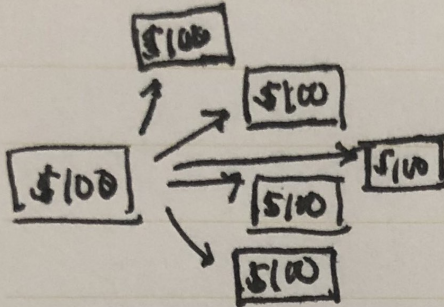
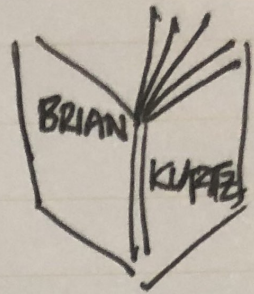


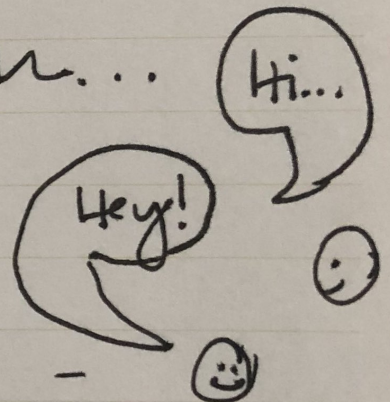
# OVER D.E.L.I.V.E.R



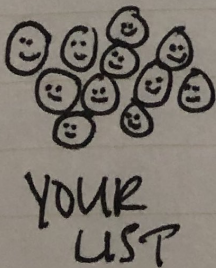
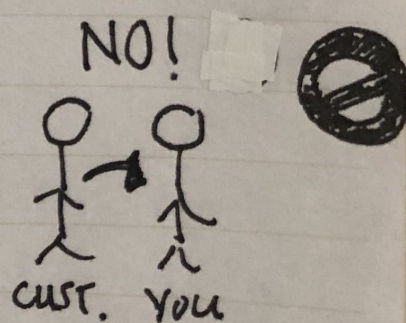
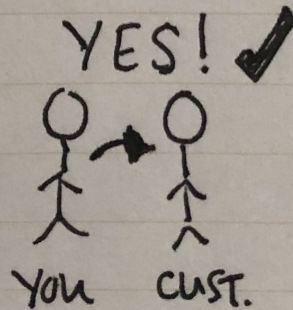
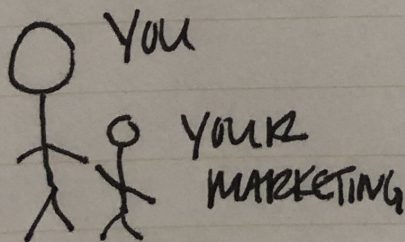
(\$1 BN.!)

Know thy competition...

understanding how they do business,  
will help you get better at yours.



DIRECT (dih-rekt') = measurable marketing  
MARKETING (mahr'-ki-ting) in any medium



ROI = SOP



# MARTY'S 4 PILLARS

1) OUTWORK EVERYONE

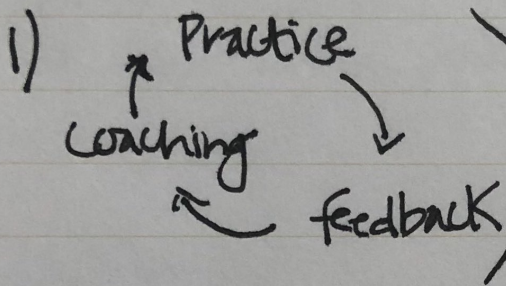


2) INSATIABLE CURIOSITY

3) SMARTER PEOPLE



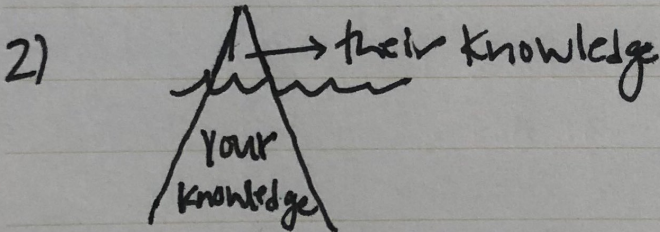
4) OTHERS FIRST



B.E.A.T T.H.E CONTROL!



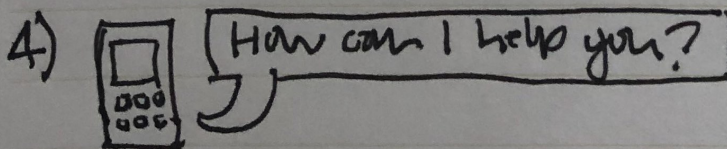
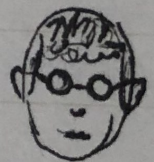
Never stop trying...



It's malignant...  
better call Parris



the more you learn,  
the faster you'll grow

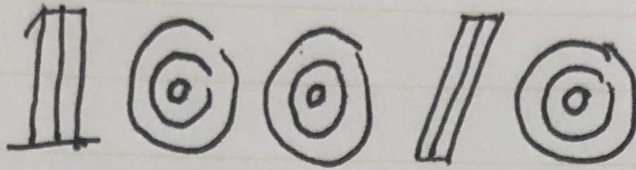


OTHERS  
YOU

5:00

FAVORS





all out effort - no matter how little from them

@lower stress • always worth it

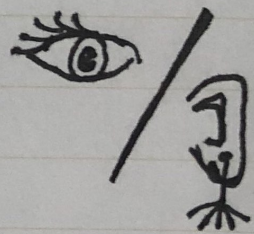
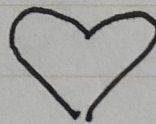
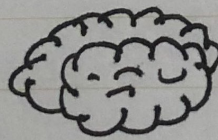
"learn the rules like a pro, so you can break them like an artist."

- ???



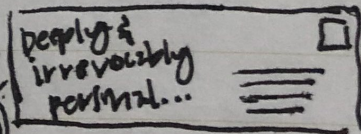
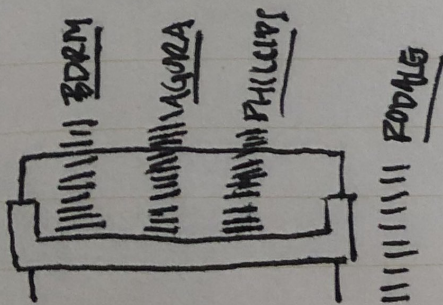
PSYCH 101 + DR PRINCIPLES

↓  
WHAT MOVES YOUR MARKET?



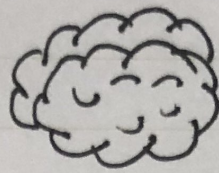
The customer is not a woman. She's your wife.

David Ogilvy



**SWIPE** EARLY OFTEN





Knowledge of origin → better understanding

BE SMART... BORROW, DON'T STEAL...



every comm. should sell or accomplish something... & will be viewed as + or -

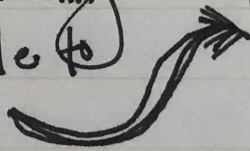
(WHY "FREE" EMAIL CAN BE EXPENSIVE)

MVP = metric

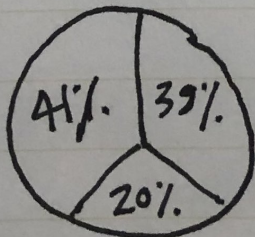
LTV

(the bogey)

How much are you willing to lose on the first sale to make it back later

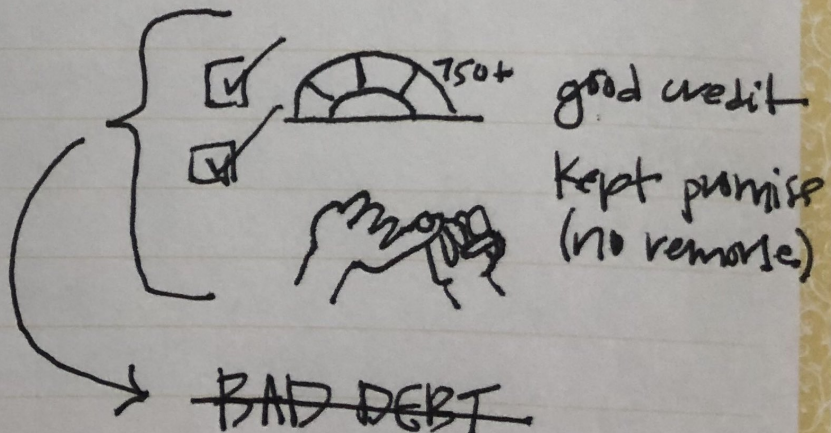


the ~~2~~ <sup>NO</sup> SALE is the most important



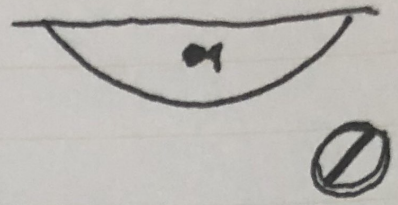
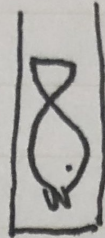
DM success:  
41% LIST  
39% OFFER  
20% CREATIVE

BILL ME OFFERS:



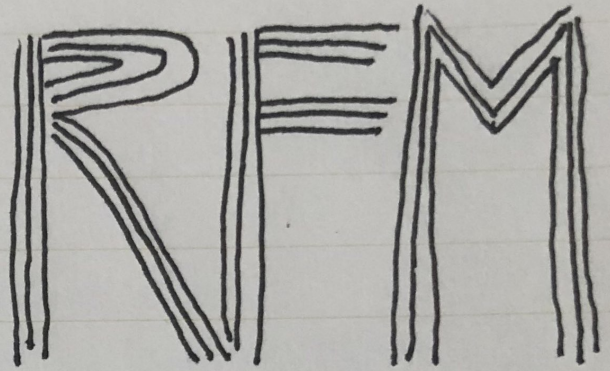
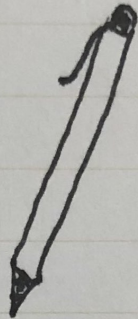



# NICHE



Your list...


1. most val. list
2. bld w/ a hot lead magnet
3. response list is best

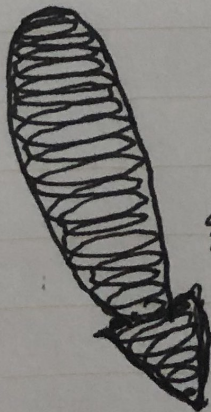


☑ RECENCY: the more recent the interaction, the likelier a response 

☑ FREQUENCY: not just buying, but interacting. more → more

(recency + frequency = ♥ multibuyers ♥)

☑ MONETARY: total spent by each person on your list 

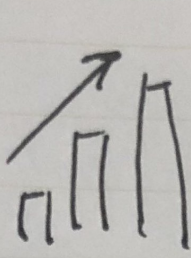


It's the  
ULTIMATE  
analysis tool!

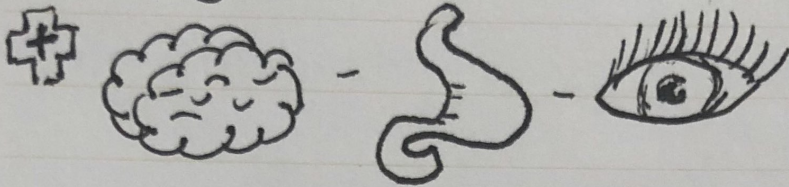
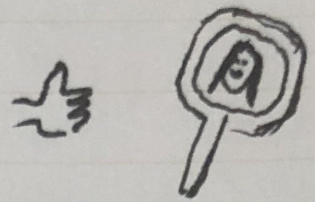
- ◎ High leverage
- ◎ Simple - observe & tally
- ◎ Key for list selection & segmentation



Ideal:  
Regression  
modeling



Alt:  
look-  
alikes

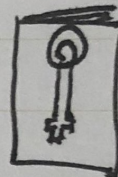
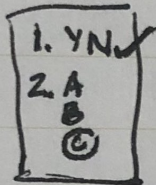


