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## Lesson One

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

*Part of the FREE Video Mini-Course...*

"Selling Without Sleazing: The Key to  
More Income, More Impact, and More Freedom"

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE CORE THESIS OF THIS SERIES: ■

You can learn how to \_\_\_\_\_ that \_\_\_\_\_ without  
being pushy, salesy, or sleazy... by simply following the \_\_\_\_\_  
I'm teaching you in these lessons.

### The Four \_\_\_\_\_

1.

2.

3.

4.

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE 5 MYTHS OF MODERN MARKETING ■

Each of these Myths also has a corresponding \_\_\_\_\_.



It's too \_\_\_\_\_, and I've missed the Internet \_\_\_\_\_.

**Liberating Truth:**

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE 5 MYTHS OF MODERN MARKETING ■

### MYTH 2

I don't have what it \_\_\_\_\_ .

Liberating Truth:



# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE 5 MYTHS OF MODERN MARKETING ■

### MYTH 3

Starting or owning a business is just too\_\_\_\_\_ .

Liberating Truth:

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE 5 MYTHS OF MODERN MARKETING ■



There are \_\_\_\_\_ somebody is keeping from me.

Liberating Truth:

# "THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!"

## ■ THE 5 MYTHS OF MODERN MARKETING ■



Every \_\_\_\_\_ in my life is telling me this is too \_\_\_\_\_ .

Liberating Truth:

# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ THE 5 MYTHS OF MODERN MARKETING ■

We don't do \_\_\_\_\_ and \_\_\_\_\_ marketing.

THE MAIN REASON FOR THE FAILURE OF \_\_\_\_\_ AND  
\_\_\_\_\_ IS BECAUSE IT IS WRITTEN TO SERVE THE  
\_\_\_\_\_, AND NOT THE \_\_\_\_\_ .



# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ THE 5 EMOTIONAL MOTIVATORS ■

1

A \_\_\_\_\_

Liberating Truth:

2

S \_\_\_\_\_

Liberating Truth:

# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ THE 5 EMOTIONAL MOTIVATORS ■

3

F \_\_\_\_\_

Liberating Truth:

4

S \_\_\_\_\_

Liberating Truth:

# **“THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”**

## **■ THE 5 EMOTIONAL MOTIVATORS ■**

**5**

B \_\_\_\_\_

**Liberating Truth:**

# **“THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”**

## ■ **YOUR UNIQUE CORE THESIS** ■



I have a conviction that no sermon is ready  
for preaching, not ready for writing out,  
until we can express its theme in a short,  
pregnant sentence as clear as a crystal. I  
find the getting of that sentence is the  
hardest, the most exacting, and the most  
fruitful labor in my study.



**J.H. Jowett**



# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ YOUR UNIQUE CORE THESIS ■

### CORE THESIS TEMPLATE

Any [YOUR AUDIENCE] can [SOLVE THEIR PROBLEM] by using  
[YOUR PRODUCT], because [HOW IT SOLVES THE PROBLEM].

### Examples:

Any **PARENT** can **IMPROVE THEIR CHILD'S BEHAVIOR** by using the principles in the - **YOUR BEST KID NOW - PROGRAM** because **IT MAKES GOOD BEHAVIOR AUTOMATIC.**

### How about a couple more?

Any **BABY BOOMER** can **BUILD A BUSINESS FROM HOME** by using **THE PROFIT FROM WHAT YOU ALREADY KNOW COURSE**, because it **SHOWS YOU HOW TO TURN YOUR KNOWLEDGE INTO PROFITS.**

### And then here's an example for a weight loss product...

Any **OBESE PERSON** can **BECOME LEAN & FIT** by following **THE FREE FROM FAT FOREVER DIET**, because it **USES YOUR BODY'S BUILT-IN FAT-BURNING FURNACE.**

# **“THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”**

## **■ WRITE YOUR CORE THESIS ■**

