

Underground Marketing Report #1

**3 Key Principles Of
The Marketing Masters**

by Andrew Cavanagh

**How To Turn \$100,000
Into \$1,191,817 In One Year**

**© 2005 Andrew Cavanagh, all rights reserved
Unauthorized reproduction prohibited**

www.copywriting1.com

§No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher.

Discover The Hidden Marketing Assets In Any Business

This series of underground reports reveals the marketing secrets of the greatest marketing masters.

Normally you'd pay tens of thousands of dollars or more for this information.

But I've laid out every mind expanding, profit producing secret in clear, simple language in this series of underground reports.

You can read and start using every one of these marketing secrets today to power your profits and completely revolutionize your approach to business.

In this first underground report you'll learn 3 key marketing principles that will act as a marketing foundation for the underground reports to come.

Read on to discover how you can turn \$100,000 turnover into \$1,191,817 turnover in just one year...

“Failing Half Of The Time...”

Also be sure to take a look at the **4 FREE videos inside this report...**

Key Marketing Principle Number One

1 Great Marketing Multiplies Your Profits

Improving every area of your marketing is one of the few ways where you can significantly increase your results without spending more money.

Let me explain...

An ad will cost you the same amount of money to run regardless of how many of your prospects actually buy from that ad.

So if you can improve key areas in that ad to produce twice the response you've radically increased your profits.

Same cost – higher profits.

Can you imagine how powerful your sales and marketing would be if you tested every tiny key area of every part of your sales and marketing process...

**“...And Systematically
Improved Them All!”**

You can test your offer, your headlines, pitches your salespeople use to your prospects, your copy, your guarantee – the list goes on and on...

Increasing your business profits by 50%, 100% or more is quite realistic because EVERY improvement increases your net profits.

Better still every improvement, no matter how small multiplies upon the other improvements creating exponential growth...

The Three Main Ways To Increase Any Business Are...

- 1. Increase the number of clients...**
- 2. Increase the size of each sale you make...**
- 3. Increase the number of times your clients buy from you...**

Imagine if you have a 6 step sales process.

That may seem a little long but most businesses actually have a sales process longer than this once you take into account your client first finding out about your business all the way through to when your client actually parts with their cash.

Imagine if you improve the response of each step of that 6 step sales process by just 10%.

“Improving Each Stage Of That Sales Process Creates Exponential Improvement In Overall Sales...”

Think of it this way.

Say you doing a very modest \$100,000 in turnover with your 6 step sales process.

If you improve your response from each of those six steps by just 10% that will create an overall increase in sales of 77%!

Every improvement in the sales process multiplies on the next.

If sales accounted for \$100,000 of turnover you could increase this turnover to \$177,156.

A \$77,156 Increase In Turnover Just By Improving Each Step Of Your Sales Process By A Mere 10%!

This is just the beginning..

Your current sales process is just a small part of the hidden marketing assets we'll identify in your business.

Imagine what would happen if each week you worked on improving one small, well defined process to improve sales and turnover in your business by a tiny 10%.

And imagine only half of those improvements were effective.

Over just one, single year you'd have a total of 26 small increases of 10%.

**“The Stunning Increase
In Total Turnover Would Be 1,091%!”**

A modest \$100,000 turnover would grow to over one million dollars turnover. \$1,191,817 to be exact.

“An Increase Of...”

**“One Million And Ninety One Thousand
Eight Hundred
And Seventeen Dollars!”**

Obviously there are a whole variety of factors that would affect your actual business performance in the real world but the principle of continuously creating small incremental improvements is sound and has been proven in thousands of businesses.

Having said that most businesses will never increase their turnover at such a stratospheric rate.

Why?

First they never spend time looking for small improvements in key areas of their business.

Second they never develop a process to systematically improve those key areas over and over again.

Finally and probably most important...

**“They Lack The Knowledge
And Marketing Education To Find Those Key Areas
Where Enormous Increases Are Simple
And Cost Free...”**

These Underground reports will help you identify all those key hidden marketing assets in your business, close that gap in your knowledge and create powerful exponential growth in your business...

Key Marketing Principle Number Two

2 What Makes You Unique? Find Your USP And Use It In All Your Marketing

First - Define your business's unique selling proposition (USP).

Ask yourself these questions...

- **What is it you do that's unique?**
- **What do you do no one else does?**
- **What is your “purple cow” - something you provide that sets you apart from every other business.**

All great businesses have a well defined USP. Something that makes them different from their competition.

Something they do no one else does...

“In Business It's Differentiate Or Die...”

If your business is a carbon copy of other businesses you can only compete on price.

And competing on price can be disastrous for business profits.

On the other hand if your product or service is unique you have no competition and you can charge based on what your customers think your service is worth to them – usually a very profitable business model.

If you don't have a unique selling proposition - a “purple cow” - I highly recommend you develop one right now.

As you make the changes to your business necessary to make real profits don't be afraid of going out on the edge.

Real profits are always on the edge.

Real uniqueness is always on the edge.

Many businessmen copy their competitors because that feels safe.

