



Javier Luis Gomez <javier.p.gomez@gmail.com>

[Keystone Accelerator] My top 5 marketing breakthroughs

1 message

Tiago Forte <hello@fortelabs.co>
To: javier.p.gomez@gmail.com

Thu, Sep 16, 2021 at 10:26 AM

Hello everyone!

I hope you enjoyed my email yesterday about which tactics I recommend you avoid, and which principles to embrace.

If you're just joining, you can [catch up on each email in this series here](#).

Today I want to dive in a layer deeper and share with you **my top 5 personal takeaways** from my own experience in Billy's program in the summer of 2019.

These are some truly precious insights geared toward people who really want to make an impact with their course. They are the **lessons I'd give myself if I could go back in a time machine** to 8 years ago when I first started teaching online.

Here we go!

1. Avoid "hard teaching"

This was one of the earliest and most eye-opening shifts for me.

Nobody likes **"hard selling"** – **being repeatedly and relentlessly told to buy** without having your questions and concerns addressed. It's disrespectful and offensive.

But one of the biggest mistakes I see online creators make is something similar, which Billy calls **"hard teaching."**

They create more and more blog posts, tutorials, ultimate guides, walkthroughs, PDF reports, live workshops, etc. and just keep **stuffing them down their potential customers' throats**.

They give away more and more of their best content, hoping and praying that if they just give out enough free stuff, people will **somehow magically buy their course**.

But what people actually need is...your course! They need the structure and the accountability and yes, the skin-in-the-game of truly committing, **not yet another 5,000-word blog post**.

When you keep sending them free stuff, you actually delay the sale. Worse, you attract freebie seekers and tire kickers. Why would they buy the paid course if they can't even keep up with the free stuff?

2. Build up their "Chain of Beliefs"

Now I'm not saying you shouldn't publish free content. You should. Prospective customers need to know **what you have to offer and what you stand for** before taking the plunge.

But which content you create makes all the difference.

Doing Billy's **"Chain of Beliefs" exercise** showed me exactly which content I should create, and was worth the price of the program by itself. He learned it by studying the great copywriters throughout history.

Here's how it works...

You identify each of the beliefs that a prospect has to have in order to buy your course.

If they have these beliefs, **buying your course is a no-brainer**. If they don't, then no amount of discounts or promotions will get them across the line.

Put yourself in the mind of your customer. **What do you need to not only *know*, but *believe*** in order to trust someone with your time and money?

Here are some examples for my Building a Second Brain course:

- Your brain is for having ideas, not holding them
- You are already creative and do creative work
- Your thoughts and ideas are valuable and worth saving and revisiting
- You are already doing most of the work required
- You can get and stay organized quickly and easily
- If you don't make an intentional effort to preserve your thinking, it will be lost

Can you see that if these beliefs are missing, there's no way they're going to even consider a course like mine?

They could believe my course is the best thing in the world for others, but if they don't believe that "My brain is for having ideas, not holding them," then **what I'm offering won't make sense for them**.

They can think having a Second Brain is the niftiest idea they've ever heard, but it will **remain only a "nice to have"** unless they believe that "If I don't make an intentional effort to preserve my thinking, it will be lost."

And can you see how I can create specific pieces of content that cultivate each of them? I can **systematically build up these beliefs in a large group of people** using short, easy-to-consume emails, instead of drowning them in endless details.

That is how you know every hour you spend creating content is worth it. How you can be certain that every piece of content they consume **moves them decisively toward purchase**.

It also has the wonderful side effect of making hard selling unnecessary, because your prospects are already pre-sold.

3. Focus on email distribution

Now that you've created this belief-inducing content, what do you do with it?

Most creators will simply drop it on their blog, YouTube channel, or social media page, sit back and cross their arms, and...listen to the crickets.

It's never been true that "If you build it, they will come." And today it's less true than ever. There's **far too much confusion and noise** out there to expect people to beat a path to your door.

You have to deliver your content right to their virtual doorstep. And that takes email.

Email is the only online distribution channel you can truly control. Every other one is controlled by a platform with their own priorities.

