

How To Instantly Determine What Your Marketing Specifically Needs To Do:

9 Sets Of Questions That Your Marketing Needs To Address NOW, Before You Spend Another Dime

1. Do your prospects instantly come to the conclusion as to why people should choose you over anyone else?
2. Who else can say what you say?
3. Do you really believe what you say? Does your marketing quickly counter skepticism and actually **prove** your claim?
4. Does it pass the "Cross-Out/Write-In" test? Take your website's home page, an ad, a sales presentation, business letter or other marketing piece – cross out your name, put in a competitors' name, and if it's basically saying the same thing as your competitors do, it's not separating your business from the competition. Do the reverse for your competitors' marketing.
5. Does your marketing make your pitch instantly compelling – and not just make it different?
6. Do the headlines in your digital/written materials, the opening words of your sales presentation or video/audio immediately key in on your prospects' most intensely held buying parameters, to capture the attention of the greatest number of viewers, readers and listeners? Does your main headline dominate in size/relevance to accentuate the message?
7. If you're using a picture, does it resonate with the most intensely held buying parameters of the prospect? A picture may be worth a thousand words, but whose words?
8. Once you've caught the attention of your prospect, is there an immediate promise of decision-facilitating information to come, to give prospects reasons to pay further attention to what you're saying?
9. Is there a **unique** and compelling, no-risk/low risk, low cost/no cost offer of a further decision-facilitating experience or decision-facilitating information to capture the contact data of the greatest number of "Now" buyers and the greatest number of "Future" buyers? How have you tested the offer(s) you're making now against other offers to prove that?

If You Answered "No" In Three Or More Sets Of Questions...

Start over – or make some easily implemented adjustments. Your marketing must lead your target to say "I'd have to be an absolute fool to do business with anyone else but you". If it doesn't, it's not working right.


Separate your business from the competition, and then eliminate them. At the one day, [7/8/9 figure results producing](#), Monopolize Your Marketplace workshop, you'll create the marketing, advertising, sales and communications systems, strategies and tools to make it happen now.

This isn't your typical "sit-on-your-hands-and-listen-to-the-speaker-all-day" seminar. Instead, it's a

- hands-on, "create the actual systems, right on the spot" workshop – you'll walk away with your own customized marketing, advertising, sales and communications systems, strategies and tools, so you can
- put them to use the very next day, to increase sales and profits.

No matter what the size or nature of your business, the Monopolize Your Marketplace system

- immediately and seamlessly integrates into your current marketing/advertising/sales/communications plans, **OR**
- serves as your business' proprietary, master marketing system; immediately adaptable to any change in customer, business, product or service focus.



FREE: No obligation – get your Monopolize Your Marketplace system preview.
Go to AndyMcNabb.com, or email andy@andymcnabb.com (Subject: *Free Preview*).

SEE 7/8/9 FIGURE RESULTS IN WEEKS for small and large B2C/B2C companies.
PLUS, for more free tools and free offers, go to AndyMcNabb.com.