**The Marketing Foundation**

**Fears And Aspirations EXERCISE 1**

**Fears & Frustrations**

**1. Time managing issues and working 4 hours extra daily at work.**

**2. Not making a profit of 100000$ by being productive.**

**3. Can't speed up the progress by 3x.**

**4. Excellent Employees not getting a raise of 15% every year and leaving the company.**

**5. How to get a business started the right way and earn 6 figures profit.**

**6. 3x Less Business growth.**

**7. No new business clients, Lead Generations, and facing depression.**

**8. Not converting 100 plus potential clients to business customers every year.**

**9. Grinding more for extra 4 hours daily and achieving fewer results.**

**10. Resting less and achieving less than 6 figures profit.**

**Wants & Aspirations**

**1. Save 4 hours daily through Time Management.**

**2. How to Make profits of 100000$.**

**3. My employees get raise of 15% every year.**

**4. How to 3x Business growth.**

**5. How to start new Business consulting, Lead generations, and happier co-workers.**

**6. Need an Anti-Hustle tool to save 6 hours every day.**

**7. Want to grind for 4 hours less every day and achieve more results.**

**8. I want to convert 100 potential clients to permanent business customers every year.**

**9. Step-by-step system to speed up the progress 3x.**

**10. Get business started the right way and earn an extra 6 figures every month**

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**Fears And Aspirations EXERCISE 2**

Power: Authority, Influence, Control  
Affiliation: Love, Friendship, Acceptance  
Achievement: Goal Attainment, Accomplishment, Progress

a. **Towards** the things they want (desire)

b. **Away from** things they don’t want (fear). You’ll do more to avoid losing $100 than to earn $100. You work more to “not lose.”

**Write Your 3 Emotional Motivators In “Toward Power” Language:**  
**If my business grows 3x my family will respect me.**

**If I start to give business consultations, my clients will depend on me and get happier with the results.**

**If I make profits of an extra 6 figures my spouse will value my say.**

**Write Your 3 Emotional Motivators In “Away From Loss Of Power” Language:**  
**I want my business to grow 3x and my family to respect me.**

**I don't want my business without consultation set up, and clients not depending on me**

**I don't want to be making less than 6 figures extra so that my spouse doesn't value my say.**

**Write Your 3 Emotional Motivators In “Toward Affiliation” Language:**  
**If I hustle less for 4 hours, I will have more time to spend with my family.**

**If I give consultation, then I will have more happy customers.**

**If I achieve 3x more results my spouse will value me more.**

**Write Your 3 Emotional Motivators In “Away From Rejection” Language:**  
**I don't want to hustle for extra 4 hours every day so that I don't have time to spend with my family.**

**I don't want to not be giving consultations and no more unhappy customers.**

**I don't want to achieve less than 3x results so my spouse is frustrated.**

**Write Your 3 Emotional Motivators In “Toward Achievement” Language:**  
**I will be hustling less for 4 hours every day.**

**I will get the business started the right way and earn an extra 100000$.**

**I will be making 3x more profits.**

**Write Your 3 Emotional Motivators In “Away From Failure” Language:**

**I don't want to be hustling more for 4 hours every day.**

**I don't want to get the business started the wrong way so that I am unable to bank an extra 100000$.**

**I don't want to be making less than 3x more profits.**

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**Abstract Ideas vs. Tangible Benefits EXERCISE**

|  |  |
| --- | --- |
| **Abstract Idea** | **Tangible Result** |
| **Time Management issue** | **Time managing issue and consuming extra 4 hours daily at work.** |
| **Not being productive** | **Not making a profit of 100000$ by being productive.** |
| **Slow progress** | **Can't speed up the progress by 3x.** |
| **Constantly drained, distracted, and overstretched** | **Getting wrinkles by constantly drained, distracted, and overstretched.** |
| **How to get a business started the right way** | **How to get a business started the right way and earn 6 figures.** |
| **Less Business growth** | **3x Less Business growth.** |
| **No business consulting** | **No Business consulting/ 30 Lead Generations and depressed.** |
| **Hustling tirelessly** | **Hustling tirelessly and consuming 4 hours extra daily.** |
| **Grinding more** | **Grinding more for extra 4 hours daily and achieving fewer results.** |
| **Resting less** | **Resting less and achieving profit of less than 100000$.** |
|  |  |
|  |  |

Prove You Can Get Real Results

**Pain Point Training:**

EXERCISE:

**1. Challenge for the management to ensure productivity across two different time zones - https://qr.ae/pvQPBQ**

**2. Reporting issues - https://qr.ae/pvQPjZ**

**3. Manage stakeholder expectations**

**- https://qr.ae/pvQ4hl**

**4. Complex integrations - https://qr.ae/pvQ4hl**

**5. Hidden assumptions - https://qr.ae/pvQ4hl**

**6. Deliver less and - https://qr.ae/pvQ4hl**

**7. Extend the time needed to deliver more - https://qr.ae/pvQ4hl**

**8. Get external support - https://qr.ae/pvQ4hl**

**9. Scale up capacity - https://qr.ae/pvQ4hl**

**10. Change the process or tooling - https://qr.ae/pvQ4hl**

Include links to where you found your data:

**Internal, External, And Philosophical Problems Training:**

(4-5 hours)

**“Problems” Exercise:**

Identify the 3 levels of problems your customers encounter: External, Internal and Philosophical.

