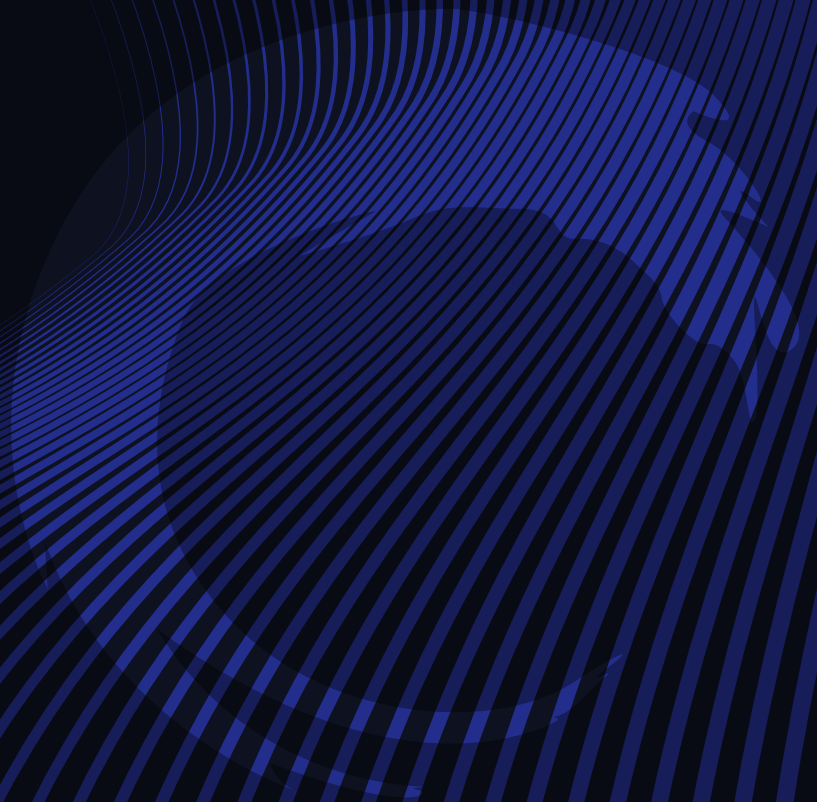
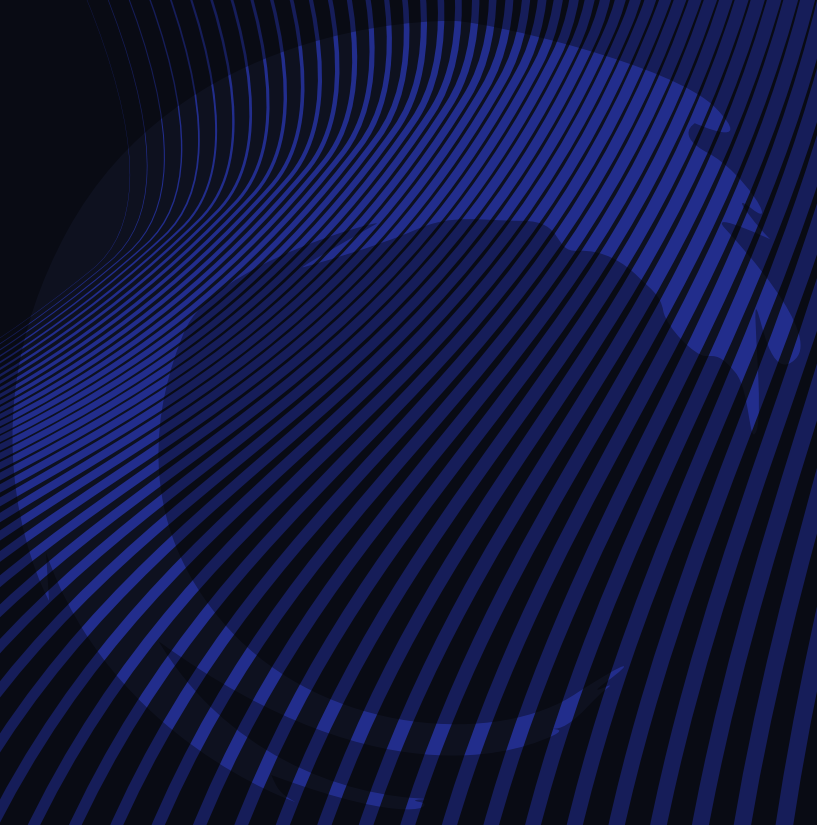


T. HARV EKER

COURSE WORKBOOK
THE WEALTHY
MARKETER



MODULE 1
**THE WEALTHY
MARKETING MIND**



The Wealthy Marketing Mind

If you're a great , you'll make great

What is marketing?

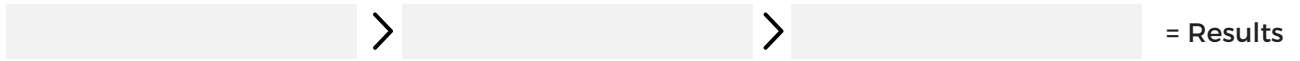
1. The definition of marketing is presenting products or services to potential customers in such a way as to make them
2. Everyone is in the business of
3. I am in the marketing business offering

Marketing Needs To Be Your Focus

1. What are the three parts of every business?
 - a.
 - b.
 - c.
2. Where do successful business people focus their time, money and energy?
 - a. Production %
 - b. Operations %
 - c. Marketing %

Your Marketing Mindset

1. The process of manifestation is

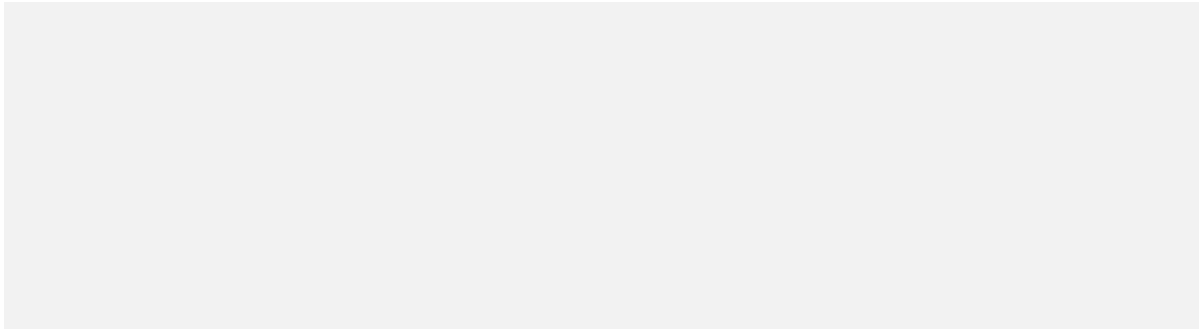


2. Make a list of negative images, thoughts and feelings you have towards marketing, sales, or promotion.

3. Where do you think your thoughts and feelings came from; what did you hear, see or experience that may have led you to believe or feel this way?

4. How do you think these thoughts, beliefs and feelings have affected your decisions and life (especially your business life)?

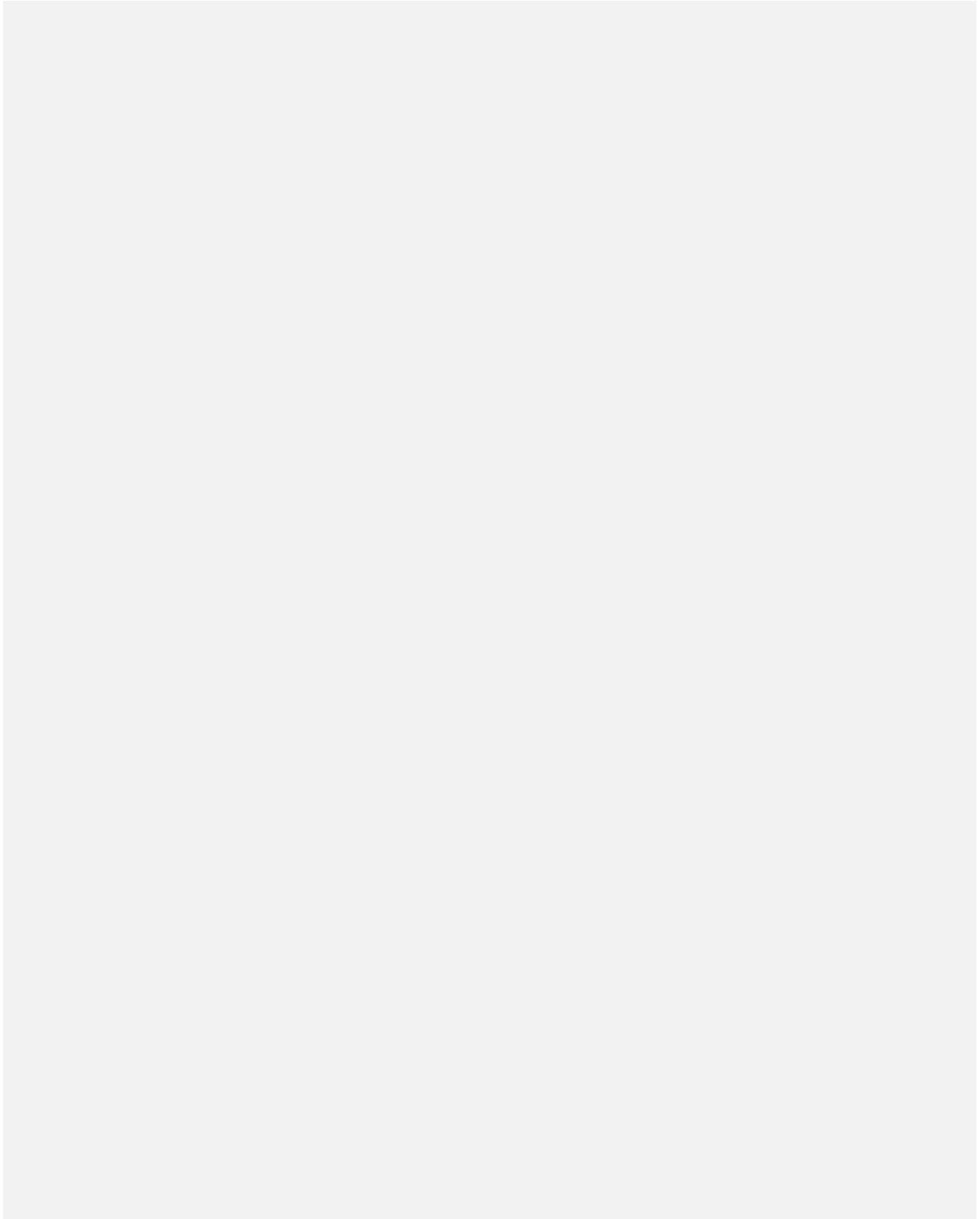
5. What ways of thinking, feeling and beliefs can you adopt about marketing and sales so you can help as many people as possible and become outrageously successful in your business?



