

A woman with dark hair in a bun, wearing a denim jacket and a backpack, is shouting with her hands cupped around her mouth. She is positioned in front of a large, black smartphone frame that is part of the background. The background is a solid light blue color.

How to Generate Leads and Make Money With Paid Advertising

Opening up a vast and virtually limitless marketplace.

Awareness Levels

- There is an awareness continuum that affects the success of your advertising.
- In sales, we used to say...
 - You see the need... They see the need
 - You see the solution... They see the solution
 - Close the sale
- But there are different phases people go through before they typically buy.


“You Aware”


- Know you and your product / service: If your prospect is aware of your product and realizes it can satisfy their need / desire, your headline starts with your product / service.





Product Aware

- They know what you offer but aren't sure if it's right for them. They look for reviews (testimonials). Earn their trust. Direct ads work well here too.

 **Jr y Ponceti**
Great Read - Fungugate!
Reviewed in the United States on February 8, 2015
Verified Purchase
is an excellent read. It has been my pleasure to use it with several groups and have several request to re a review of the book, chapter by chapter. Mr. Pink has provided fabulous illustrations of how the inforest function and interesting suggestion for us to imitate.
One person found this helpful
 |

 **Enoch David**
★★★★★ Excellent Read!!
Reviewed in the United States on March 11, 2010
Verified Purchase
This book was very creative and extremely practical. The rainforest concept was new to me and I was surprised at the amount of insight the author had regarding the comparison of the rainforest to a perfect business model. Great book!!
2 people found this helpful
 |

 **V. Hunter**
★★★★★ Five Stars
Reviewed in the United States on December 14, 2015
Verified Purchase
Received as promised
 |

 **R. Soto**
★★★★★ Simple strategies that work!
Reviewed in the United States on October 9, 2008
I got the ebook from the site, as you also get a free MP3, yesterday. I'm just devouring the book. It's a very easy read.
There was a story about Mr. Pink speaking to a smart kid who wasn't doing well in school. I used the technique yesterday with my daughter. She's doing well, getting all A's, but she has seemed quite sad and a bit worse the last 2 weeks. So, after reading that chapter. I asked her why she was so sad.

Solution Aware

- They know the result (outlook) they're looking for, but don't know if such a product exists. For example: YouTube placement.
- The prospect needs some education. They need to know you understand their pain before you tell them how you can resolve that pain.
- A solution aware prospect has hope, but a problem aware prospect has only worry.
 - Evaluate risk
 - Negotiate terms and conditions

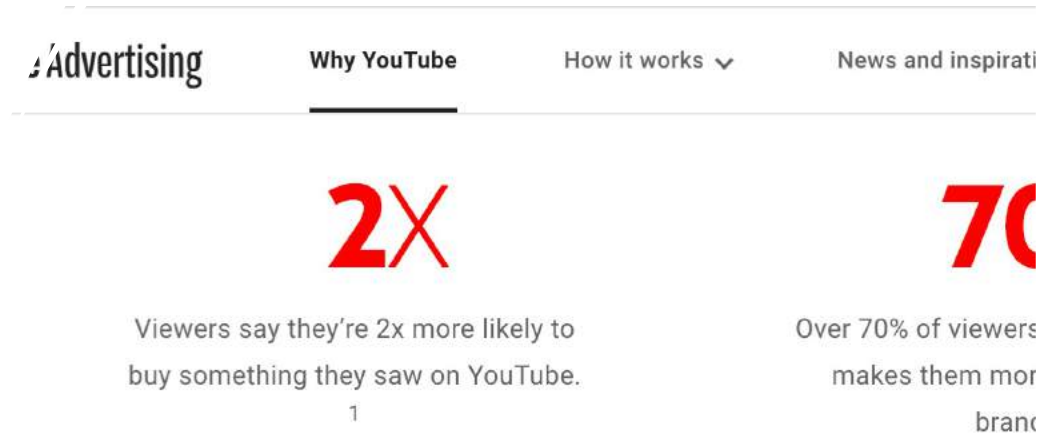
Show up when it counts

Turn viewers into customers, on any budget.

YouTube Ads uses Google data to match your message to the right people at the right moment.