**External: What is your customer’s problem?**

**1. Time managing issues and consuming 4 hours daily at work.**

**2. Not making a profit of 6 figures by being productive.**

**3. Resting less and achieving profit of less than 100000$.**

**Internal: How is your customer’s problem making them feel?**

1. **Wasting Time / I am just a failure who is always wasting time**
2. **Wasting Energy / I’m tired, worn out, and hanging on by a thread**
3. **Tired and experiencing unrest / I feel so overwhelmed and stressed out.**

**Philosophical: Why is this just plain wrong? Or what seemingly ‘bigger problem’ is this a symptom of?**

1. **Life is too short to waste time.**
2. **Your clients deserve your full energy.**
3. **Living healthy, Fresh, and Energetic is everyone's dream.**

**(Bonus) Villain: Who or what is the root cause of your customer’s problems?**

**-Time waste.**

**-Energy waste.**

**-Low energy, unhealthy and old.**

**EXAMPLES**

Watch this video before going through the examples: <https://drive.google.com/a/moneymouthmarketing.com/file/d/1NfACefH1RsPWhEWuM5QT7bSaQaSqrjuo/view?usp=drivesdk>

|  |  |
| --- | --- |
| **External Challenges** | **Internal Challenges** |
| Want to lose weight | * I find myself feeling embarrassed and ashamed. * Why can’t I just eat right? * I am such a failure. * I’m obsessed with losing 5 pounds a week, but when I didn’t hit that goal I stopped showing up at support meetings. * I just don’t care anymore. * I'm so embarrassed and depressed that I didn't make my goal. * I have been dieting for as long as I can remember. |
| Trouble sleeping | * I get anxious about sleeping due to all the difficulty I've had for years. * I'm too scared to take my prescription because of the feeling of loss of control. It makes me feel like I'll never wake up. * I just can't figure out how to shut down. * Will I have this the rest of my life? * I basically am too stressed and frustrated to sleep and I need a deep sleep of happy dreams. |
| Mom who is tired all the time | * I know I need to take better care of me, but I don’t have time. * What kind of example am I setting for my children? * I just need to clone myself. * I feel like I have to do everything in super-fast mode to get things accomplished while my baby cries for my undivided attention. I feel so guilty when I get frustrated. It’s not her fault. * Sometimes I really feel like I’m losing it. * I feel so overwhelmed and stressed out. |
| Marriage problems | * He/she won’t listen to me. * I need to do something. * Will we ever get past this? * If we can’t resolve this, I’m going to leave, but I don’t want to. * I’m tired of crying and wishing things would change. * If my friends knew just how bad it is at home, I would be so embarrassed. |
| Teaching effectively with limited materials | * I'm sick of being told to put in 110 percent all the time and it's still not enough. And it makes me feel so guilty – like I should want to give 110 percent. * I’m tired, worn out, and hanging on by a thread. * My administration only cares about test scores. * It feels like I have no control or contributions to make and it seems no one really wants to fix anything, and it makes me question why I'm a teacher in a society that doesn't learn. * I have no idea how to help these kids. I don't even know where to begin. I have never had kids that have so much learned helplessness and I just don't know what to do. |
| Can’t control my dog’s barking | * I'm embarrassed by my dogs constant barking. I’ve tried all the advice I’ve received so far. Nothing works. * This has been going on for over a year. I feel like I'm just giving him treats for barking and he isn't really "getting it". * I wish fearful dogs could just understand English so we could tell them, "It's okay!" * It got so much at one point that I dragged him over to a secluded spot away from sight and just crouched there in an effort to calm him and myself down. * It's really becoming difficult and I lose my patience with her on a daily basis. |
| I've been trying my hardest to build a  stronger relationship with God. | * Whenever I pray or read the Bible I just can't seem to focus, my thoughts are all over the place. * At times, negative thoughts go through my head, I feel like God isn’t even listening to me. * Sometimes I feel like I'm not doing all I could to show God that I want him back in my life, but then I don't know what to do. * I cannot focus while reading the Bible. * It is so hard for me to do. * It's almost like I can't just enjoy spending time with God reading the bible. * Am I missing something? * I feel anxious, agitated, and regardless of what new habit I try, I end up quitting, because ultimately, I want to sin and satisfy my addiction to cigarettes and alcohol. It is so embarrassing. |
| Solopreneur wants to leverage their  expertise online. | * I’m only one person. I don’t have money to hire people for everything I need and I don’t know how to do it myself. Where do I start? * There are so many choices out there for everything from graphics apps, to social media platforms. How do I know which ones to choose? * I’ve been trying and trying to make money at this, but I’m really starting to wonder if I’ll ever make anything. * If I don’t get this business to actually turn into something profitable, I don’t know what I am going to do. My family is counting on me to make a decent income, but so far, I’m struggling. I am so afraid I will be nothing but an embarrassment. * It is SO daunting to put myself out there in the marketplace, but I can’t stop dreaming about success. |

