

GENIUS NETWORK™ HOT TIPS SHEET

- **Timelines** – The Answer to Unfinished Projects: Leaving projects/ideas unfinished to start another will frustrate your team and everyone around you, and bring in no revenue whatsoever. Set a definite completion date at the outset of a new project.
- The **only 3 factors** that you need in every single campaign: You have to understand your list, your offer and your copy.
 - The List*: you can have fantastic copy and a great offer, but if you don't go to the right audience your campaign will not work.
 - The Offer*: You can have great copy and you could be going to the right people, but if you botch up that offer you're not going to get the results.
 - The Copy*: Offer and list are a scientific part of your marketing. Copy is the creative part, and that's why they say copy is king.

10 Tests that Your Offer Should Pass to Make Sure it's Effective.

- 1) *Is your offer specific?* Will the prospect understand exactly what they get and how to get it?
- 2) *Is your offer exclusive?* Are you making your offer only to a select few or are you making the same offer to everybody?
- 3) *Is your offer valuable?* Will your prospects perceive your offer to be value to them? Your offer might be inexpensive for you to make, but it must have high perceived value to your customers.
- 4) *Is your offer unique?* Is the deal you're offering only available through your business?
- 5) *Is your offer useful?* Your offer can be exclusive, but unless it's unique, it's not useful.
- 6) *Is your offer relevant?* Do the prospects actually want what you're offering them?
- 7) *Is your offer plausible?* Some offers sound too good to be true, so that's sometimes going to make you look a little silly.
- 8) *Is your offer easy to acquire?* Make sure your offering to let them buy throughout the copy. Make sure your 800 numbers are clear. Make sure your links are working, all those kinds of things.
- 9) *Is your offer urgent?* Do you have a deadline? Do you have an early bird special? Are you only going to let 100 people in, 250 people in?
- 10) *Does your offer have a guarantee?* This, without a doubt, strengthens your offer. Sales Letter First! People think they have to make the product first and get a price point on it, then they write the copy to fit the product. But that's wrong. Write the sales letter, then develop the product to exceed the expectations of the sales letter.



- Entrepreneurs fail, not because they don't do the work, but because they do the wrong work.
- **Understanding the Architecture of Copy:** i.e. How copy is supposed to flow. What's the job of a subject line? What's the job of a headline? What's the job of the first line in your lead? When you understand the architecture of your copy, then the copy will really come together. See *Breakthrough Advertising*, by Gene Schwartz
- If you want to make money, you've got to get a great copywriter. To get a great copywriter, you've got to understand good copy. You want a copywriter who asks for royalties. It doesn't mean you're always going to pay them royalties, but if they don't think their copy is worth royalties, you don't want to work with them.
- You've got to be a bull in a bear market. A recession is the greatest opportunity.
- It's not what you think, it's what resonates with the market. You don't want to be the first in any market. If no one else is doing it, there's a reason why. "Do you think that maybe one of the reasons no one else is doing it is because the market has no interest in it?"
- **START!** *"You always accomplish more through movement than you will through meditation."* -- Gary Halbert
- 3 Simple Rules For Making Million-Dollar Deals. The first rule is *know the person behind the business*. The second rule is *only make deals that will benefit your customer*. The third rule is *only make deals that will benefit your organization*.



BIG IDEAS/INSIGHTS I gained from this interview:

IDEA	How can I leverage this idea to my benefit?

ACTIONS I want to take based on these ideas:

ACTION/GOAL	Steps I can take right away to move on this?
Deadline: _____	
Deadline: _____	
Deadline: _____	

Recommended Resources:

- **Websites:** www.WorkingMomsOnly.com
- **Books:** *Changing The Channel: 12 Easy Ways To Make Millions For Your Business* by MaryEllen Tribby and Michael Masterson, *Good To Great* by Jim Collins, *The War of Art* by Steven Pressfield, *Breakthrough Advertising* by Gene Schwartz

Other Recommended GN Interviews with Joe Polish:

- [Steven Pressfield](#) (Best-Selling Author) "The War of Art"
- [Gary Halbert](#) (Master Copywriter) "The World's Greatest Copywriter!"



For more **Genius Network™ Interviews** by Joe Polish with experts in the fields of business and personal success - visit www.GeniusNetwork.com.