

# The Valko Marketing Newsletter

If you're not living your dream, you are living someone else's.

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## The Most Important Marketing Concept to Boom a Business

By Jim Valko



**How many customers are you losing because you lack an effective “Big Concept” that describes your product or service?**

Takeaways:

- How to attract more quality leads.
- How triggering emotion leads to more sales.
- How to create an irresistible “Big Concept” that attracts customers.

Nowadays, businesspeople often search for the latest online digital gimmick they hope will increase their leads and sales. Some even think AI will do it for them.

While at the same time these people are often missing the *Big Concept*—which is the bedrock foundation that makes *all* marketing successful.

### **Emotion is the Rocket Fuel the Drives Marketing**

Every good marketer and salesperson knows (or should know) that people are driven to make purchasing decisions more by emotions than logic. (That doesn't mean logic isn't important, but as a general rule emotion rules.)

If you want success in marketing my advice is stop thinking like a marketing person and start thinking like a *movie director*. You need to tell a story that will engage people like a blockbuster movie engages fans.

The goal of all story tellers and movie makers is to trigger EMOTION in the audience. This should also be your main goal in all your marketing efforts.

*Emotion is marketing rocket fuel.*

You don't want to just communicate with your prospects. You want to MOVE your prospects.

In fact...

The "E" in emotion comes from the French word *emouvoir* which means *stir up* or *excite*. So, Emotion means Excited Motion.

Your marketing efforts need to stir up people and excite them into motion. You **must trigger Emotion in your target audience.**

The question is how do you do trigger emotion?

## **People Don't Buy Products, they Buy Concepts**

After 30 years of marketing everything from ma and pa small businesses to Fortune 500 companies, I impart the following information to you as someone who has walked the walk, both succeeding and failing in my marketing efforts along the way.

Here's the hard truth...

People don't care about your product or service. They just don't. They only care about a concept that will make their life better. I call it the BIG CONCEPT.

Starbucks doesn't market coffee as much as the *concept* of sitting in a relaxing environment and chilling.

Nike doesn't market shoes. They never talk about their shoes. They sell the *concept* of being like Michael Jordan or some other great athlete.

Michelin doesn't market tires. They sell the *concept* of safe travel, especially if children are aboard.

Listerine doesn't market mouthwash. They sell the *concept* that you will be rejected if you have bad breath and welcomed with fresh breath.

The list could go on...

*People buy into concepts that trigger emotion in them, not products, or services.*

## **Don't Take My Word for it. Listen to Steve Jobs**

Steve Jobs, the founder of Apple, is one of the world's greatest marketers. He taught us many lessons about marketing, but for me these two stand at the top of the list:

1. Make a great product.
2. Don't sell products. Sell dreams.

Having a great product is absolutely essential, but you shouldn't sell your product—sell the dream.

**People buy *dreams* and *visions* of what they want their life to be like. When you communicate these concepts dynamically, they trigger emotions in prospects.**

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

As a marketing “movie director” you also want to trigger negative emotions. Nothing will stir a person into motion like fear, or anger.

People have had bad breath forever, but it wasn't a “disease” until a copywriter at Listerine dug into an old dictionary and found an old Latin word, *Halitosis*. From there they ran fear-based ads showing embarrassed people in embarrassing situations who suffered from “Halitosis” which, according to Listerine was caused by bacteria in the mouth, for which they had the cure.

Just like that, their mouthwash found its way into millions of medicine cabinets.

**WARNING:** If you run a negative emotion-based campaign, you run the risk of people associating your product or service as being negative. Do it right, you win. Do it wrong, it backfires on you.

Just one reason you need a marketing expert like me, [Jim Valko](#) to guide you.

## How Much Better Can Your Marketing Be?

Every company wants more leads and sales. Yet, if you don't wildly promote a Big Concept that ignites emotion you can waste a lot of time, effort, and money.

Establishing a Big Concept is easily stated, not so easily achieved. To get it right often takes *surveying* your public and correct *positioning* of your concept in the marketplace. Once you nail those, then you must create a *killer message* that evokes emotion—every word is important, include power words and emotional triggers.

Once you nail your Big Concept, it should become the *theme* for everything in your business. You want to communicate the Big Concept...