The 4 Keys of the Marketing Mind

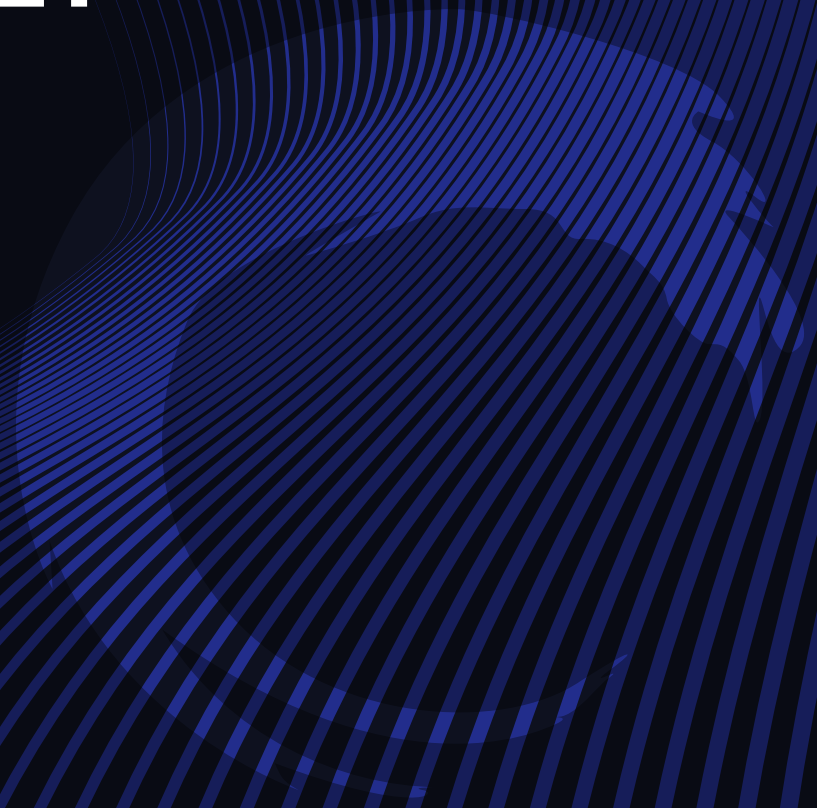
1. Let go of the belief that to you or in your business.
2. Don't be concerned about someone saying "no".
3. Solve
4. vs. sell.

Notes



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MODULE 2
**MARKETING
STRATEGY
AND TARGET
MARKET**



Marketing Strategy and Target Market

1. The goal of creating a [REDACTED],
is to create a [REDACTED] that works.

Creating a Marketing System

1. A marketing system is a process that produces a [REDACTED]
2. It's important to keep learning, [REDACTED], creating and [REDACTED] until
you have a system that works.

The Market

1. The market is essentially who is [REDACTED] to buy.

Finding Your Target Market

1. How do you identify your target market?
 - a. [REDACTED]
 - b. [REDACTED]
2. Your [REDACTED] will be those who have [REDACTED] a
product/service [REDACTED] to yours before.

3. Why are previous buyers the best to market to?

a. They're of your products!

b. You don't have to spend the time, energy and money to them as
to why they should want the product... only

4. Define your best customers in terms of demographics and psychographics.

Primary and Secondary Markets

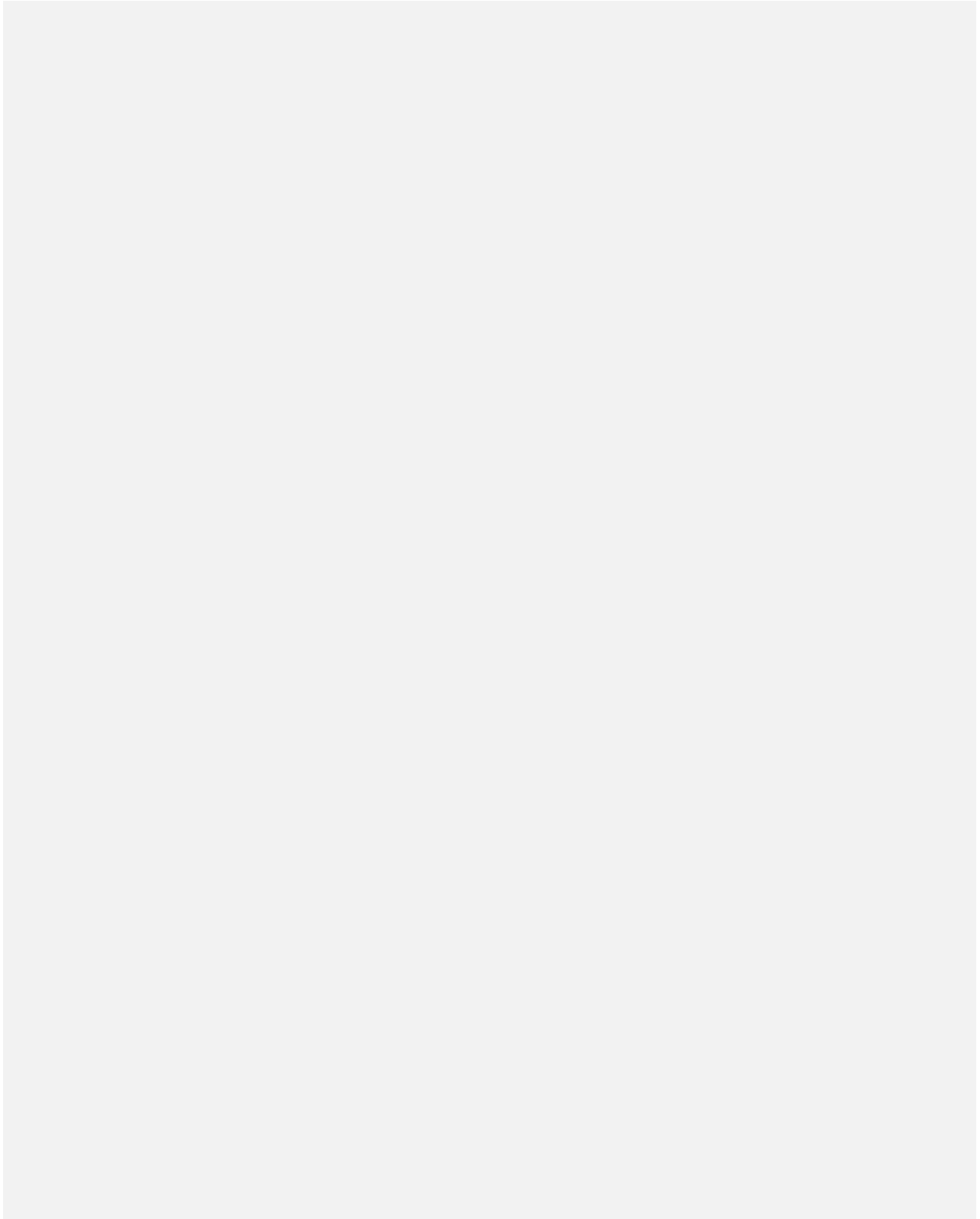
1. Your primary market are people and easiest to reach.