Email is cheap. You pay only for your total number of active subscribers, not per email. This gives you the chance to test new ideas and positionings in a low-risk way and then double down on what works.

Emails are personal. They go straight to people's most private, personal channel: their inbox. The same place they receive emails from their colleagues, boss, or customers. And they are written as if to just one person, like a personal letter, even if sent to thousands.

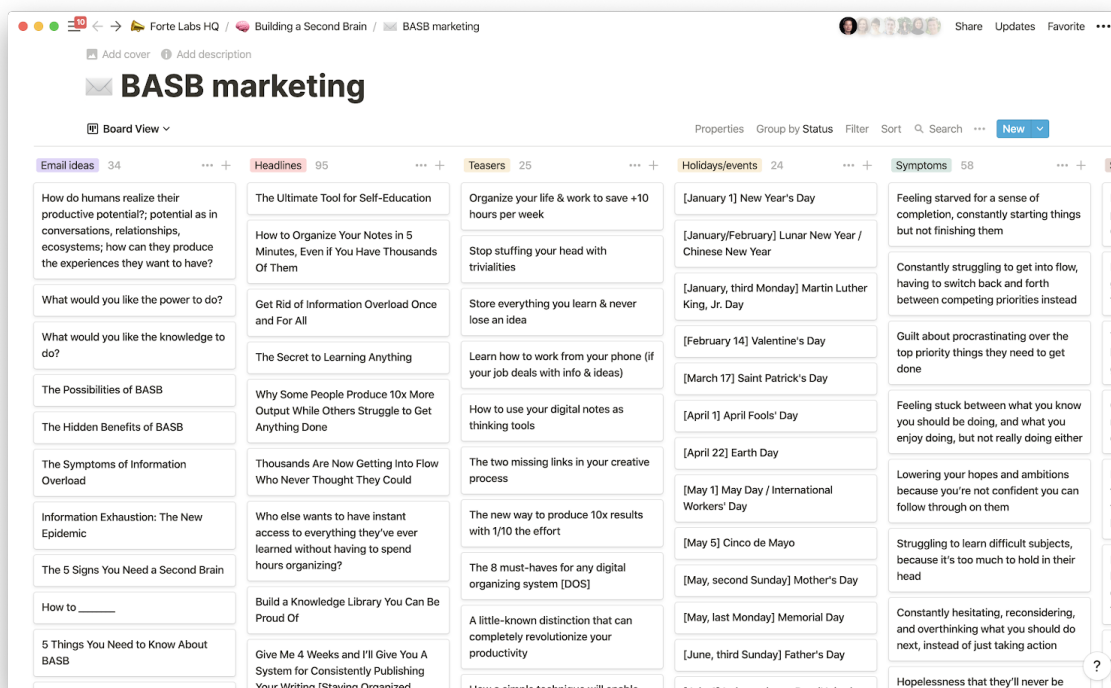
Emails are completely opt-in. No one's getting targeted by an algorithm or marketing campaign. They have to actually take an action that strongly signals that they want to know more. Which means you're never cold-emailing someone trying to drum up interest.

Your email list is the single greatest asset you have, because **you can take it with you**. It represents not transactions, but long-term relationships with real people you've built up trust with.

Billy is radically email-focused, so much so that he recommends ignoring all the other channels until you've mastered this one. It was a HUGE relief to be able to **set aside the noise of social media** and focus all my attention on building my greatest long-term asset, my email list.

Once you get this core email machine in place, you can bolt new channels onto it. But without a strong email game at the center of your business, it's like **trying to drive up a mountain road with a flat tire**.

We dove into the details of customized lead magnets, opt-in forms and their placement, how to write calls-to-action, which style and frequency of newsletter to use, and created a dashboard of ideas I use to this day to put together new emails in minutes (which you'll be creating for yourself):



If you knew you could build a business of any size using only email, wouldn't you? Can you imagine how nice it would be to avoid the "shiny new thing" and just focus on what works?