On your website

In your email marketing

In all your advertising

In your social media marketing

In all your video presentations

Even on your phone message

**In working three decades in the marketing business, here's something I noticed...**

Often CEOs and marketing personnel believe that they have a concept that evokes emotion in their audience when in reality it mostly just evokes emotion in them because they are so invested in it. Working too closely with a product can sometimes be a liability. This is why

musical bands have producers and professional athletes have coaches. An expert viewpoint of your scene from the outside can do wonders.

This is why I offer a [FREE 30-minute CONSULTATION](#) to businesses. I can easily evaluate a businesses messaging/branding with that expert exterior perspective.

I help both big and small companies with B2B or B2C customers develop their [Big Concept](#).

**Having a spot-on Big Concept can mean the difference between a struggling business and a flourishing one.**

A few symptoms of not having the best Big Concept for your business can include:

- Not enough leads
- The leads you get aren't "quality leads" that result in enough sales
- Low engagement on social media
- People don't easily see the same value in your product as you do
- Not enough opens and clicks with email marketing
- Word-of-mouth advertising isn't working like you would like

The trick with word-of-mouth advertising is you have to give people something to tell others about. This can be accomplished with spot-on Big Concept

**FREE INVITATION.** For a limited time, Jim is offering a free 30 minute consultation ONLY TO THE PEOPLE WHO RESPOND TO THIS EMAIL. [Sign up here](#)

NEXT NEWSLETTER: I will present some all to common examples of how marketing a product or service can kill a company and what to do about it.

If you would like to have someone else receive the Valko Marketing Newsletter, please have them send their name and email address to: [storyworldmarketing@gmail.com](mailto:storyworldmarketing@gmail.com)

### **About Jim Valko**

*Jim Valko has over 25 years' experience as a marketing manager, senior copywriter, and CEO. He has written hundreds if not thousands of direct mail pieces and marketing emails. He's written copy for TV commercials and infomercials and strategized dozens of market research and survey research projects. Jim has run social media campaigns for both B2B and B2C. Additionally, he has written hundreds of business articles and authored several books. Jim has sworn every hat relating to marketing as an individual entrepreneur, a CEO, and staff member in small businesses as well as Fortune 500 companies.*

Jim may be contacted at [jim.storyworldmarket@gmail.com](mailto:jim.storyworldmarket@gmail.com)

### **What others say about Jim Valko:**

*"I have had the pleasure of working with Jim Valko on several different projects. Jim has edited articles that I've written, taking them from "Okay" to "Wow!". He expertly captures the main points I want to make and packages them in a way that will certainly capture the reader's eye. He has also done a remarkable job copywriting material for my website. All you have to do is give Jim an idea as to where you are trying to go and he will produce results that will water your eyes, he's that good! If you need copywriting or editing I highly recommend you reach out to him."*

Gregg Sturdevant  
Major General (Retired), USMC  
Founder/CEO, Mission Critical Leadership Solutions

*"Trusting someone to manage your marketing is like trusting an airplane pilot to get you to your destination. And when it comes to marketing, I trust Jim Valko completely. Something I can't say about others. I routinely refer my clients to Jim that need marketing help, be it help with branding, market research, copywriting, or overall strategic planning. Jim is an especially brilliant copywriter who can take a broad concept and reduce it down to powerful messages that have impact and spur people into action."*

Joe Yazbeck  
CEO, Prestige Leadership Advisors. Author, No Fear Speaking

*"One of the most important "weapons" a public relations firm has is the written word, whether it be in the form of a press release, copy, or an article that will speak to people and trigger emotions in them. As the CEO of JOTO PR, I have used Jim Valko for all of these critical jobs. His experience in marketing, business and copywriting allows him to see the big picture so that he can write what's right, and what people will read. In addition, Jim is easy to work with. He constantly delivers products that go beyond expectations."*

Karla Jo Helms  
CEO, JOTO Public Relations

*"Jim Valko is a messaging and marketing guru in my opinion. Whether it be a sales letter, a landing page, an email, an ad of any type, or a book, Valko can do it all. His brilliant copywriting skills brought our NuLean Corporation from zero sales to over a million dollars within a couple of short years. If you want marketing that sells and copy that gets noticed, that sizzles and gets responses, Jim is someone you want to check out."*

Ronald Bernstein  
V.P. Operations, NuLean Inc.