2. Your secondary market are people who are
likely to buy, but not your immediate focus.

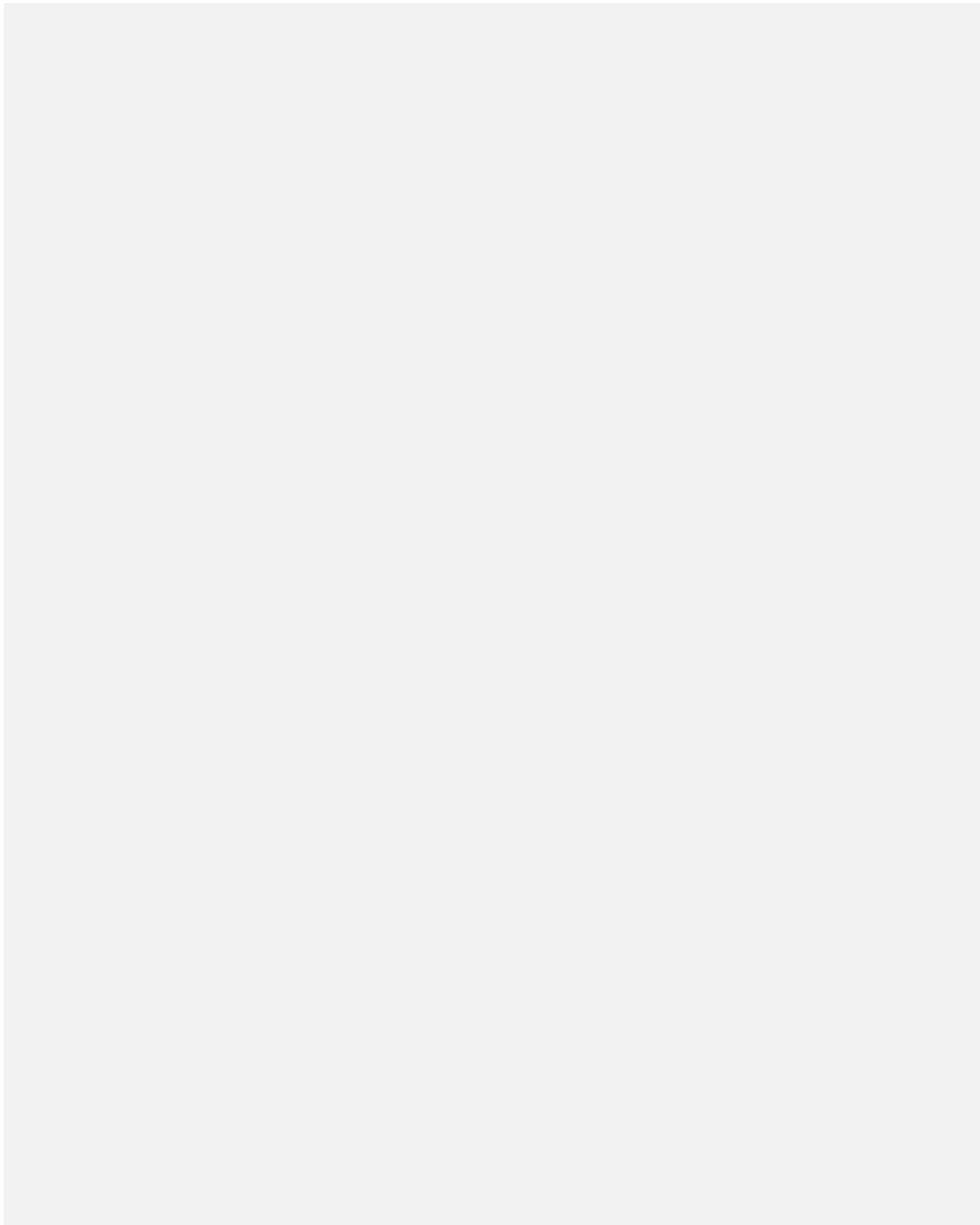
3. Who are your primary and secondary markets?

4. I clearly identify my

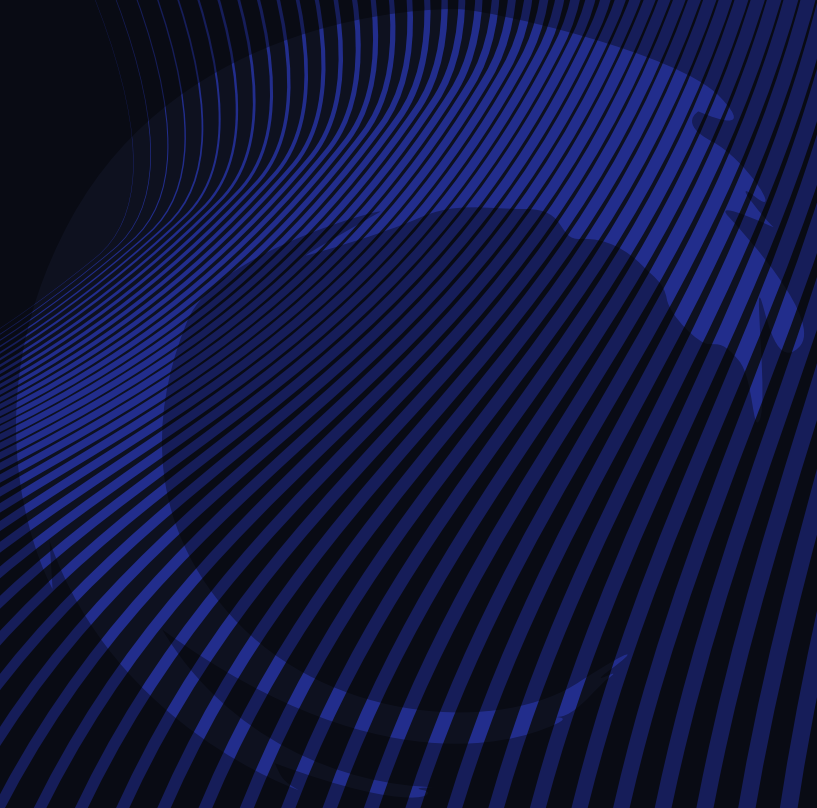
Notes



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MODULE 3
THE MESSAGE



Your Unique Selling Proposition

1. What are the two main questions your target market are asking themselves?
 - a. [] should I buy it?
 - b. Why should I buy it [] ?
2. Who you are, what you do and why your target market should buy from you, must be [], [], and []
3. Your unique selling proposition is your primary [] over everyone else.
4. You can put your USP front and center by:
 - a. Including it in part of your []
 - b. Including it in your “ [] ”
(a statement that goes with your name).

Customer Focused USP

1. What do your specific customers want?
 - a. Highest [] ?
 - b. Lowest [] ?
 - c. [] service?
 - d. [] convenience?
 - e. [] service?
2. Most USP's are superlatives meaning they end with “ [] ”
3. Being the oldest in your business or the original is a USP because it depicts []

The Expert USP

1. One of the best USP's to take:
2. makes you a perceived expert.
3. What are some of the ways you can provide information and education to your customers?
 - a.
 - b.
 - c.
 - d.
 - e.

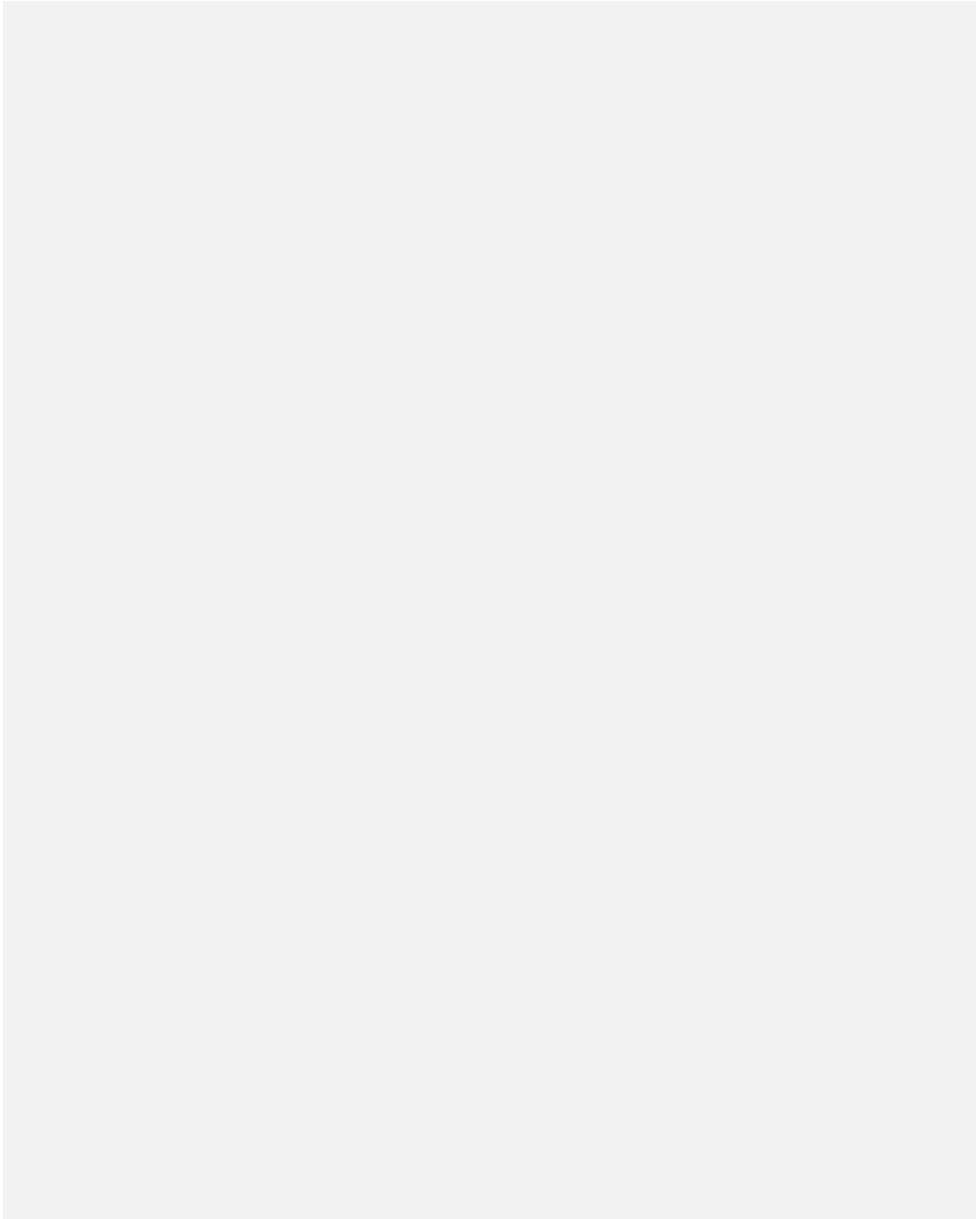
Creating Your USP

1. Don't create a USP for your business, that is in in the marketplace!
2. Create a USP for a current, prospective or model business and make sure to include the big benefit to your target group. (If you currently have a USP, create another even more powerful one.)

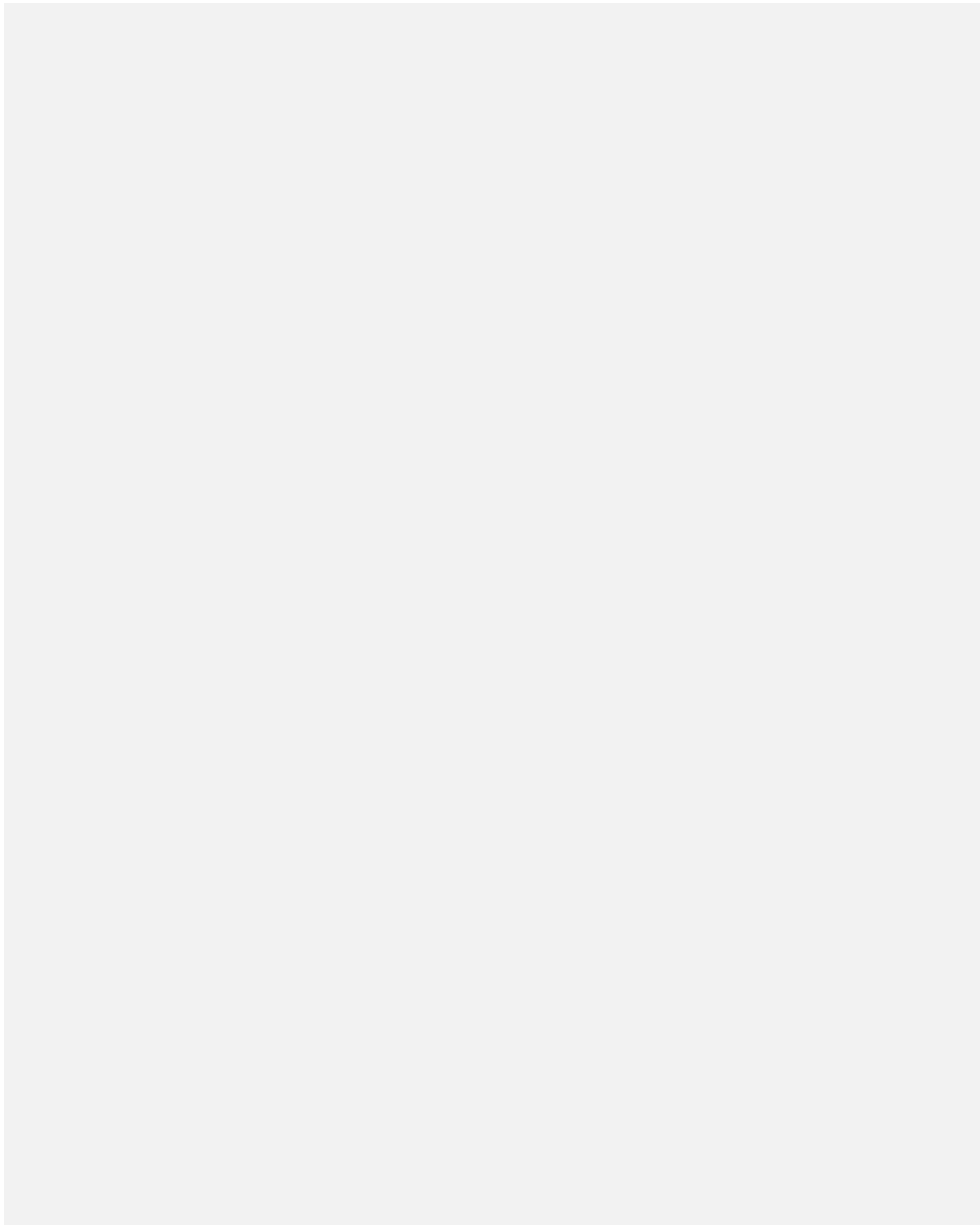
The Power of Names

1. One of the most important elements of your message is the of your company, product or service.
2. The elements that make up a good name for a company/product are:
 - a. Easy to
 - b. Descriptive - describes a
 - c. Evokes an image or brand or your
3. Your name MUST and be
4. A tagline is a more detailed of what you provide, the benefit, or USP.

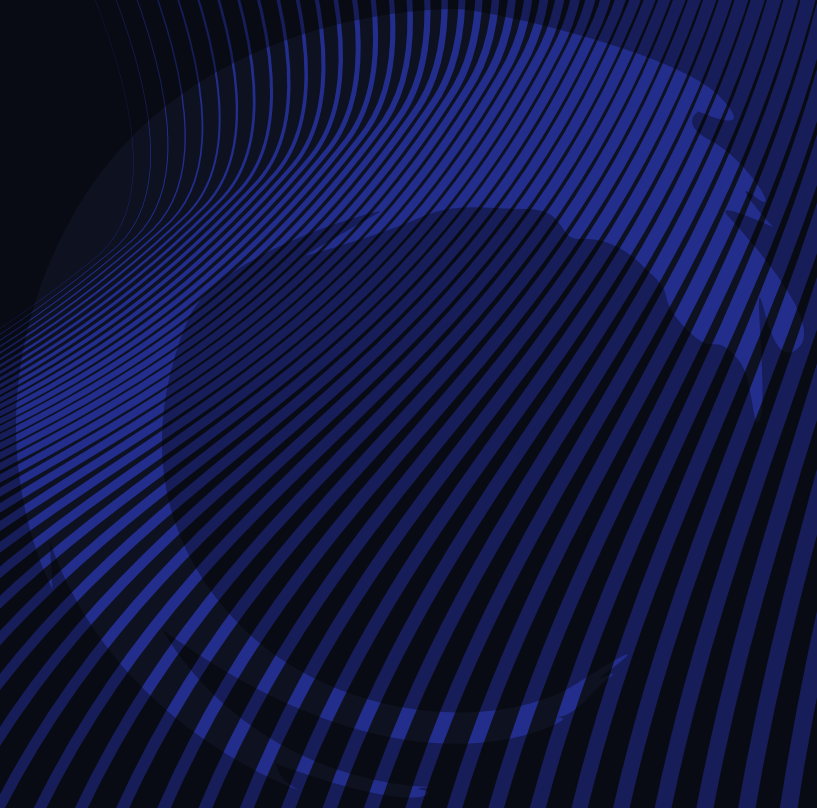
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MODULE 4
THE MEDIUM



Marketing Mediums

1. The medium is how you're going to
2. What are some message delivery systems you're interested in using for your business marketing?
 - a.
 - b.
 - c.
 - d.
 - e.
3. My intention is this year I will use

Powerful Joint Venture Systems

1. If you want constant, steady, ongoing momentum, you need a
2. Joint venture endorsed mailers are effective because of
3. Find other people/businesses whose database is to your and create a
4. What do joint venture partners get?
 - a. they get a percentage of your sales
 - b. you will mail for them now or in the future
 - c.

- 5.** Name 5 prospective joint venture partners. (Specific people/businesses whose database is similar to your target market.)

- 6.** What do you want your joint venture partners to do?

- 7.** How will your joint venture partners benefit from doing this?

Word of Mouth Referral System

1. A formal referral system is also known as “ ”

2. The most promotion is

3. Referral Program:

a. - what's the name of your referral program?

b. - what rewards are you going to give?

c. - how are you going to promote and educate them on how it works?

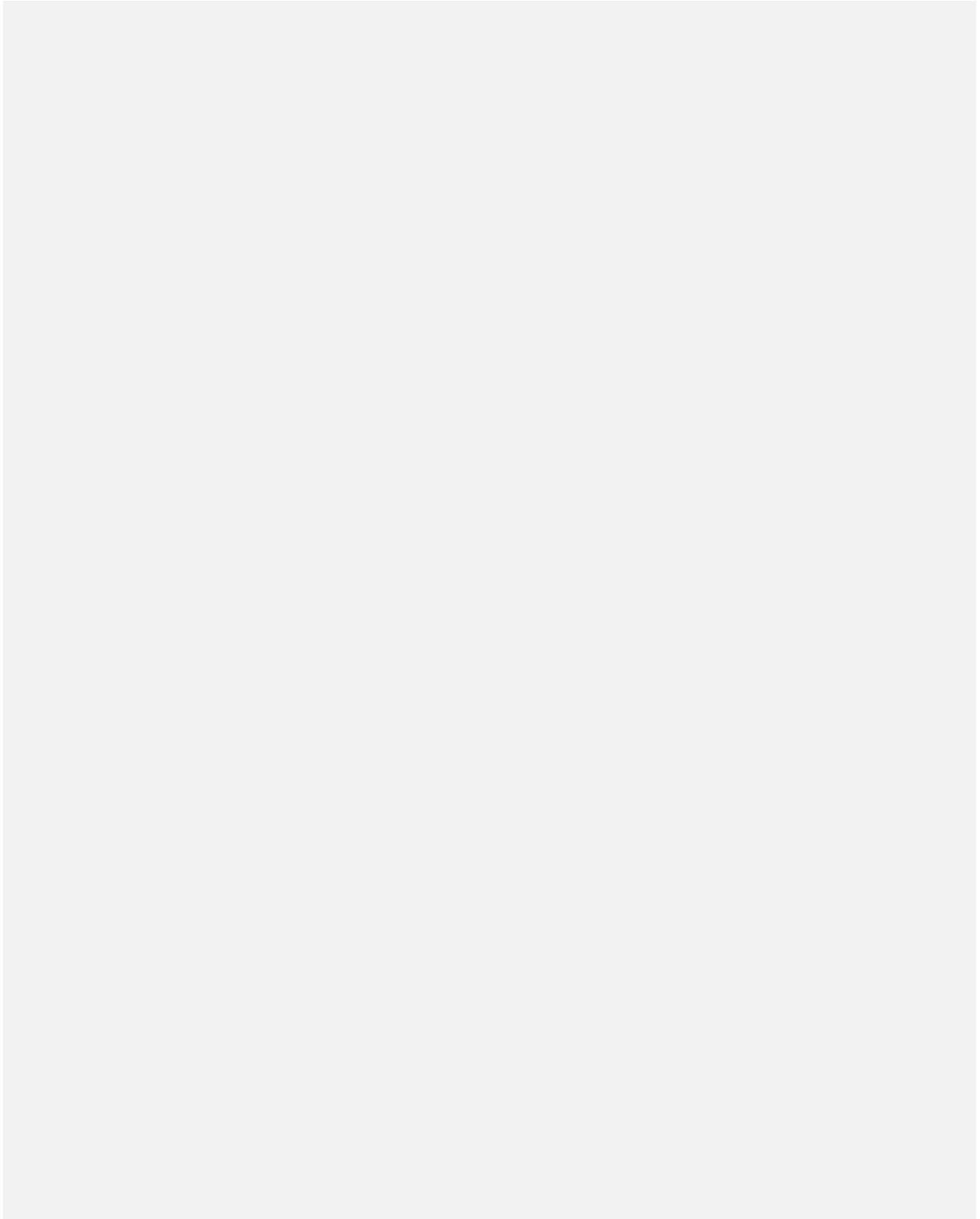
d. - how are you goign to track it?

e. - how will you continuously motivate people?

4. Design a first draft formalized referral program for your business.

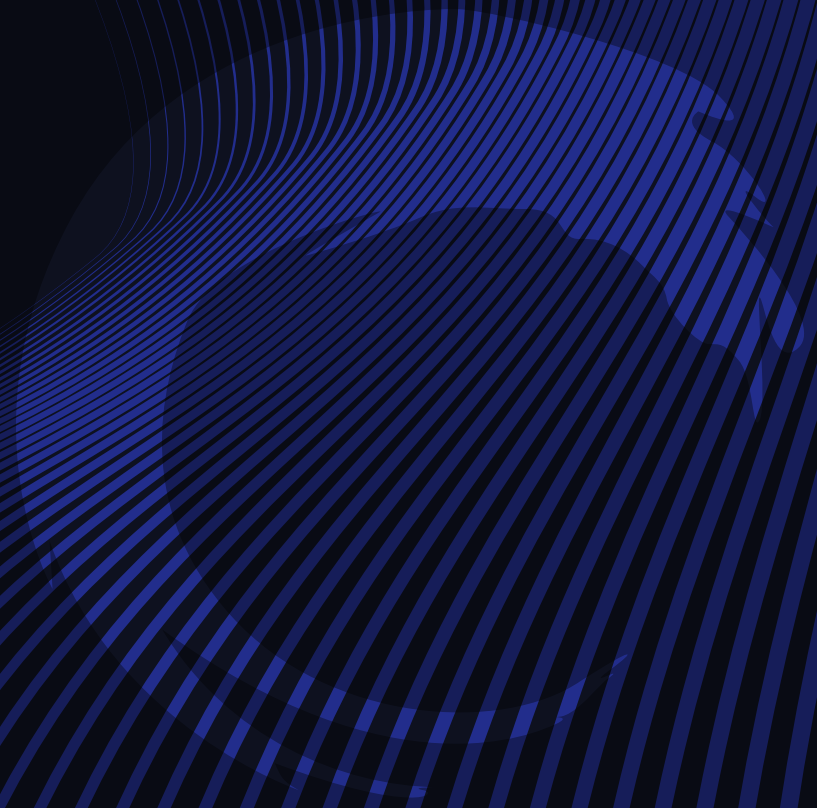
(When you're happy with it, use the one page printable referral program template to create a final version you can refer to in the future.)

Notes



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MODULE 5
MAXIMIZING
MARKETING



FEBE Marketing System

1. The backend is what you [] to your customers/clients
[] the original sale.
2. The headaches are in the [], the money is in the
[]
3. A company's #1 asset: []
4. The purpose of the frontend is to: []
5. The purpose of the backend is to: []

Creating an Outrageous Offer

1. Make your frontend offer so [], so [],
and so [] that it's a "no brainer" to try you out.

The Funnel Concept

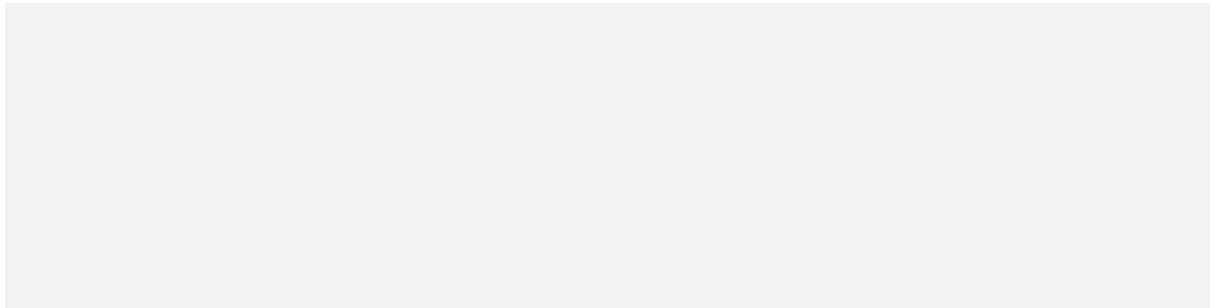
1. Your first offering's job is to []
2. The job of the initial relationship or outrageous offer is to get a chance to []
3. Start with low [], then offer the opportunity
to invest in higher amounts of both.

Customer Lifetime Value

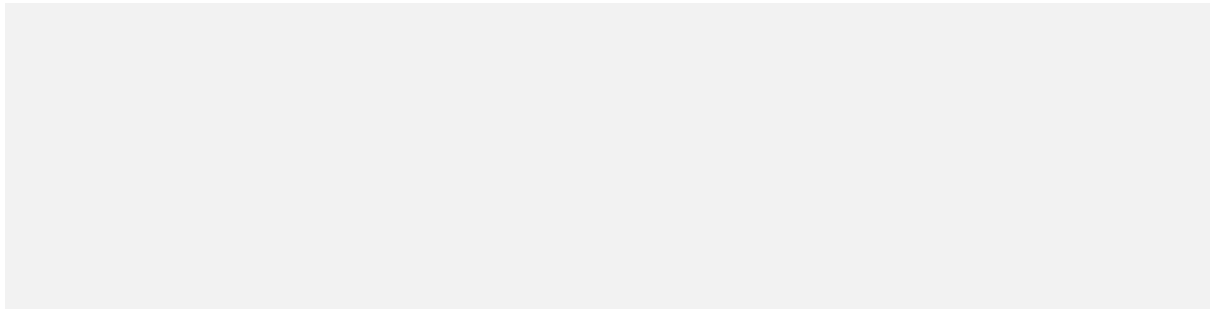
1. The lifetime value of a customer is the the average well-treated person during the of their association with you.