**Proving Results (Feature vs Benefits) EXERCISE**

**Feature**: What is your product, service, system, technique etc.?

**Advantage**: What does it do?

**Benefit**: What is the result or benefit that your customer experiences?

**Example:**

Feature: Air conditioning

Advantage: Cools the air inside your car

Benefit: You feel comfortable on a hot day with windows rolled up

**YOUR PROJECT Feature**:

**Advantage**:

**Benefits** (List at least 5):

**- Saving 4 hours of daily extra work.**

**- Making an extra profit of 100000$.**

**- 3x productivity.**

**- Achieve Freedom to go anytime and anywhere you want 24/7.**

**- Start your Business the right way and earn profit of 6 figures.**

**Deeper Benefits**

Within every benefit there is another “level” of benefit. By asking yourself “What’s the next level of

benefit?” you can uncover more specific, tangible, emotionally motivating benefits. Let’s say that you

teach men how to write online personal ads. Let’s also say that your original Benefit was “single

women contact you for dates.” The second level Benefit might be “you get to choose the one you want” and the third level might be “you don’t have to deal with rejection approaching women in person.”

**Original Benefit:**

- **Saving 4 hours of daily extra work.**

**- Making an extra 100000$ profit**

**- 3x productivity.**

**- Achieve Freedom to go anytime and anywhere you want 24/7.**

**- Start your Business the right way and earn 6 figures profit.**

**Benefits Level 2:**

* **Achieving financial freedom**
* **Not worrying about time boundness.**
* **Taking 3x better care of family.**
* **Having more time for family.**
* **The chances to fail are almost zero.**

**Benefit Level 3:**

**-Having 3x more time to enjoy life.**

**-The chances to win get 3x**

**-Family is 3x happier**

**-No 24 hours deadline pressure**

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**High “Emotion Value” Words/ Phrases**

**High “Emotion Value” Words & Phrases EXERCISE**

**1. Time $100**

**2. Succeed $100**

**3. Grow $100**

**4. Enjoy $100**

**5. Extra $100**

**6. Productivity $100**

**7. Family $100**

**8. Fail $100**

**9. Achieve $100**

**10. Save $100**

**Your Customer’s “Ultimate Influencer”**

**Identifying The “Ultimate Influencer” EXERCISE**

**Who are all of the other people in the “Situational Drama” around your current problem or desire? (List at least 7 different people, roles, etc.)**

1. **Family**
2. **Potential Clients**
3. **Employees**
4. **Business Customers**
5. **Friends**

**Choose the most influential person from the list above, then ask yourself: What do you FEAR that this person will find out, think or feel if they “find out” the “truth” about your situation?**

**The family**

**Not making 100000$ profit yearly minimum.**

**Will lose faith in me and get depressed eventually.**

**What do you HOPE they think and feel - what is the facade that you’re trying to keep up to maintain their approval, keep your power in the relationship, and avoid rejection and insignificance?**

1. **Will eventually work 4 hours lesser.**
2. **Will make an extra 100000$ yearly.**
3. **Get more than 100 clients every year from now on.**

**What are the words and phrases that would best trigger your “emotional hot button” around this influential person and what they think or feel about you - or what they might do if they find out “the truth”?**

1. **Work 4 hours extra every day.**
2. **Not making 100000$ extra every year.**
3. **No New 100 clients every year.**

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Attention Grabbing Communication Formulas

**Attention Grabbing Communication EXERCISE**

Take **FIVE** of the statements you’ve written in the earlier exercises and use one of the formulas from this exercise to rephrase your statement so it’s more powerful.

