

# 2500-Year-Old, 7 Step Marketing Strategy

## PART 1

### Step One: “And watch to see what He will say to me,”

#### He’s looking for a visual

Seek God first. Wait on Him. Open the Word. Enter into worship. Then ask Him to give you some direction, some ideas. Those ideas will often come in the form of pictures.

The way God speaks to you is a good way to speak to others. Habakkuk was expecting to “see” what God would say. When you communicate with others, use powerful imagery. Paint word pictures

### Step Two: “Write the vision”

This is your message. In marketing terms, you want to see what your prospects see. See the world and their situation from their perspective. Speak in their terms, not your jargon. Learn how to communicate their pain, their challenge, their problems better than they can. Get well versed in speaking their language, so they know you understand. That might take some research.

Then you want to help them see what’s possible. What do you see for them? How will your product or service help them get out of pain or experience a gain?

Get all the variations written down because you don’t know which point is going to resonate with someone. You will know which ones will resonate within a niche, but which one resonates with a specific person will vary. Which is why you should test. One ad will attract one segment of your niche. Another ad will attract another segment of your niche.

## PART 2

### Step Three: “Make it plain”

Make it clear. Make it distinct. It must stand out from the crowd. Saying you have great service is one thing, but very weak.

If you can quantify, you’ll do much better. i.e. We offer 1 hour service.

Even better than that, add a guarantee “1 hour service, or you don’t pay!”

How are you distinct from others in your space? Can you express that in a way that matters to prospective clients?

### Step Four: “On Tablets”

Two types of tablets in the Bible. The first one was an actual stone or clay tablet or sometimes a large board. (Think billboard)

#### **Public squares (marketplaces / gathering places)**

So where are the gathering places for your clients? Write for magazines, trade shows, radio, podcast and tv interviews, etc. Where do you hunt for moose? Where the moose are (i.e. watering hole, swamp, etc.)

Another example would be Google ads. They are based on search inquiries. Topics of interest. People looking for a specific solution. People come to Google or YouTube looking for the solution to their problem. You want to be where they are looking. That’s placing yourself in the marketplace, right in the section where they are gathering to find solutions.

## City Gates

The second most likely place would be at the city gates in prominent and highly visible locations.

Where are the places they traffic? They may not gather there, but they are exposed to it as they make their way to wherever they're going.

A good example would be interruption marketing (i.e. Facebook). They have to walk right past your ad to see pictures of the grandkids or their friends, etc.

## The second kind of tablet is a tablet of flesh.

The second aspect of writing on tablets is that you want to engrave your message on their heart. (With the heart, man believes...) Classical rhetoric calls this Pathos.

*“you are an epistle of Christ, ministered by us, written not with ink but by the Spirit of the living God, not on tablets of stone **but on tablets of flesh, that is, of the heart**.” (2 Cor 3:3)*

*“The sin of Judah is written with a pen of iron; With the point of a diamond it is engraved **On the tablet of their heart**,” (Jeremiah 17:1)*

Something engraved on a tablet, is far more durable and lasting than a flyer. When you write ad copy, if you only trigger the intellect, the left side of the brain, you are in essence, writing on a paper flyer.

But if you use emotionally compelling imagery and wording, you are engraving your message on their heart.

*“Let not mercy and truth forsake you; Bind them around your neck, Write them on **the tablet of your heart**,” (Proverbs 3:3)*

Here are my top ten ways to write on the tablet of the heart.

**Storytelling:** Share personal or relatable stories that illustrate your message. We forget facts. We remember stories.

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### PART 3

**Use of Metaphors (*VERBAL COMPARATIVE IMAGERY*) and Analogies:**

Metaphors and analogies help simplify complex ideas and make them more relatable. They're a shortcut to instant understanding. They make the unfamiliar – familiar.