4. Use "parable-based" marketing

When I joined the Accelerator, **I thought my email game was already pretty good**. I had 5,000 subscribers accumulated over about 5 years. I collected email addresses on my blog and sent out an announcement whenever I had something new to share.

Little did I know, there was **so much low-hanging fruit** ready and waiting for me.

Billy introduced me to the idea that I needed to **"sell every click."** This was a complete mindset shift for me. I always thought if I just told people what I had made, they would obviously be able to tell what it was and how it could help them, and then they'd check it out and...purchase maybe?

WRONG!

People are already incredibly strapped for time. They're harried and frazzled just trying to make ends meet. Unless YOU do the work of explaining how you can help them, **they'll just move on to the next thing**.

Billy introduced me to the powerful idea of "parable-based marketing." Instead of only emailing my subscribers when I had new content to share, or was running a promotion, I would **email them consistently, every week**.

And these emails wouldn't be announcements – **they'd be stories.**

Think about the most successful and best-selling information product of all time: the Bible. Does the Bible provide a lot of instructions and checklists to follow? No. **It teaches through stories, called parables.**

These parables are simple and immediately engaging, connecting the reader to universal aspects of the human experience. Each parable **packages up a small insight or “aha” moment**, giving the listener both entertainment and a useful life lesson.

Toward the end of each story, after you've delivered a little “knowledge bomb” that makes them happy to have opened it, you mention your course. You **“back in” to the course from the story you've just told**, presenting it as a natural next step for anyone who wants more.

This is how you can sell without selling, pitch without pitching. Subscribers will actually be **happy to hear what you have to offer.**

5. Help people cross the "Bridge of Transformation"

This is a common trap creators fall into. We have a lot of information to offer, so **we think information is what people really want.** But it's not.

Beyond the content – the tips, tactics, videos, how-to's, tutorials, frameworks, step-by-step checklists, etc. – **you are offering a transformation.**

A transformation is a **clear, unmistakable change from one state to another.** You were one kind of person before, and you are a distinctly different kind of person after. It doesn't mean all your problems are solved. It means that **your identity has made a decisive shift**, and there's no going back.

Every successful educational program includes such a transformation, even if it's a very utilitarian subject. And even if it's not explicitly called out.

Transformation is the essence of learning. If there is no transformation, then all you're doing is giving people a massive data dump and hoping they figure it out for themselves.

Woven through the Accelerator is this theme of **spotlighting the transformation whenever possible.** Identifying it, talking about it, linking back all our testimonials and promises and learning objectives to it.

It's tremendously helpful to know what “Bridge of Transformation” you are leading people across, because **then you know what actually needs to be in the course** (everything needed to get students across), and what you can leave out (anything that's not absolutely needed).

It's also tremendously powerful to **explicitly communicate that transformation** to your prospects. It is the question they don't know they need the answer to.

For myself, we identified that “having a Second Brain” was the clear before-and-after shift. Which gave me the clarity to continually ask “How do we help people determine when they've crossed the bridge and built their Second Brain?”

That question led to **dozens of changes, new features, and eliminating content** that wasn't truly moving people forward on that journey.

An online course is a bridge from who they are, to who they want to be. How much they are willing to invest in your course depends on how quickly, reliably, and painlessly you can help them cross it.

Ask yourself: **What will they be able to have, feel, do, or be after completing your course?** What will be possible? What will be within reach? What will their daily experience of life be like?

I hope you found these lessons valuable. They are just the very tip of the iceberg of what I gained from my time in the Accelerator.

In my next email, I'll **give Billy Broas, the creator and instructor of the Keystone Accelerator, a proper introduction.** You're probably curious about who he is and where he comes from by now. And it's essential to know who you'll be learning from and how he's come to these realizations.

9/29/21, 9:06 PM

Gmail - [Keystone Accelerator] My top 5 marketing breakthroughs

Talk to you soon!

Tiago

[Opt-out of emails related to the Keystone Accelerator](#) | [Unsubscribe from everything](#) | [Update your profile](#) | [View as webpage](#)
| 5318 E. 2nd St. PMB 36973, Long Beach, CA 90803