

Assignment TWO: The “BIG PROMISE” And “BIG IDEA” Behind Your Product And Your Video

OK, in assignment one we got REALLY deep into WHO your perfect customer is, what they want, what drives them CRAZY and scares the bejeezus out of them and what their secret desires are (that they won't even tell their spouse about.)

Now it's time to come up with the BIG PROMISE of your product . . .

The AMAZING, ALMOST OVER THE TOP promise you're going to make to cut through the noise and get your market salivating like a bunch of rabid tigresses after a porterhouse steak.

One of my “Haddadisms” is that “**Marketing is the Art of Making A Promise And Keeping It.**”

Of course to FULFILL a promise you have to actually MAKE one in the first place (which seems to be a challenge for a lot of people, because they are shy like timid squirrels.)

Luckily, there's a really easy way to actually accomplish this . . .

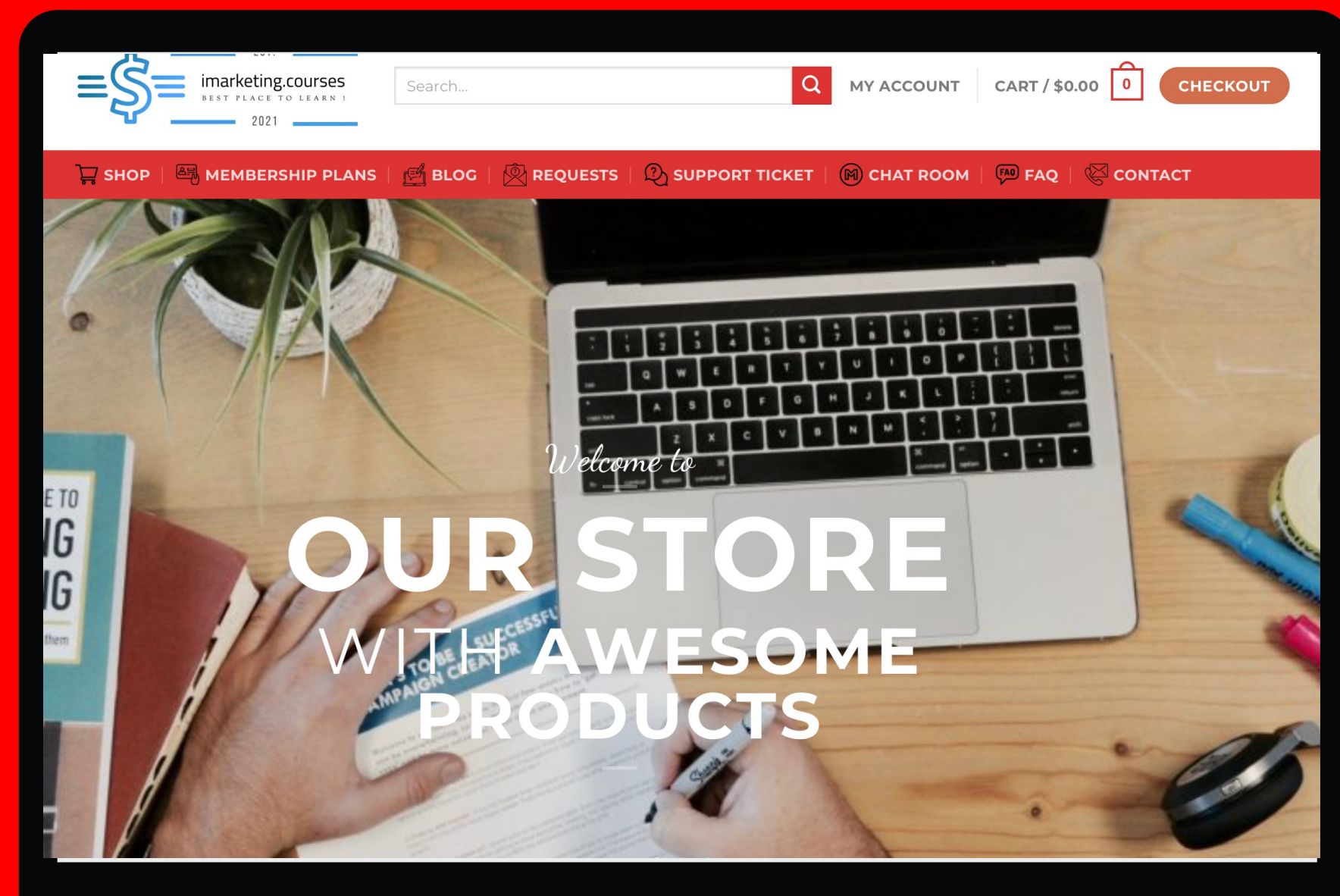
Making Your BIG Promise In 3 Easy Steps

(Quick note: Don't let whatever product you already have hold you back. A lot of people make the mistake of creating a “so so” product and then letting themselves get constrained by it. Adding content and improving a product . . . at least an info product . . . is actually really easy.)

Step 1 - GO CRAZY!

With NO FILTER AT ALL, write out the biggest, most obnoxious, most UNBELIEVABLE promise you could possibly make that would FORCE your prospect to pay attention to you. Don't worry about it being TRUE at this point. And don't worry about the FTC or anything like that because for now it's JUST A MENTAL EXERCISE.

You ever see “Top Gun?”



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What we're doing now is flying as close to the atmosphere (and CERTAIN DEATH) as possible.

So here's your assignment:

Pretend your product is a "Magic Wand" that can do ANYTHING you want it to do. If you could simply WAVE YOUR MAGIC WAND and give your avatar EXACTLY what he or she wants, what would it be?

Be as OUTLANDISH and OVER THE TOP as necessary to really get the creative juices going.

