

The Single Greatest Marketing Secret

that will amass a plethora of loyal customers

By James Valko



How many more sales could your marketing efforts generate?

People often ask me, what is the “secret” to marketing a product or service successfully in today’s digital age?

The answer: I tell them the secret sauce is knowing how to create *Emotion* in your target audience.

The “E” in emotion comes from the Latin root *emovere* which mean *excite*. In essence, E-Motion means *Excited Motion*.

If you create *excited* motion in a prospect, they become anxious to engage with you. Doing so also instigates them to tell their friends about you (word-of-mouth).

Every good marketer and salesperson knows that people are driven to make purchases more by emotion, than they are by logic. (that doesn’t mean logic isn’t important, just that emotion is of senior importance.)

And just like a killer Spaghetti sauce, the secret sauce of emotion has a recipe.

(Please stick with me because I’m about to reveal something they don’t teach in Harvard Business School or any marketing course that I know of.)

The million dollar question is...

How do you trigger emotion in a prospect?

Believe it or not, often the reason sales falter is because *companies market the wrong thing!*

Triggering emotions starts with identifying what you are *really* selling.

Even savvy businesspeople make the mistake of marketing a *product* or *service* when they should be marketing a *concept*.

CONSUMERS BUY *CONCEPTS* NOT PRODUCTS AND SERVICES

Starbucks doesn't sell coffee as much as the concept of sitting in a peaceful place and chilling.

Nike doesn't sell shoes. They sell being like Michael Jordan or some other great athlete.

Budweiser doesn't sell beer as much as sell the connotations of beer. If you drink Bud you laugh, have fun, attract the opposite sex, or maybe be the opposite sex (joke).

Michelin doesn't sell tires. They sell safe travel, especially if children are aboard.

People buy *dreams* and *ideal scenes* of what they want their life to be like. These are the things that create emotions in your prospects. I call these things *Aesthetic Concepts*.

Ask yourself: *what is the most alluring, truthful Aesthetic Concept I can communicate that represents my product/service? What concept will trigger emotion in the prospect?*

A SAD STORY HOW CONCEPT WAS IGNORED AND IT COST THEM

Here is my personal story of failure based on selling a product instead of an Aesthetic Concept.

For fourteen years I was CEO of a company that sold a weight loss cleanse to doctors (wholesale). The doctors in turn sold the cleanse to patients (retail).

The company was successful because we promoted the *concept* that selling our product in the doctor's office would help the doctor *attract new patients*. Weight loss was the number one thing patients wanted. If the doctor offered their patients our cleanse those patients would lose weight and become "walking billboards" for their practice. Word of mouth would follow.

It worked like a charm!

The Aesthetic Concept we promoted was a *flourishing practice filled with new patients*.

Of course, our product was great, that was a given. But it was the dream of a bigger flourishing practice filled with new patients that moved the needle. *That was the communication that got the emotional response.*

But then...

After years of profitability and success we decided to sell our business. A group of business savvy investors bought it and crashed the stats. Can you guess what they did?

Yep. They abandoned the successful concept that the cleanse will help the doctor get new patients. Instead, all their marketing revolved around how the cleanse was the best product available for weight loss. Product. Product. Product.

Their marketing was all geared toward the quality ingredients in the product, the studies that proved its efficacy and how our unique combination of ingredients caused weight loss. They concentrated on the greatness of *product*, rather than the *Aesthetic Concept* of a flourishing practice.

I warned them but they didn't listen.

Stats crashed. Sales fell. And even when I pointed out what they were doing wrong they were so married to the idea that they had the best cleanse in the universe, with the best ingredients, etc. they couldn't conceive of abandoning their faulty marketing for the concept that had worked for years.

Those savvy businessmen crashed the company. Fortunately, I was out of it by that time.

What's your story?

Are you selling a product or a concept? What Aesthetic Concept are you marketing? Does it trigger an emotional response in your prospects? Could it be improved?

HOW MUCH BETTER COULD YOUR MARKETING BE?

I consult businesses owners and CEOs every day.

Although my company, [Story World Marketing](#), is a full-service company that offers all marketing services from copywriting to web design to market research, etc. The place I always start when someone seeks my help, is to look at what concept (or lack of) they are promoting. With most companies the problem starts right there.

Your Aesthetic Concept is the engine that drives all your marketing. Nowadays with digital marketing it's easy to get stuck in the weeds and not see the forest for the trees. Your Aesthetic Concept supplies the horsepower to get you out of the forest so you can see better and progress faster toward your goals.

For more tips on how to make your brand stand out in the crowd visit www.StoryWorldMarketing.com and download Jim's eBook, [Blockbuster Branding](#) for free.

To get in touch with James Valko email him at James.Valko@gmail.com