**1. “No new Business clients, Lead Generations, and depression is a sign that your fear is coming true.”**

**2. “Employees not getting a raise of 15% every year and leaving the company IS happening.”**

**3. “You hoped to convert 100 potential clients to permanent business customers every year IS possible.”**

**4. “You were right all along about Not making a profit of 100000$ even by being productive, but that’s the problem.”**

**5. “How to Make profits of up to 6 figures were hidden from you, and you’re about to learn the truth.”**

**6. “Step-by-step system to speed up the progress 3x-You can fix your problem secretly.”**

**7. “Want to get your business started the right way and earn an extra 6 figures every month, then do this.”**

**8. “Grinding more for extra 4 hours daily and achieving fewer results - and how to fix it.”**

**9. “Not getting new Business consulting, no new Lead generations, and frustrated co-workers - and what to do about it.”**

Power Headline Formulas

**Power Headline EXERCISE**

In the video he says to write 1 or 2… but for this exercise Write **TEN HEADLINES** based on your deeper understanding of the emotional motivators and the things you’ve learned in this training. **AVOID copying from your other headline/bullet exercise.**

**1. How To make a Profit of 100000$ in 90 Days Or Less With This Simple, Guaranteed System**

**2. How To Lose Stress Without working 4 hours extra or more**

**3. If You Experience Low energy, feel unhealthy, Stress and old, Then You May Need to visit the doctor**

**4. What To Do If You are not making a profit of 100000$.**

**5. 10 Mistakes Most Entrepreneurs Make When starting a business ‐ And How To Avoid Them**

**6. Why businesses Don’t Work... And What To Do About It**

**7. How To Use Your Time To Make Money**

**8. How To earn 100000$ profit By working less**

9.

10.

Yay! More Headlines :-)

**EXERCISE**

In the video he talks about writing 3 headlines for 3 different niches… DO NOT DO THAT...write 3 additional headlines for your project with the same

1. **New and Easy way to make a Profit of 6 100000$ in 90 Days Or Less With This Simple, Guaranteed System**
2. **Proven way To Lose Stress Without working 4 hours extra or more**
3. **Discover 10 Mistakes Most Entrepreneurs Make When starting a Business And How To Avoid Them Guaranteed.**

POWER WORDS: You, Money, Save, New, Easy, Love, Discovery, Results, Health, Proven, Guarantee, Free.

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Creating Content that Generates Traffic, Leads, and Customers

**Content EXERCISE pt 1 - Identifying Value and**

**Start With An “Emotional Hot Button Issue”**

Create a title that involves one of the Emotional Hot Buttons you’ve identified with your other

exercises.

**- Save Time & Earn Money Guaranteed!**

**- Grow Business Quickly!**

**- Earn 100000$ And Enjoy Time With Family!**

**- Achieve Results Not Just Productivity!**

**Pull The Prospect Into Your Content**

Describe their problem or desired outcome better than they can.

**- Save 4 hours daily through Time Management Guaranteed.**

**- Proven Method to Make profits of 100000$ Guaranteed.**

**- Proven method to get a business started the right way and earn 6 figures profit.**

**- Easy And Proven method to convert 100 plus potential clients to business customers every year Guaranteed.**

**Next, Teach A Simple Technique Or Solution**

Teach them a “magic pill” technique that shows them instant results.

**- This System Saves And Manages Your Time Effectively.**

**- TRAINING FROM THE BEST Will Give Proven Results Guaranteed.**

**- A PERSONALIZED EXPERIENCE That Will Make You Money And Your Life Easy.**

**- TimeBank is designed to practically force you to make the changes you want in your life**

**Finally, Invite The Prospect To Get More Free**

Promise 3x‐10x the value by coming to get a free report, video or product. Promise benefits.

**- You will learn how to 10X your business in 10 months or 3X your business in 3 months, guaranteed.**

**- Discover how to Earn 100000$ or more.**

**- Easily 3x Your Time Off Guaranteed.**

**- Proven method to convert potential clients to business customers 10x faster!**

**Tell Them Exactly What To Do**

Give them specific instructions on how to get their “free stuff.” Tell them what to expect next.

**- Join Our Free Workshop.**

**- Learn How To Gain 2 Hours Back Every day Guaranteed.**

**- Discover How To Easily Run 6 Figures Business By Working Just One Hour Per Day.**

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**Content EXERCISE pt 2 - Creating the Content**

**Learn How To Gain 2 Hours Back Every Day Guaranteed.**

**Here is the truth: It doesn't make any difference how "useful" you are.**

**This is what keeps most business people broke this. They go the entire day doing things they believe are useful, however never any time doing things that really make them cash.**

**Discover This System That Saves And Manages Your Time Effectively.**

**Learn How To Easily Run 6 Figures Business By Working Just One Hour Per Day**

**Guaranteed 10X your business in 10 months or 3X your business in 3 months.**

## **Proven #1 Time And Profit Management System For Entrepreneurs**

**Get Ready To Earn 100000$ Or More.**

**Easily 3x Your Time Off Guaranteed.**

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