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The screenshot shows the top navigation of the YouTube Advertising website. The 'Advertising' menu is active. Below the navigation, there are two large statistics: '2X' and '70%'. The '2X' statistic is accompanied by the text 'Viewers say they're 2x more likely to buy something they saw on YouTube.' and a small '1' below it. The '70%' statistic is accompanied by the text 'Over 70% of viewers makes them more brand aware'.

Advertising Why YouTube How it works ▾ News and inspiration

2X

Viewers say they're 2x more likely to buy something they saw on YouTube.

1

70%

Over 70% of viewers makes them more brand aware

Everything you need to make a great ad

Anyone can make a YouTube ad that gets results. Create a video right on your phone, use our free tools and resources, or find the perfect partner to help.





Desire Aware

- For example, travel, chef skills, become a writer, speaker or coach, make more money for the time they put in. Your headline begins with the desire. Must describe their desires in their words.



Problem Aware

- They know they have a problem but don't know a solution exists.
- They need to know you **FEEL** their pain, not just that you know they have a problem.
- Must be empathetic. Can you describe the frustration, pain or possibly discouragement it they have?
- Your headline starts with the problem
 - Determine their requirements
 - Search for a solution
- So, if your product focuses on a problem people want addressed, you will want to get ranked for those relative search terms.



