVELOPES

1,000 - 4/0	\$275.00
2,500 - 4/0	\$425.00
5,000 - 4/0	\$825.00
10,000 - 4/0	\$1450.00

Letterhead is printed on 70 lb. Premium
Opaque Paper

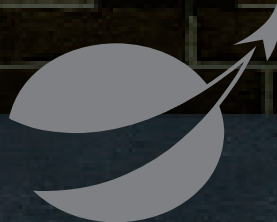
DOORHANGERS

1,000 - 4/0, 4/1, 4/4	\$250.00
2,500 - 4/0, 4/1, 4/4	\$399.00
5,000 - 4/0, 4/1, 4/4	\$675.00
10,000 - 4/0, 4/1, 4/4	\$1250.00

The number "4" represents full color, "1" represents a single color, and "0" represents a blank side.
4/4 denotes full color on both sides, 4/0 denotes full color on one side and blank on the other, etc.

(920) 931-4035

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Fine Point Marketing

finepointmarketing.com