

# Multi-Dimensional Marketing™

# Strategist

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By Stephen Pierce

## “How To Make Your Market Throw Their Money At You!”

The use of free, relevant and meaningful content can single handedly grow your business into seven figures while making you the star of the lives of thousands of raving fans (customers and clients).

Using free content is not a new concept. However, out of the thousands who actively send out free content to their list, less than 1% actually get it right.

**Building a Learning Relationship with your market by offering free relevant and meaningful information and content can take you to the higher ground of outstanding profits.**

One of the most effective ways to prove your expertise, showcase your skills, toot your own horn, and prove that you're not just good ...you're the best (and your not only deserving of their paid business, but at a premium price) is to invite your market into a "learning relationship".

A learning relationship is designed to scratch an immediate itch without providing total relief. You do this by providing meaningful information and content that they can use immediately to experience some level of satisfaction.

[Note: All of the basics of identifying your market, targeting a niche within that market, identifying an existing problem and understanding the desired solution must already be done.]

It's critical that you deliver meaningful and relevant information to your market.

Not all information is created equal. Information that is theoretical, pitchy, vague, and incomplete and doesn't give specific action steps will not work well for this strategy.

For a learning relationship to be an effective marketing strategy for you, the information and content you provide should...

**Excite** – Make your information compelling and interesting. This will keep their attention and gives you the opportunity to capture that "mental real estate".

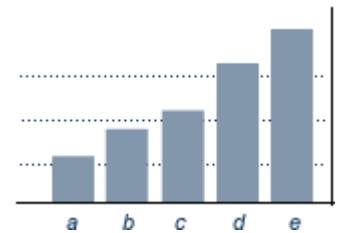
How often do you pay attention to anything that doesn't excite you? Not often, right?

Your market is no different. From the very first word, you need to grab them and hold them captivated with what they are getting. To do that, you need to quickly answer three questions...

Inside this issue...

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**Fact #32:** The “learning relationship” marketing approach is about giving valuable and usable information that makes a measurable difference.

**- From “Stephen Pierces’ 47 Facts About Marketing”**

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1. WHY should I read this?
2. WHAT is in it for me?
3. WHY should I believe you?

One way to create instant excitement is to make a big compelling promise of what they can expect after they read, digest and use your content.

**Educate** – Make your information informative and educational. Make them say *“Wow, I didn’t know that!”*

The world is drowning in information and yet it craves more knowledge... so give it to them.

However, give it to them in a way that they get it... they understand it and they can use it.

And where possible make a huge impact by sharing something that will make them say, *“Wow, I didn’t know that!”*

**Encourage** – Your information should provide actionable steps that you can encourage them to take to experience a measurable difference.

The best kind of information is usable information.

Telling is not helping. You need to break down your information into useable, actionable steps that are clear, concise and doable.

Give your readers a cookbook, how-to recipe for accomplishing one simple task that your information suggests. When you do this, and they use it and they get a small win from it... you become their hero... you build up the expert status that will move them from free to fee.

**Endear** – Your information should close gaps, build bridges and bring attunement between you and your market.

Build in any personal stories that they can possibly relate to. Allow them to experience emotion and feel like there is synergy with you and attunement with your mission.

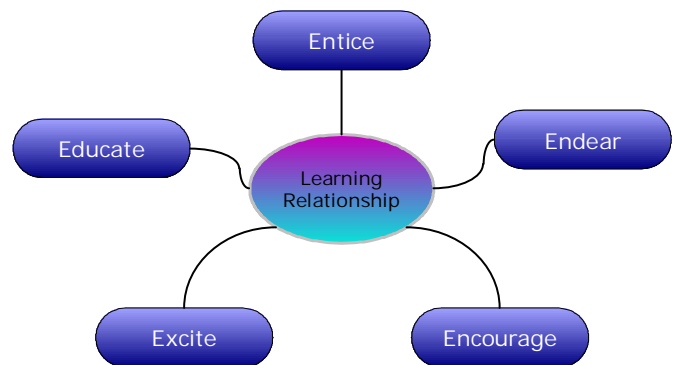
When your readers feel like you understand them and you are like them you build bridges that can bring together a very long lasting mutually beneficial relationship.

So be sure to deliberately aim to connect with your market on a heart level and not just on a head and wallet level.

**Entice** – Your information should entice them to want more from you. This will make scaling them up from free information into premium paid products and services much easier.

Leave your market wanting an encore... wanting another appearance from you. Leave them chanting your name standing in their chairs pumping their fist in the air in celebration of you and what you have given to them.

Like 50,000 raving fans at a rock concert that don’t want the show to end... have your readers begging for more. So much so they decide to purchase your products and services ...bright eyed and smiling.



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