(Hmm. I can't use TYWIB as an example here without getting ridiculously dirty, so let me just make something up.)

Avatar: Carol, 33, just had her first baby and doesn't know how to get rid of the baby weight.

MAGIC WAND promise: "Turn back time on your body, not just 9 months, but NINE YEARS. Use X SYSTEM and you'll have back the tight abs and gorgeous butt you had in your early twenties . . . all by 'working out' just 5 minutes a day!!"

Avatar: Bob, 43, recently divorced. Not sure what to do on the dating scene.

"OVER THE HILL AND INTO HER PANTS! Use X SYSTEM and you'll instantly be considered the 'SILVER FOX' in any bar you go into . . . drawing the attention and desire of model quality 25 year olds even if you were a total geek in high school and have a bit of a paunch."

GET IT?

(I just like saying Silver Fox.)

Step 2 - The MECHANISM of How You Get Them The RIDICULOUSLY OVER THE TOP PROMISE

OK, now we need to think about HOW we're going fulfill this truly OUTLANDISH and OVER THE TOP promise (or at least come as close as legally and physically possible to doing so.)

The "Mechanism" is the HOW you do something. What's DIFFERENT about your particular method or idea that really sets you apart from the crowd.

For instance, using my "Text Your Wife Into Bed" product as an example.

The OUTLANDISH PROMISE is “Get your wife to see you as an absolute SEX GOD who she CRAVES like a kitten craves milk . . . looks forward to seeing ALL day long and POUNCES on as soon you walk in the door.”

The MECHANISM is . . . USING TEXT MESSAGES. Text messages are my unique way of accomplishing my “Big Outlandish Promise.” In a lot of ways Text Messaging is my USP.

Now, your USP doesn’t need to be something “Mechanical” but you do need some kind of SPECIAL method, idea or angle on what you’re teaching or on your product.

Your mechanism is what makes your BIG PROMISE actually sound plausible.

Step 3 - Bring it SLIGHTLY Back To Earth

Now that we’ve got the BIG OUTLANDISH PROMISE and the MECHANISM or the UNIQUE ANGLE on accomplishing your result, it’s time to bring it SLIGHTLY back to earth.