*Like the legs of the lame that hang limp Is a proverb in the mouth of fools.* Proverbs 26:7

**Like a thorn** that goes into the hand of a drunkard Is a proverb in the mouth of fools. Proverbs 26:9

*“He who has knowledge, spares his words.”* Proverbs 17:27 HOW? Imagery (“The words of a man’s mouth are deep waters”

*A man will be **satisfied** with good by the fruit of his mouth,* Proverbs 12:14

*A man shall eat well by the fruit of his **mouth**,* Proverbs 13:2

A man has joy by the answer of his **mouth**, And a word *spoken* in due season, how good *it is!* Proverbs 51:23

*The heart of the wise teaches his **mouth**, And adds learning to his lips.* Proverbs 16:23

*A man's stomach shall be satisfied from the fruit of his mouth; From the produce of his lips he shall be filled. Proverbs 18:20*

*A man's stomach shall be **satisfied** from the fruit of his mouth; Proverbs 18:20*

*The words of the wicked are, "Lie in wait for blood," But the **mouth** of the upright will deliver them. Proverbs 12:6*

**Visual in nature** – help client see “in a flash” in a vivid, emotional way what you mean. It creates an “AHA” moment for them.

Imagery—the core of metaphoric language—will surprise, grab, inform, and persuade your listeners as mere explanation will not. Vivid language will distinguish you from the swarm, will make you heard above the drone, will make you that rare person today: a communicator who gets results.

**One tiny word can be a clap of thunder!** (proverb)

Lee Iacocca \$1.2 billion safety net vs “bail out” – Gov’t provides all kinds of safety nets and Chrysler employed a large group of Americans

What you say isn’t just heard – it’s remembered! It doesn’t just make sense – it STANDS OUT! What you **recommend** isn’t just remembered – it leads to action

Using highly vivid language helps prospects sell the idea internally

The words that work are those which make your listener experience something: See it, feel it, maybe even hear or taste or smell it. What you say must give your listener a visual, because the visual triggers a raft of meaningful associations.

Difference between right word and almost right word – is like the difference between lightning and lightning bug.

*“Increase” sales not as good as... catapult, jumpstart, turbo-charge, etc.*

Metaphors stick!

Right brain and left brain are not equals!

Even Einstein said, *“If I can’t see it, I don’t understand it.”*

**We process visuals much faster than words...**

Neurons devoted to visual processing account for 30% of the brain’s cortex while neurons devoted to auditory processing account for only 3% of your cortex.

20% of what we hear

80% of what we see

95% if images are VIVID

We are also WIRED FOR THE UNEXPECTED (purple cow)

It may take a few days to come up with the analogy – but the thinking time is well worth it!

### **Four Steps To A Winning Metaphor**

1. Find their blind spot
2. Snapshot to the client (Know your client – What you know about them is more important than what it is you want to say!) Creating a metaphor from a detail from their snapshot will change the lens through which the client sees your presentation.
3. Create a comparison
4. Relate back to situation

***If you wish to persuade me, you must speak my words, think my thoughts, and feel my feelings.*** Cicero

Metaphors make great openers, because they surprise (Why was her wedding ring on wrong finger? She married the wrong guy!)

Jeep Grand Cherokee are very safe – “4000 pound Guardian Angel”  
Imagine I told you about a stock that is in an up- and- coming industry, with unlimited potential, very high growth rates, and with proprietary technology. Interested? What if I added, “Think Microsoft in 1984.”  
Now, how interested are you?

Metaphors help others “get” what someone or something is by replacing paragraphs of explanation with a few words chosen for their visual and emotional impact.

A portfolio manager who was rewarded for making the right stock picks in the tech sector said he was a sheperd – albeit a hard-hearted one – and his stocks were his sheep. *“I keep my flock moving along”* he said. *“If one strays behind, I turn around and shoot it.”*

*“To win the war against terrorism, we have to think like a street gang, swarm like a soccer team, and communicate like Wal-Mart”*

*“You’ve never seen a chair with knees? – Not long ago, people hadn’t seen a typewriter with a TV screen, either.”*

When it comes to explanations, quality of expression beats quantity of words.

