

SAY IT DON'T SPRAY IT

PERCEPTUAL POSITIONED MARKETING

Stephan Stavrakis



To capture a name list by giving them something that your market desires.

SAY IT DON'T SPRAY IT

What

Who

What

Fill in your content into the templates provided below.

Find Templates

- Here are 101 ways to find _____.
- These 101 ways of _____ let you find _____.
- 101 real secrets to quickly find _____.

Get Templates

- Discover the top 101 ways to get _____.
- 101 methods to get _____.
- Get 101 _____ to get _____ (outcome).

Learn Templates

- Learn the 101 hidden costs of _____.
- 101 things you must learn about _____.
- Learn 101 ways to get _____ outcome. (State outcome).

Aware Templates

- There are 101 things you must know about _____ before you _____.
- 101 things you should be aware of before you get (buy) _____.
- 101-awareness checklist for _____.

Avoid Templates

- 101 things to avoid when _____.
- Here are 101 ways to eliminate _____ before you _____.
- Are you doing these 101 mistakes? When you are _____.

Overview

The idea is to realize that you are speaking to an individual. You are picking out their biggest primary desire and giving them 101 ways of getting it.

Objectives

To capture a name list by giving something that your market desires.

Say It Don't Spray It

Identify the info. What, Who, What.

What: do you want to be positioned for?

Look at your 101 – Is it:

- The only business in town that....
- The only realtor in town that know everything about local schools...
- For me its: I want to be known as the guy you go to if you want to be different.

Who to: This specific 101 is attracting X prospect.

What: Is the 101 implying what they will get?

Action Steps

Step 1: Be clear about the info.

Step 2: Pick 2 templates from the ones provided.

Step 3: Always put 2 ads out and test the results one against the other.