When you're defining exactly what it is your business supplies There Is Nothing More Dangerous Than Doing What Everyone Else Is Doing.

**“Create A Business Concept
So Unique
With Such A Unique Niche...”**

**“...That You Have No
Real Competition In That Niche -
You Are The Undisputed Market Leader...”**

And you can do this very quickly - almost overnight - simply by making a decision on your niche and your unique selling proposition.

Once you've defined your unique selling proposition, your USP, put it into a sharp, clear easy to understand, one sentence statement you can use in all your marketing.

Like the classic USP Domino's pizza used so successfully for so many years...

**“Hot Fresh Pizza
Delivered In 30 Minutes
Or It's Free!”**

As a guideline a great, well articulated USP could literally be used as a headline for your advertisements or your sales letters.

Like this great USP from Federal Express...

**“When It Absolutely
Positively Has To Be There
Overnight!”**

Watch These 2 FREE Videos Online...
[Is This The Greatest USP In History?](#)
[Multiply The Impact Of Your Sales Message](#)

Papa John's great quality pizza USP...

**“Better Ingredients
Better Pizza
Papa John's”**

**“Our 20 Step
Marketing System Will Sell Your Home
In Less Than 45 Days At
Full Market Value”**

Honda promoting the Honda civic with it's great gas economy...

**“Better
Gas Mileage
A Civic Responsibility”**

This classic USP from David Ogilvy for Rolls Royce was supremely successful...

**“At Sixty Miles An Hour
The Loudest Noise In The New Rolls Royce
Comes From The Electric Clock!”**

Avis captured huge market share by pointing out because they were the number two car rental agency they could and did provide better service...

**“We're Second
So We Try Harder!”**

Olympus cameras used this great USP to point out that their camera would get you professional results even though your were an amateur photographer...

**“All The Features
Of A Professional Camera
Without The Fuss”**

Think of the unique benefits your product and service provides and write your own tightly focused, targeted USP.

Key Marketing Principle Number Three

3 Advertising Is Salesmanship In...”

Copywriting genius John E Kennedy was the first to coin the fantastic phrase “Advertising is salesmanship in print.”

Regardless of the medium you use – radio, television, direct mail, newspapers, magazines, ezines, websites – advertising is salesmanship.

If you observe the sales process a successful effective salesperson goes through to successfully sell your product or service – the process you go through yourself – that is exactly the same approach you should use in every kind of advertising you employ.

If a salesperson needs to speak for at least 10 or 15 minutes to get across the benefits of your product or service successfully then your advertising should mimic that.

**“If Your Salesperson
Needs To Visit Your Prospect
Half A Dozen Times...”**

**“...Then You Should
Do That With Your Advertising Too...”**

Analyze what works in person to person sales with your product or service and make your advertising reflect that process as closely as you possibly can.

If you haven't been out in the real world talking to prospects and selling them your product one on one yourself.

Forget cute artsy advertising and remember “advertising is salesmanship.”

Before we close this report out I want to share with you **the two greatest marketing geniuses alive** and how you can talk to both of these geniuses any time you want without paying a cent...

1. You Are A Marketing Genius

You may not have realized it but you really are a marketing genius...

**“If A marketing Approach
Doesn't Successfully Persuade You
To Take Action...”**

**“...It Probably Won't Be
Very Effective With Other People Either...”**

By being constantly aware of what works with you - keeping samples and taking notes you can create a huge knowledge and database to draw on for your business.

Whenever you buy something think to yourself “What did I like about that sales process?” “Why did it work on me?”

When an ad or an article captures your attention think “What was it that made me read that?” How did that get my attention?”

Take notes and collect successful ads, headlines, write down successful pitches and adapt and test them in your own business...

2. The Greatest Marketing Genius Alive

You can study every marketing technique ever invented. You can sit at the feet of marketing masters like Jay Abraham, Gary Halbert, John Carlton, Claude Hopkins, and Eugene Schwartz...

But it will all be wasted unless you realize this most profound truth...

**“Ultimately
The Greatest Marketing Genius
Is Your Prospect...”**

Your prospects decide which marketing approach is the most effective by reaching into their pockets and paying real money for real products and services.

They can tell you exactly what persuades them and why.

When was the last time you asked one of your prospects what sales and marketing approached made them actually buy a product or service in the last 12 months?

Exactly what was it that persuaded them?

What did they like about the approach?

What did they dislike?

What do they like about your product or service? Your marketing approach?

What do they dislike?

**“There's Marketing
Gold In Your Prospects Just Waiting
To Be Mined...”**

And you can learn every marketing secret on the planet from the greatest marketing genius alive without spending a penny.

All you have to do is ask...

Take a look at these FREE online resources...

[**A Powerful \\$20 Million Low Key Sales Presentation \(FREE Video\)**](#)

[**The Biggest Secret To Selling Online**](#)

[**How To Grab Attention Without Over-Hyped Language**](#)

[**Breaking Your Prospect's Sales Resistance \(FREE Video\)**](#)

More powerful and FREE Marketing resources at...

www.copywriting1.com

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher.