

Lessons learned at...

mxyplyzyk

By Craig Garber

Author of *"How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!"*

Background:

This is actually a really cool store in a really cool neighborhood. They sell all kinds of odd-looking and one of a kind housewares. It's located on Greenwich Avenue and 13th Street on the outskirts of the West Village. Right across the street is an unusual English pub called A Salt & Battery. They fry ANYTHING there -- chocolate bars, cupcakes -- you name it, they fry it!

My history with this location:

In later videos you'll see more of the West Village, and in my book I devote a substantial part of the *Introduction* to my relationship with this part of the city. It was sort of a "coming of age" area for me as a kid and it's always great going back to the West Village.

Marketing Lessons Learned From This Video:

- **Features Versus Benefits:** Not being able to separate and identify these two items causes lots of problems for most marketers. Let me clear up some of the confusion surrounding some of this, right now:
 1. **Features are what something is.** For example if someone builds websites, that's a feature of their business, customers get.
 2. **Benefits are what something does for you.** In this same example, the benefit is you get your business up and running and your making money online, quickly." You want to get in the habit of talking to your prospects in terms of benefits and not features. Talk about what your product or service DOES for them, *NOT* what it is or what you like about it.
 - a. Another example: no one cares what kind of wood your tennis racquet is made of. They will care, however, if this lighter wood gives them more power and lets them hit the ball 22% further with the same or less effort.
 3. **Guarantees are incredibly important.** First, let's dispel a couple of myths when it comes to guarantees:

To download three free chapters, or to order *"How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!"*
go to kingofcopy.com/max

- a. **They “cause” people to steal.** NOT true. If someone wants a refund and if someone’s dishonest, they’re going to do this regardless of whether or not you have a guarantee. Guarantees aren’t for people like this, they’re for honest people who either don’t know you or who just need a little more comfort before buying something from you.
- b. **They “increase” your rate of return.** In some cases, they do increase your rate of return. However, they also increase your sales, and the net impact of this is always (as long as you’re selling a quality product to the right buyers) a big boost in your net profits. Inside *“How To Make Maximum Money With Minimum Customers,”* I walk you through the numbers so you can see exactly how this works and the net impact on your bottom line.
- c. **If you can’t guarantee your results -- and many people simply can’t (stock brokers, lawyers, doctors) -- there are still loads of other things you can guarantee.** For example:
 - i. The time it takes to perform your service.
 - ii. **Your response time.**
 - iii. How long it takes for your office to return calls.
 - iv. **How long it takes to get started.**
 - v. That you won’t try and sell them anything (if they are just coming to you for a free consultation, for example).
 - vi. **That you’ll speak in plain and simple English and not in complicated trade or industry jargon..**
- d. **To boost your response rate and your sales:**
 - i. **Stronger guarantees beat weaker guarantees.** A 180-day guarantee delivers better response rates and sales than a 30-day guarantee.
 - ii. **Multiple guarantees beat single guarantees.** If you give two or three guarantees, this delivers better response rates and sales than one lone guarantee.

Where you’ll find detailed information about these marketing strategies in *“How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!”*

- Chapter 15
- Chapter 23

To download three free chapters, or to order *“How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!”* go to kingofcopy.com/max