Putting It All Together

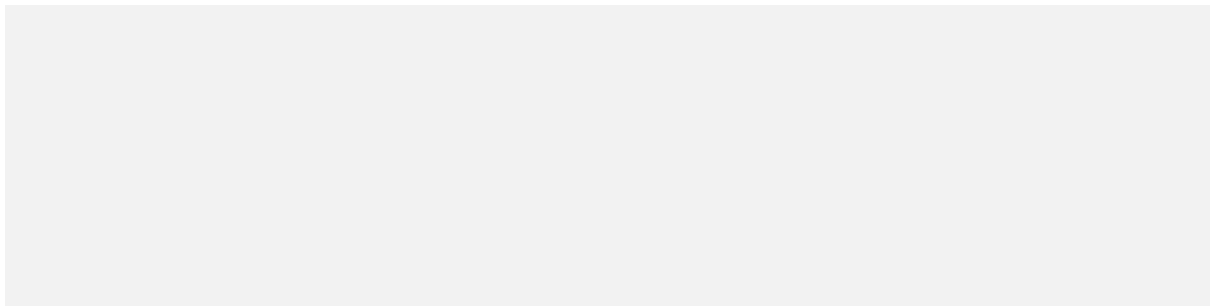
1. Create an outrageous offer to get people in.



2. Brainstorm some of the product or service offerings in funnel format from least expensive to most expensive. When you're happy you can insert them into the frontend/backend template resource so you can reference it in the future.



3. Determine your LVC \$ – both currently and in the future with a full funnel.



Packaging for Profit

1. It's better to [] vs. a single product.
2. Another way to create a package is by []
3. Create [] offers.
4. Create a package or bundle of products and services and put it into an irresistible offer.

Continuity Systems

1. A continuity program is selling something [] and delivering it on an [] while you receive revenue on an []
2. A continuity program could be the [], [], and most [] moneymaker you have.
3. What are some other ideas for a continuity program?
 - a. []
 - b. []
 - c. []
 - d. []
 - e. []
 - f. []
 - g. []
 - h. []

4. Design a continuity program. Who's your target audience? What will it include regarding products/services or benefits? How often will you deliver it? Pricing?

Frequent Buyer Systems

1. One of the ways to motivate your database is to create a

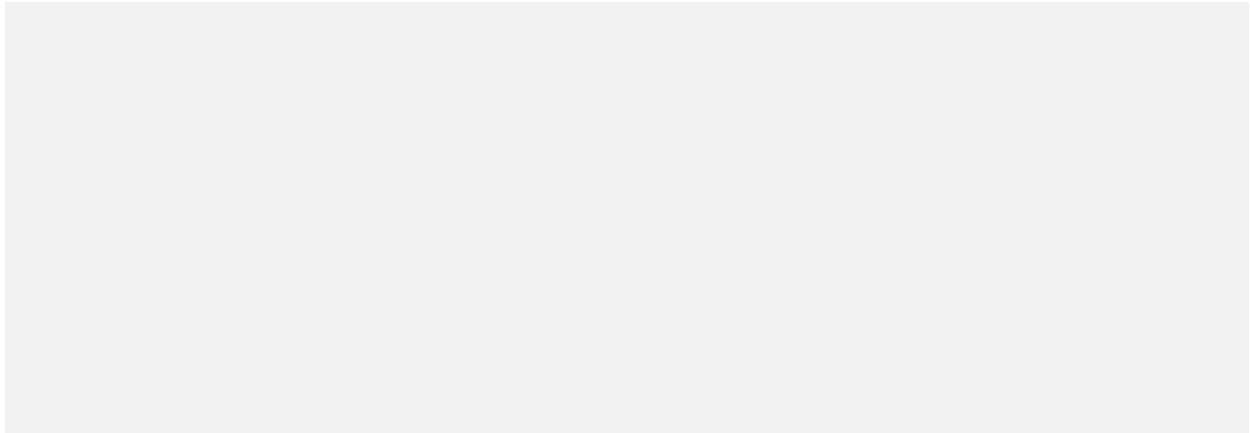
2. What are some examples of a frequent buyer program?

- a.
- b.
- c.
- d.

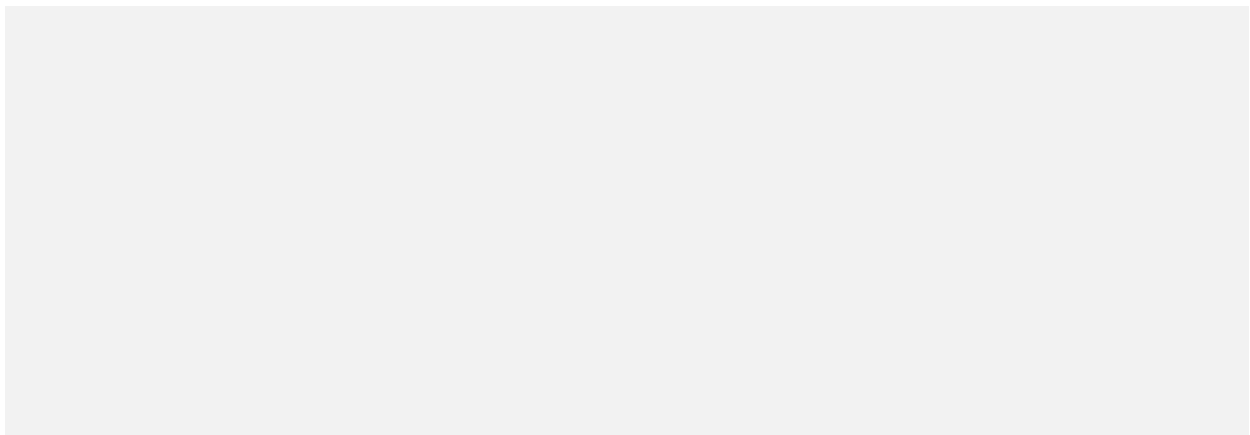
3. Design a frequent buyer program. What is the product they have to buy, how much, and what is the reward?

Bonus Lessons

1. Examine the frontend/backend template you created. How can you add upsell options to each of the offerings in your funnel? (These could be products or services already listed or brand new options.)

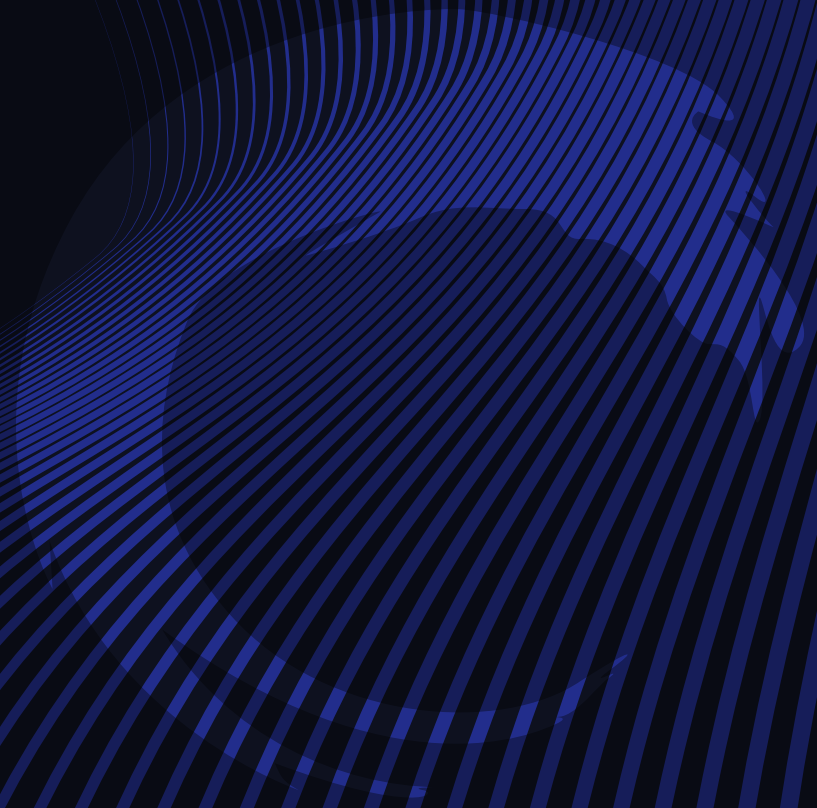


2. Examine the frontend/backend template you created. How can you add downsell options to each of the offerings in your funnel? (These could be products or services already listed or brand new options.)



