



“The Invisible Secret: The Fastest Way to Turn Your Business Into a Marketing Powerhouse!”

The Surprising Truth About The Most Overlooked – But Easiest – Method To Complete And Utter Market Domination!

Sizzling sales copy. Dramatic headlines. Irresistible offers. Emotional stories (“...this could happen to you!”) Benefits. Unique Selling Propositions. A Call-To-Action that makes your reader dive for the phone.

That’s what a lot of people think of when they think “marketing.”

And they’re about half right.

Let’s look at it this way. What is “marketing?” It’s setting up systems in the total sales process that replace manual labor. These “systems” swarm out to the marketplace like Army Rangers...put a bunch of prospects in your funnel...and either deliver them to you marked “sold” – or warm them up for the final close.

It’s like having an army of hundreds or thousands of “almost free” sales people go into the field for you.

And in order for these marketing systems to work, they need words. That’s the visible part of the marketing process. That’s what the prospect sees.

It’s also what your competition sees...and as long as they don’t understand what goes on behind the scenes, you’ll remain miles ahead of them – even if they do try to copy what you’re doing...

...because the bigger part of successful marketing is behind the scenes.

Take yourself back to high school for a moment. If the visible part of marketing is “English,” the invisible part is “Math.”



Yep. You've got to "do your math" to turn your business' marketing machine into a "money machine."

And you thought marketing was exciting and "creative?" Sometimes it is... but you must do the boring, mundane, drudge-work of "doing your numbers."

Here's an example from my world.

We're currently working on a website project for a client. National market. Direct to consumer. Huge potential.

5.2% of every visitor "converted." In this case, that means they completed both the quote and application form – and had them automatically emailed to our client's office.

Then, I got to work... on the "English." I added a series of "credibility-boosters" to help position our client as a "Trusted Advisor" to site visitors.

But what I really cared about was the "math." Not how good my changes looked. Not how much my client liked them. But the numbers.

Sure enough, the execution of one major change on the home page bumped conversion from 5.2% to 7.4%. That's a 42% spike.

What does that mean to our client? My best guess is several hundred thousand dollars. Every year.

Why is "doing your math" so important in marketing?

Well, let's face it. The real scorecard in any game is math. (After all, nobody takes headlines, great copy or irresistible offers to the bank.)

You already know you need to test your balance sheet and measure your P&L every month.

It may not be the favorite part of your job. On the other hand, a robust balance sheet and a generous P&L will put a smile on the face and zip in the step of any business owner.

It's the same with direct marketing. Trust me, when I got the news that we pumped a 43% boost in our client's response, I was on my cell phone, late at night, waiting for my bags at O'Hare – and hollering "yippee" like a kid at Christmas.



The numbers are our scorecard – and they tell us what to do with our campaign:

- Tweak it for changes and run it again.
- Run a “test” against it and see which one wins.
- You’ve got a winner... so roll it out as fast as you can. (And keep measuring!)
- Or... you’ve got such a stinker... you need to kill it, bury it and move on to the next campaign.

Why you can’t “do your math” with most business marketing

Two reasons. First of all, most business marketing won’t get a response – so, let’s be honest – there’s nothing to measure except the amount you paid for your ad(!)

Most business marketing seems to subscribe to the myth: we need to get our “name out there.”

Of course, that’s what the ad reps want you to believe. If we actually held them accountable for performance and measured response, they know we’d stop advertising with them!

Secondly, far too much business marketing doesn’t have a “built-in counter” – an odometer, so to speak, that actually does the counting for you.

Some of things you want to count when you “do your math” in marketing

Common sense prevails. You need to keep your fingers on the pulse of a very few vital signs.

- **Cost per lead per source.** Once or twice a month I run a campaign using fax broadcasting to existing clients and email to our TIP of the Week subscribers. The cost per lead for my TIP subs is virtually free. The cost per lead for the fax part of the campaign is NOT free. If I mixed them all in the same analysis, I may never know if I’m making or losing money on the fax campaign. Hence, you can’t just measure cost per lead. You must trace the lead back to the source. (And if you multiple sources like I often do – fax, email, magazine, direct mail and so forth – close analysis gives you extremely valuable information.)



- **Cost per lead per source – per event.** Sometimes you can really put a media “to the test.” For example, we ran a campaign last week to our TIP of the Week subscribers. Half got one “subject line.” The other half got another. (So we had the same “source” – but two “events.”) The second subject line out-pulled the first one by 24%. Spread those results over the next year... and we’ll end up with a huge windfall. All from five little words. (So you see: the “math” really drives the “English!”)
- **Cost per sale per source.** Cost per lead is important... but you must “follow” those leads to the ultimate result: sales. And, of course, if you’re testing different “events” from the same source, you’ll want to see if you can trace them back to the original pitch.
- **The Ultimate Test: Return on Investment.** Marketing is the only place I know where you can go and get returns of – not five, 10 or 15% - but 100% or 1000% or more. And that explains the ultimate measurement. Return on Investment. How much did you spend on your campaign – and how much did you make? (And keep this in mind: plenty of industries are thrilled to go “upside down” to get their first sale – because they know the Lifetime Value of their Customer.)

So how much are you willing to spend to get a client? And how long will you keep them? Five, seven, nine years? Longer? Keep investing in your marketing – and measuring your return – and, over the long haul, you can build a very profitable empire.