For instance, on the webinar the other day I talked about the amazing “Lose Weight By Losing Donuts” product (which I think we all wish existed.)

Our OUTLANDISH PROMISE would be . . .

“Suck the fat out of your body and replace it with hard, lean, sexy muscle . . . even if you’ve tried everything before, think exercise is against your religion and currently weight 400 pounds!”

Now that’s a pretty OUTLANDISH promise.

Our “Mechanism” in this case is “By eating DONUTS!!!”

(OK, now that’s even more outlandish, but I hope you get the idea.)

Now we need to bring it back to earth and make it something a little more down to earth.

So we’d say . . .

“Lose 17 pounds in the next 16 days . . . BY EATING DONUTS!!”

For TYWIB, my final Big Promise is “Turn your wife, your girlfriend or ANY woman more turned on than she has been for year . . . JUST BY TAPPING OUT A FEW SIMPLE MESSAGES ON YOUR CELL PHONE!!”

BIG NOTE: Don't LIE about what your product can do. That's not the goal we're going for here. But we are trying to paint a picture of a GREAT CASE SCENARIO. If your prospect really does DO what you tell him to do, takes all the steps and USES the stuff, what COULD happen for him? How is his life going to change FOREVER?

Your Assignment . . .

Go through the 3 step process to create your BIG PROMISE. Post them to the comments section of the learning environment. Make sure you split them up and show us your work.

The “BIG IDEA”

OK, now that we have our BIG PROMISE figured out, it's time to come up with the “BIG IDEA” we're going to be revealing and “hooking” our sales video on.

The “Big Idea” is really the “I never thought of that” concept that we “teach” during the sales video to establish credibility and teach our viewer to be our customer. The goal of the big idea is to lead your prospects down an emotional and logical path where when you reveal your actual product it feels like the “Only Logical Conclusion” to their problem.

This is also where we bring the prejudices and commonly held beliefs of your avatar into play. Our “Big Idea” needs to be something that pushes back against common knowledge, strikes them up the head like a pitch from left field, fulfills their deepest fantasy, confirms a prejudice in a powerful way or otherwise “wakes them up” from their every day life.

(QUICK NOTE: I hope it's apparent, but by “Prejudice” I DO NOT mean racial. I mean what are the pre-existing ideas that your market has that we can play against or use to get them into our marketing story.)

Some examples:

TYWIB - If you watch the video at <http://www.textyourwifeintobed.com>, the “BIG IDEA” is that . . .

1. Women get MORE sexual as they get older (plays against the commonly held belief that “women don't like sex.”)
2. Women get turned on by imagery, feelings and LANGUAGE (plays against the idea that women should get turned on the same way men do.)

Thinking about “Back Pain” there’s a Doc named Sarno who’s “BIG IDEA” is that “The vast majority of Back Pain is caused by EMOTIONAL issues, not physical issues. This is why so much back surgery fails.”

The weight loss market is CHOCK FULL of Big Ideas . . . Atkins (Lose weight by eating all the meat you want!)

(I really love the P90X stuff because it’s a reaction AGAINST a lot of the big idea stuff out there and basically says “LOSE WEIGHT BY WORKING OUT REALLY HARD” - brilliant.

A great way to use a “Big Idea” is to let someone know it’s “not their fault” they haven’t gotten results before. Because nobody knew this “Big Idea” before they were doing it all wrong.

ASSIGNMENT . . .

OK, what BIG IDEA can you come up with that will LEAD YOUR PROSPECT towards your big promise?

What commonly held belief can you “play against” and say is COMPLETELY WRONG?

What piece of “Misinformation” about your niche or topic has your prospect been a victim of . . .and how are you going to “Rescue” them and lead them to their own personal NIRVANA?

Again, post your answers in the learning environment. And make sure to comment on each other’s stuff.

NEXT we’ll be talking about how to construct your OFFER . . . WHAT to actually include in your product, how to pick bonuses and how to structure your offer for maximum selling power.

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