THE WEALTHY MARKETER

MODULE 6
MILLION DOLLAR
COPYWRITING
SECRETS



The Power of Copywriting

1. Writing words for the purpose of _____ and _____
2. Copywriting is a _____

Powerful Headlines

1. The job of a headline is to capture the reader or listener's _____ in _____
2. In marketing, if you don't make a good _____, you don't get a _____
3. The single purpose of a headline is to _____
4. The 3 keys to a powerful headline are:
 - a. Your headline must _____
 - b. Your headline should _____
 - c. Your headline must be _____
5. What are some of the standard formats for a headline?

a. _____	d. _____
b. _____	e. _____
c. _____	f. _____

6. If you have a headline, you automatically have a

7. Create several headline options for your product or service.

Problem-Solution Openings

1. Use openings.

2. What are a person's primary motivators?

a.

b.

3. Expose a , the problem, and then provide the to the problem.

4. Create a problem-solution opening for your product/service.

Credibility and Trust

1. You must yourself on your company.
2. You must tell people:
 - a. Why you are
 - b. Why they should you.
3. You must make people aware of your ,
, or
4. Why are you qualified to earn your prospect's business and why should they trust you?

Storytelling

1. Use of how you became a success, or had success with an item yourself.
2. What are the two types of stories?
 - a.
 - b.

3. Your story must have _____ and _____

4. Write down your before and after story and your “why you do this” story.

Turning Features to Benefits

1. If you don't have specific, _____ for your customers to buy, they won't!

2. You must _____ the customer as to " _____ " your product is the best way for them to _____ their problem.

3. Convert all product _____ to customer

4. Emphasize your _____ in a customer benefit format.

5. Convert your product features to customer benefits.

Appealing to Emotions

1. People make _____ decisions based on _____, then _____ their decision with _____.

2. You must tell people:

- | | |
|----------|----------|
| a. _____ | d. _____ |
| b. _____ | e. _____ |
| c. _____ | f. _____ |

3. Before writing copy, make a _____ that apply to your target market and your product.

4. Pick 2 or 3 emotions and write a line of copy for each.

Limiters

1. The goal of a limitation is to get people to “_____”.

2. What are some limiters you can use in your copywriting?

- | | |
|----------|----------|
| a. _____ | c. _____ |
| b. _____ | d. _____ |

3. People [redacted], what they [redacted]

4. Create a limitation either with time, quantity, edition, or people.

[Redacted area for exercise 4]

Value Price

1. By [redacted] and mentioning [redacted] costs, your price now seems very inexpensive.

2. Create a value price for your product and/or service.

[Redacted area for exercise 2]

Bonuses

1. To be [redacted], give bonuses and cut your price!

2. Bonuses entice [redacted] action for [redacted] and [redacted]

3. Contingency bonuses are only worthwhile if you do or

4. Create a bonus to offer with your product and/or service.

Testimonials

1. Testimonials build and

2. The best testimonials are and

3. Which of your past customers could you contact to give you excellent testimonials for your product or service? Write down their names below and put it in your calendar or to-do list to contact them to provide you with a testimonial.

Direct Call to Action

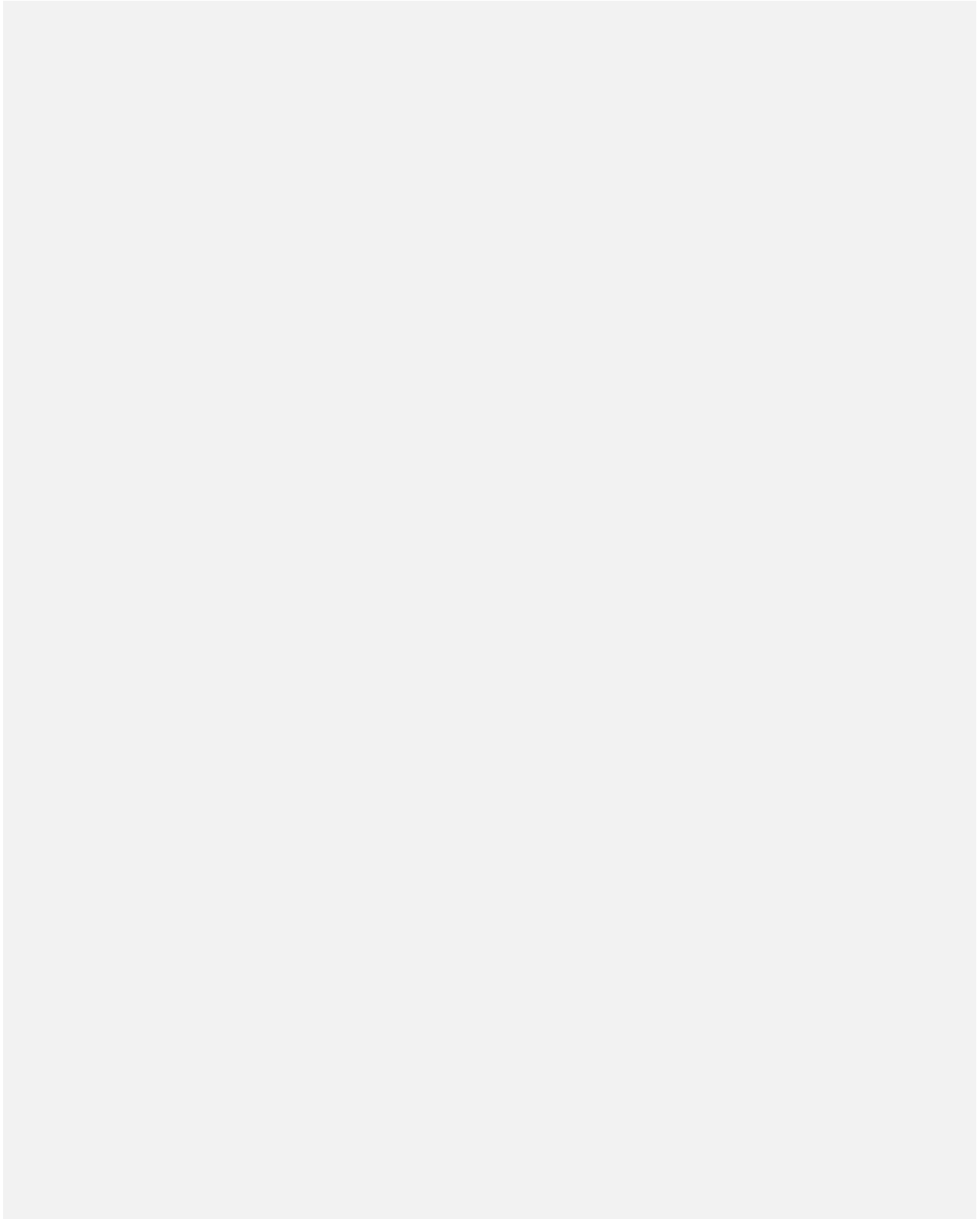
1. Make a specific
2. To tell them exactly to do and what to take.
3. Create a specific call to action for your product and/or service.

Empathy in Copywriting

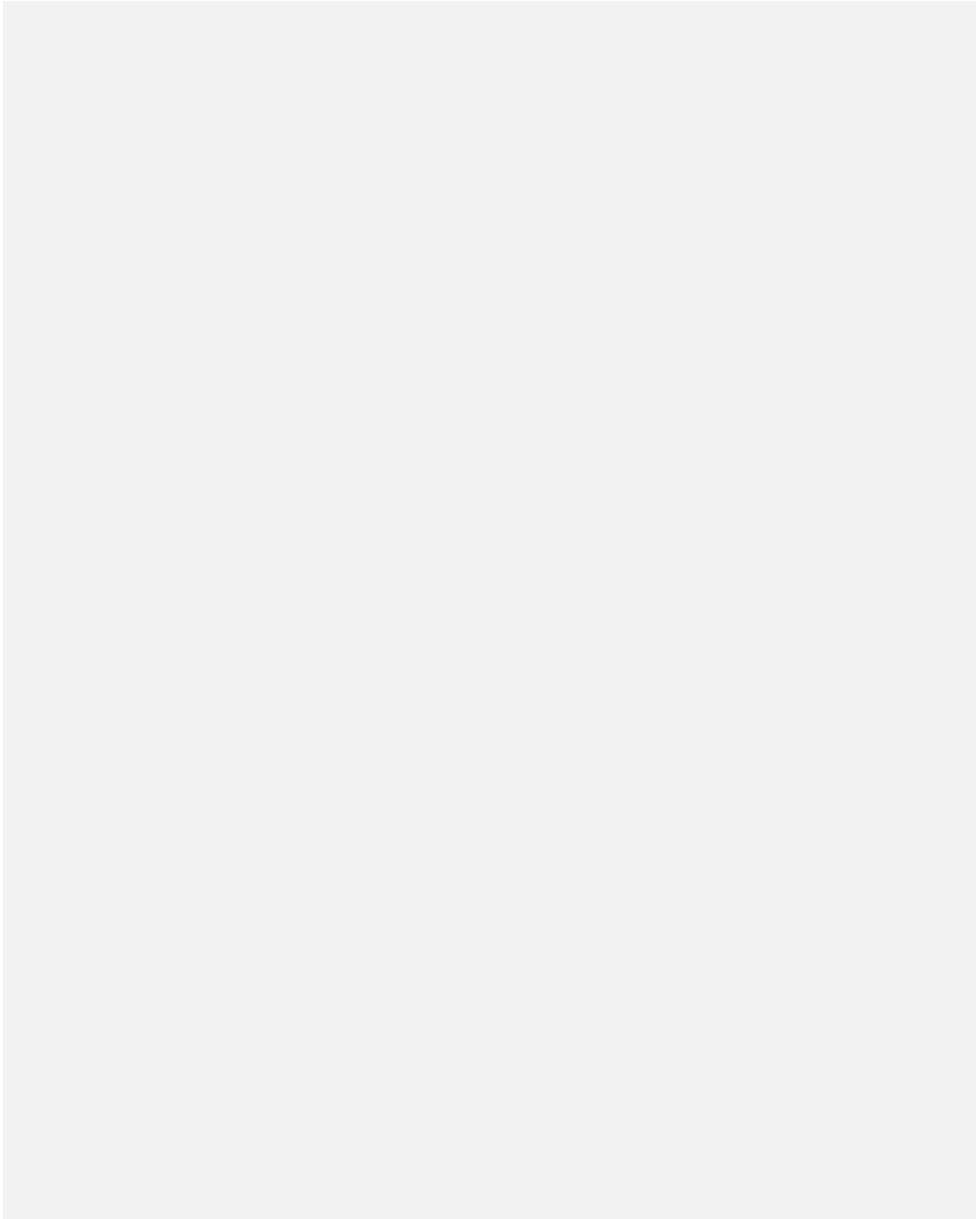
1. The most important characteristic you need as a businessperson or marketer is