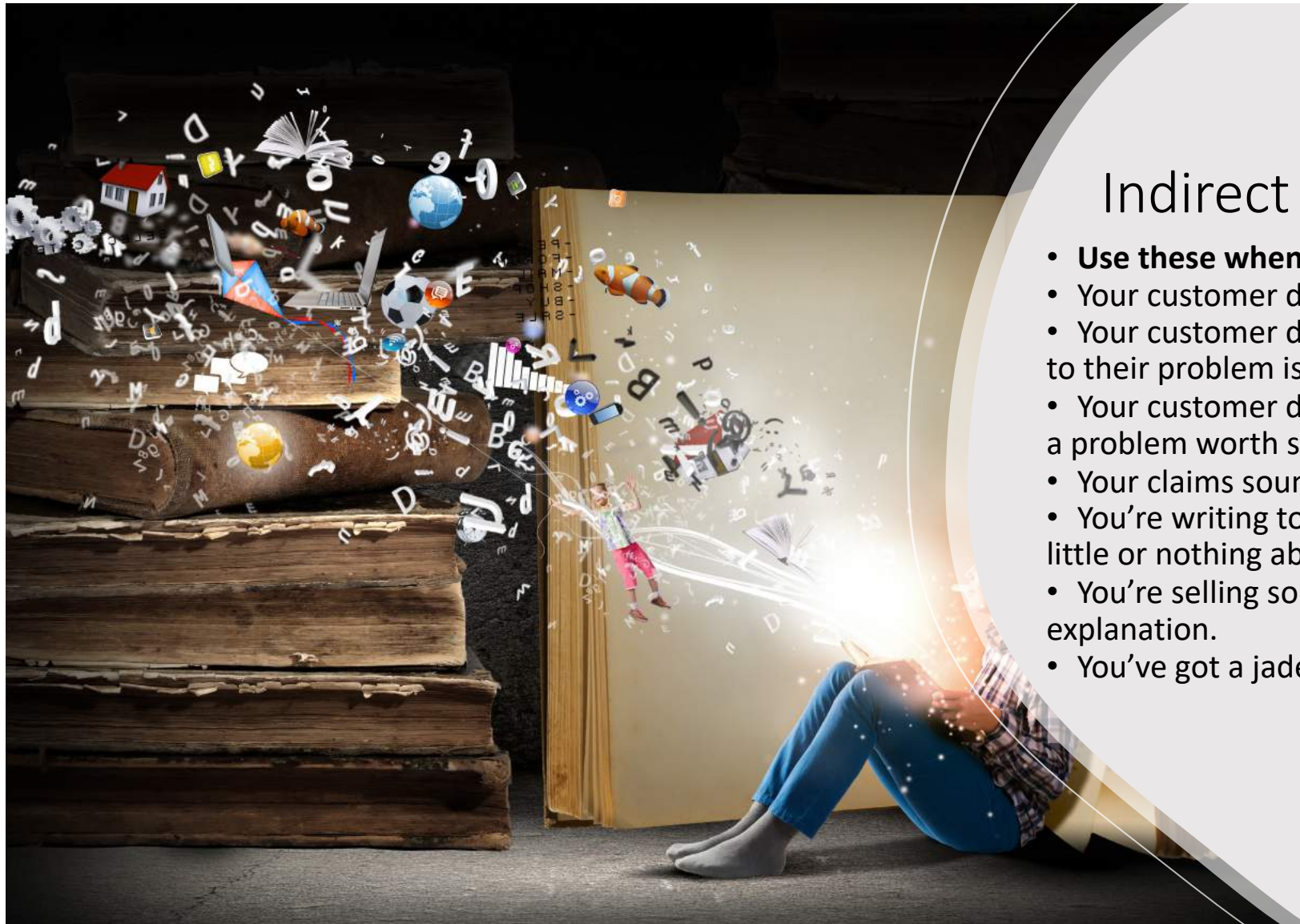
UnAware

- A simmering but undiscovered need. Once they hear about it, they are keenly interested. (i.e. i-phone, Bob in Dallas)
- Discover their latent need or desire.
- Your job in this ad is to awaken them to their simmering need, and the cost of neglect.
- i.e. Maybe you don't have termite protection and you discover your neighbor's house is eaten up with them.
- Use a Story Lead or Shock & Awe

Direct Ads

- The less your prospect knows about you, what you're selling, or their own needs, the less effective direct ads will be. Directly stating the benefit or getting right to your offer in the lead works best when ...
- You're selling a product that's easy to understand.
- You can make a promise that's very large and easily accepted.
- You've got an exceptionally good deal or guarantee to offer.
- Your customer knows and trusts you and deals with you often.
- You've made a product improvement your market was already waiting for.





Indirect Ads

- **Use these when ...**
- Your customer doesn't trust you fully.
- Your customer doesn't believe a solution to their problem is possible.
- Your customer doesn't even know there's a problem worth solving.
- Your claims sound like everybody else's.
- You're writing to a customer who knows little or nothing about you.
- You're selling something that needs explanation.
- You've got a jaded or skeptical customer.

The less aware the prospect is, the more indirect your ad needs to be.

- Direct ads deliver an idea to a customer that they're ready to accept.
- Indirect ads give the customer extra emotional momentum and reaffirming proof to help them finish forming the conclusions they're just beginning to make.

A torn piece of a sign with a red background and white text. The text reads 'STORE CLOSING' in large, bold, sans-serif capital letters. The sign is torn along a jagged, irregular edge on the right side.

**STORE
CLOSING**

**EVERYTHING
MUST GO**

Offer Ad

Direct ad that goes straight to the deal. "Going out of business sale. Everything must go!"

Make a Big Direct or Implied Promise

Promise Ad

7 Secrets From An Ancient BIBLICAL Blueprint That Helped Me Have A 100% Closing Rate

**(And Transform A Struggling Team of Three Agents Into The 16th Fastest
Growing, Privately Held Company In America On The INC 500 List!)**



Problem – Solution Ad

- Identify their “hot-button” in the headline. This is their biggest, most emotionally-charged and relevant issue.



BIG Secret Ad

- This is a tease to draw the reader in. You're offering a system, a formula or some kind of hard-to-come-by knowledge for getting fast or dramatic results.



Shock & Awe Ad

- Jolts the less aware reader out of their chair. Could be an amazing fact, statistic or claim, including a future forecast or prediction.
- Read this or Die. One of the most successful sales letters ever written...
- Today you have a 95% chance of eventually dying from a disease or condition for which there is already a known cure somewhere on the planet.



ATTENTION:
Entrepreneurs & Business Owners...

**READ
THIS
OR
FAIL**

of all business startups fail to achieve profitability. 95% have at least one employee within five years of starting up, from causes for which **there are already known strategies** the other 4% use with great success.



My Narrow Escape From Certain Death...

We live in a war zone. (Ephesians 6:11) It's impossible to live very long... unscathed. Our enemy ...

[Read More](#)

Story Ad

- One of the most consistently powerful. Everyone loves a story. 35% of the top 101 most successful print ads of all times with tens of billions of dollars revenue were story ads.
 - But this is an indirect ad and as Eileen noted, not as effective to folks who already know and trust you and are open to anything new you have.
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