Comparisons to the known and loved, make the unknown familiar and desirable.

Give numbers meaning with a metaphor. Otherwise they'll pass through your client's brain like a bad burrito will pass through you.

The more invisible the concept you're selling, the more important it is that your presentation relies on metaphoric visuals.

Use props when appropriate

Any closing is more memorable if clothed in imagery

**Before you can do things differently, you have to think differently!**

Here's how...

1. Be more curious
2. Read offbeat books, sites, etc.
3. Broaden your interests
4. Attend a workshop unrelated to your work
5. Watch educational, historical, cultural television – PJD
6. Ask more questions. Why? How?
7. Be open to new ideas
8. Indulge your sense of humor. Be playful.
9. Explore many paths to get to a solution
10. Broaden your mix of friends.

**PART 4 (Still talking about writing on tablets – *of their heart!*)**

***"Make it plain"***

**RULE OF ONE** - Every great promotion has at its core, a single, powerful idea.

91 of the top 100 most successful promotional offers of all time, have centered around ONE SINGLE concept, ONE BIG idea. i.e. Bank client

Look for that one big idea, one compelling message that has to be easy to understand, easy to believe and interesting or unique.

Finding that core idea is the hard part. It has to be precise, not scattershot.

*“Research is showing that the limbic system, which governs emotions, often overrides the logical areas of the brain... Instead of aiming at consumer’s logical decision-making processes, companies should appeal to the fuzzier side of how people feel about themselves and others around them.”*

The first job of anyone writing copy or in sales, is to win over the prospect’s heart. Once that is done, winning over the mind is relatively easy.

So what is the big idea you have to offer and how can you communicate that in a way that touches their emotions?

You’re headline or opening statement is followed by an appetizer of sorts... It’s the summary of what’s coming, stated in a way that makes the listener want to hear you out, or keep reading.

So what is that idea that creates an emotion, a single emotion, that compels the person to hear you out and/or respond?

There is an endless list of emotions, but here are some very important ones to aim for...

**Trust:** Building trust is crucial. Customers are more likely to buy from someone they trust. Be genuine, transparent, and honest in your pitch to establish trust.

**Confidence:** Confidence in your product or service can instill confidence in potential buyers. Showcasing your expertise and belief in what you're selling can be contagious.

**Hope:** Paint a picture of a better future with your product or service. Help customers envision how their life or situation could improve, instilling hope and positivity. *“What marketers sell is... HOPE”* (Seth Godin)

**Excitement:** Creating excitement about your product or service can make the customer feel enthusiastic and eager to experience what you're offering.

**Curiosity:** Sparking curiosity can pique interest and keep potential customers engaged. Tease them with intriguing information about your product or service to make them want to learn more.

**Satisfaction:** Help customers visualize how your product or service can solve their problems or fulfill their needs. The anticipation of satisfaction can be a powerful motivator.

**Happiness:** Connect your product or service to positive experiences. Show how it can improve the customer's life and bring them happiness or joy.

**Relief:** If your product solves a specific problem, emphasize the relief it can provide. Highlighting how your product can ease a pain point can be a strong motivator.

**FOMO (Fear of Missing Out):** Create a sense of urgency or exclusivity to trigger FOMO. Limited-time offers or exclusive deals can encourage customers to make a decision quickly. *This works with Judah every time*

**Gratitude:** Express gratitude for the customer's time and interest. A genuine expression of thanks can create a positive emotional connection.

Mahatma Gandhi noted: *“The mind is slave to the heart.”*

It's hard to win the heart of someone who doesn't trust you, hence the need to establish trust from the start.

How do you establish trust with a new prospect? What do you think establishes trust with a new prospect?