2. The key to empathy is putting in your customer's

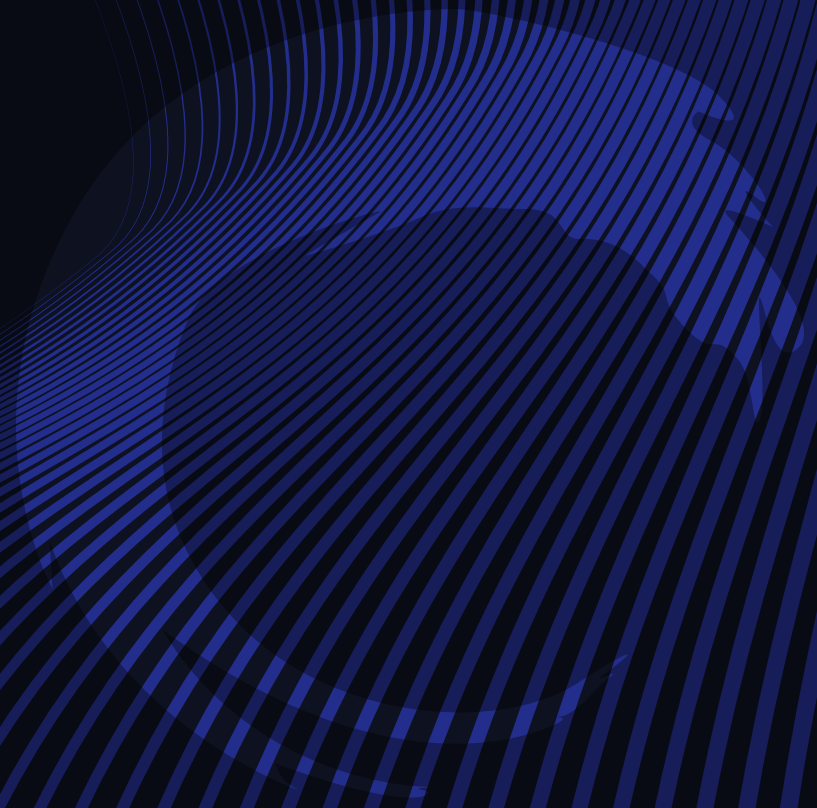
Notes



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MODULE 7 (BONUS)
MILLION DOLLAR
COPYWRITING



The Power of Enthusiasm

1. The #1 reason people will be convinced is because
2. People will not be during a sales presentation.
3. How can you be enthusiastic in your writing?
 - a. Use plenty of and
 - b. Use
 - c. Use
 - d. Use

Use Specificity

1. Specificity builds and for your buyers.
2. Vague generalities up questions. Specificity questions.

Building Massive Value

1. You must your buyers as to why and how what you're offering is otherwise they won't it.
2. People generally equate with

Answering Objections

1. The secret is to [] the most [], expose them yourself and then [] in your copy on your terms.
2. []. If you are willing to openly [] your product or service [], people will tend to believe your []
3. If you can't fix it, []
4. Take your [], address it, and then []

Reasons Why

1. You must tell your prospect [] they're getting such a [] or they won't trust it.
2. In order to be believed when talking about your product or service you need to []
3. What are some of the reasons why you could be offering such a great deal?
 - a. []
 - b. []
 - c. []
 - d. []
 - e. []
 - f. []

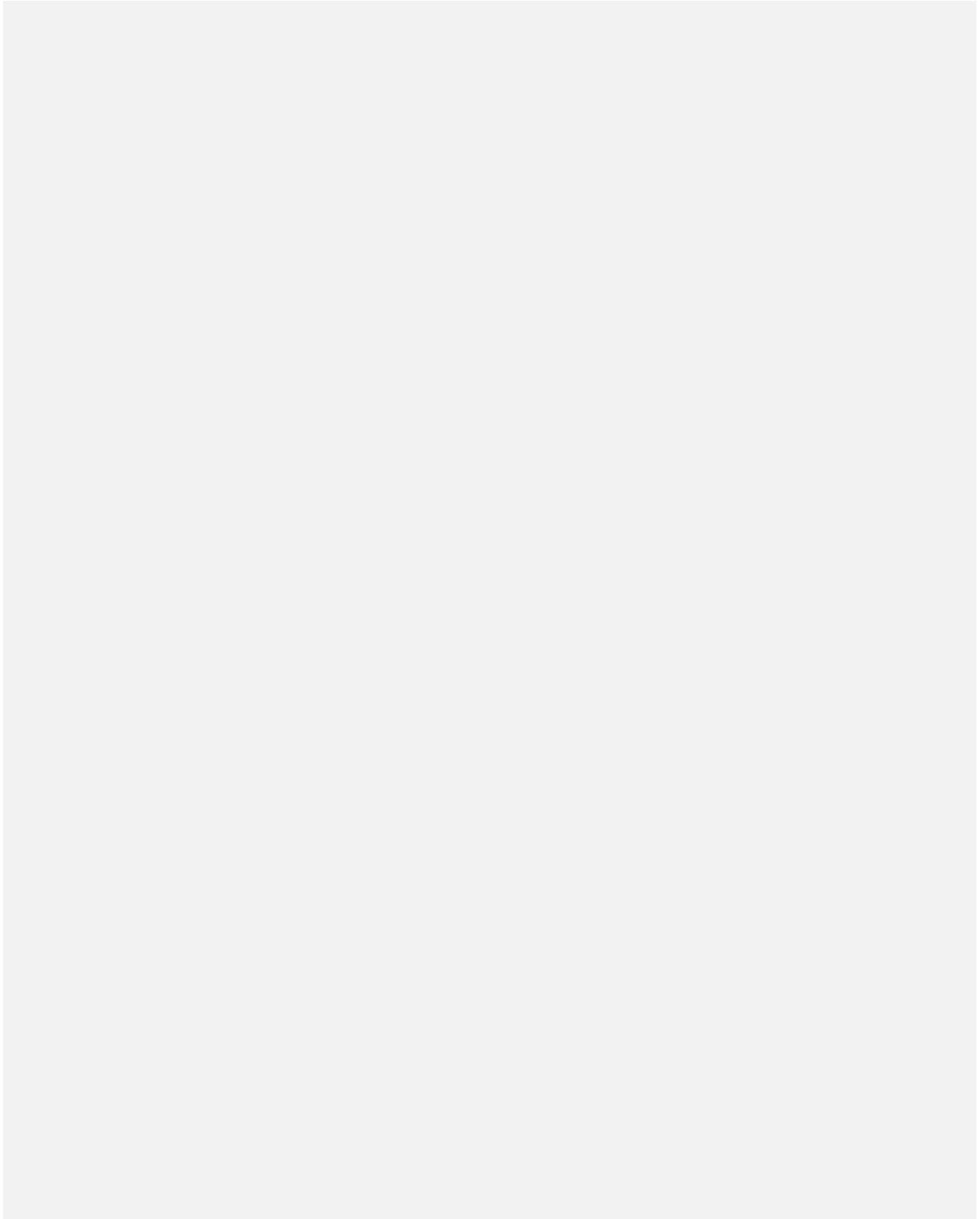
Answering Objections

1. One of the most powerful reasons why you can have is a
2. Write down what can you use as your personal reason as to why you're offering them such a great deal.

Reverse the Risk

1. Most people's lives are . They are scared to death of
2. You must take the risk and put it on
3. What are the two reasons to give an easy return and full money back guarantee?
 - a.
 - b.
4. What sort of money back guarantee or easy return policy can you put into place for your product or service?

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