How do you develop rapport with a new prospect? (Take an interest in them... Ask questions. Genuinely care)

Find the one good idea the reader can grasp immediately, and then stick to it.

The one big idea has to be **strong**. Yet, it also has to be **easy to understand**, AND **easy to believe**.... That last part – being easy to believe – is key.

**Emotional Language:** Choose words and phrases that convey emotion, i.e. "passionately committed," "genuinely excited," or "deeply inspired."

**Empathy:** Convey that you truly understand how they feel. You've been in their shoes before.

**Authenticity:** Be genuine and transparent in your communication.

**Use of Visuals:** Visual aids such as images, charts, and videos can evoke emotions and make your message more engaging.

**Use of Sound:** Soundtracks can significantly boost the emotional appeal of your message. Match the soundtrack to the message.

**Repetition and Rhythm:** Repeating key phrases or using rhythmic language like the threefold communication tool Solomon spoke of in Proverbs 22: 20

**Powerful Quotes:** Inspiring quotes or sayings that resonate with your message. Be sure to attribute them appropriately.

**Personalization:** Whenever possible, tailor your message to the individual or group you're addressing. People are more likely to connect with messages that feel personalized to them.

### Step Five: “That he may run”

Run is a VERB...

In advertising terms, this is your CTA (Call to Action) Here's my Top 10

**Be Clear and Direct:** Use clear and concise language that tells the audience exactly what you want them to do. For example, “Click Here to Download Now” like "Subscribe Now," or "Get Started." “Call Now”

**Use Action-Oriented Verbs:** Start your CTA with a strong action verb that encourages immediate action. Verbs like "shop," "join," "download," and "subscribe" convey a sense of urgency.

**Create a Legitimate Sense of Urgency:** Encourage prompt action by incorporating language that suggests urgency or scarcity. Phrases like "Limited Time Offer," "Act Now," or "Last Chance" can motivate people to act quickly.

**Highlight Key Benefits:** For instance, "Save 50% on Your First Purchase" or "Unlock Exclusive Access." "Get your first month for \$1"

**Use Contrasting Colors:** Make your CTA button or text stand out by using a color that contrasts with the rest of the ad. This helps draw attention to the action you want users to take.

**Ensure Visibility:** Place the CTA prominently within the ad where it's easily noticeable. Above the fold (visible without scrolling) is a common location for online ads. Place your CTA in more than one location

**Mobile Optimization:** If your ad is displayed on mobile devices, ensure that the CTA is large enough to be easily tapped with a finger. Mobile-friendly design is essential.

**A/B Testing:** Experiment with different CTA variations to see which one performs best. Test different wording, colors, button styles, and placements to optimize your CTA's effectiveness.

**Offer Incentives:** Consider offering incentives to sweeten the deal, such as discounts, free trials, or exclusive access. Mention these incentives in the CTA to increase click-through rates. For example... The cigar ad included a \$20 gift card for Omaha steaks. It's called a "dissolving bonus" because it adds so much extra value, it melts away remaining resistance.

**Align with Ad Copy:** Ensure that the CTA aligns with the message and promise made in the ad copy. Consistency helps build trust and reinforces the action.

**Track and Analyze:** Monitor the performance of your CTA through analytics tools to gauge its effectiveness and make necessary adjustments.

## Step Six: “For the vision is yet for an appointed time”

That speaks of timing: When are your prospects ***most likely to need or want*** what you have?

When are they ***most likely to buy***?

***What circumstances*** most likely trigger awareness for what you offer?

Be aware of what’s trending and tie into that. For example, Home Coming Special. Back to School special.

What’s in the news? Inflation? How does your product or service help them deal with that?

Rising interest rates? How does your product or service impact their pocketbook to offset rising interest rates?

## Step Seven: “Though it tarries, wait for it”

Your ad may have to be seen a dozen times before someone responds.

Be consistent. Don’t expect much result with just one placement.

Be patient. Keep the faith.