ANECDOTAL  
EVIDENCE

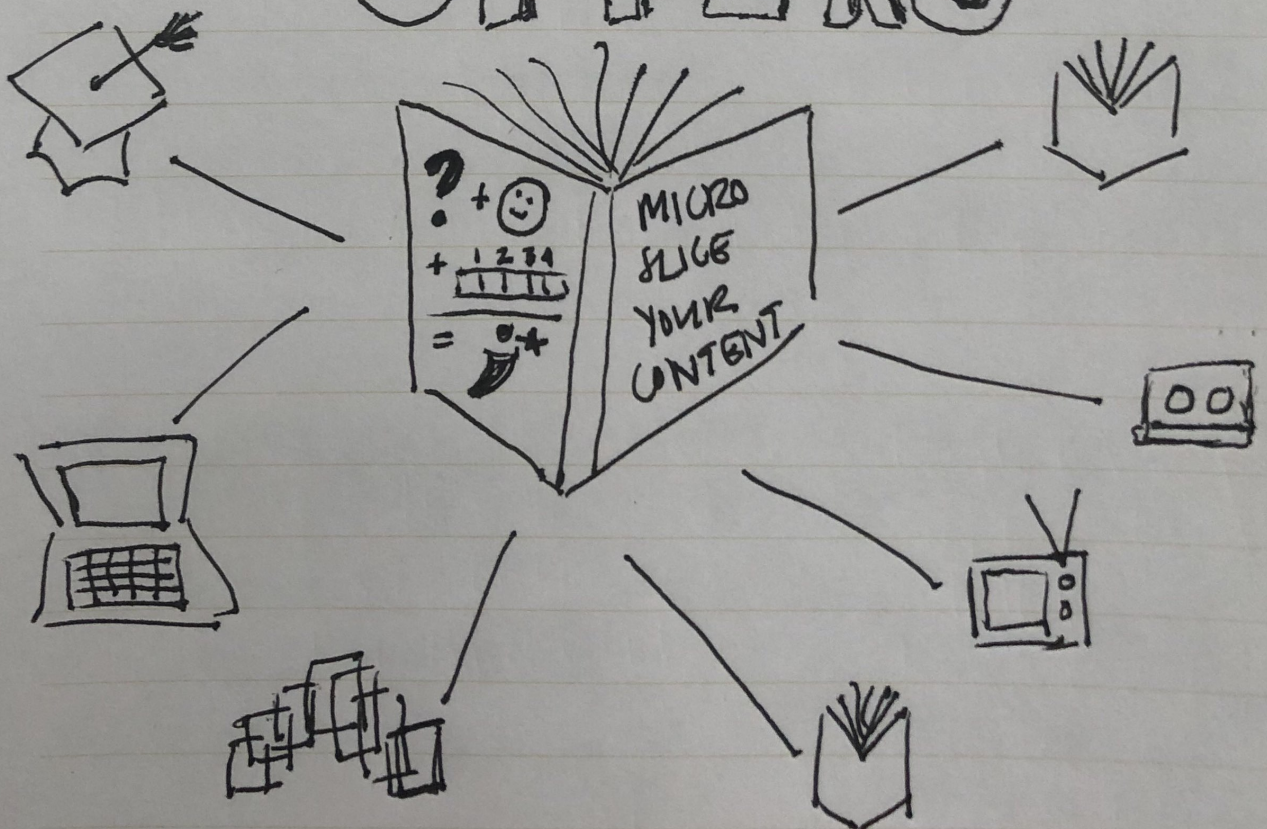
Know Your Audience

front end winner

back end winner

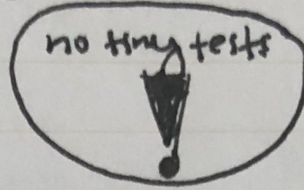
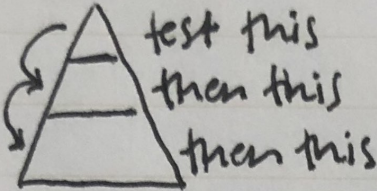


# OFFERS





**Tests: 30%↑** KEY METRIC LIFT



### COPYWRITERS

- \* Hunger
- \* Curiosity
- \* Smarts
- \* Passion

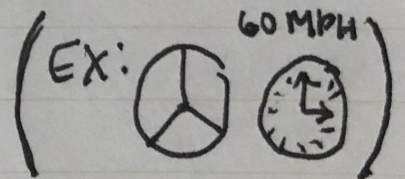
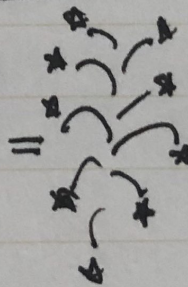
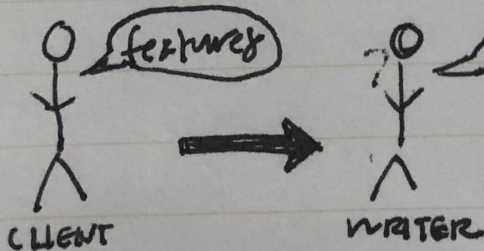
- \* DM understanding
- \* Humility
- \* Generosity



GREAT COPY ISN'T WRITTEN... IT'S ASSEMBLED



Gene Schwartz



### KNOWING HOW THEY TALK

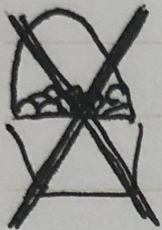
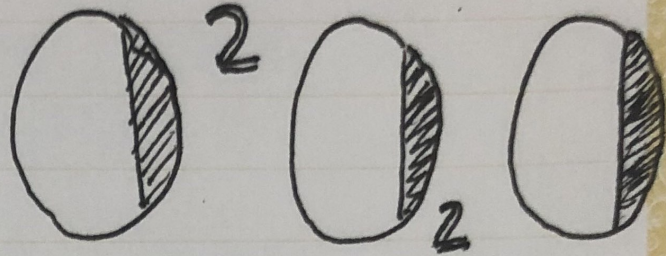
- ✓ Forums
- ✓ Amazon reviews
- ✓ Focus groups

MAY DIFFER BY LIST SEGMENT

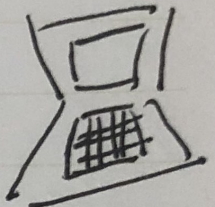
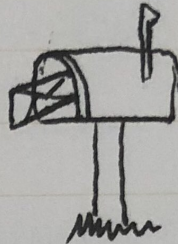
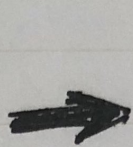
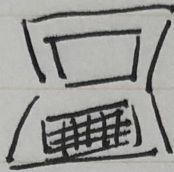




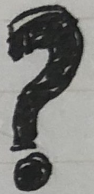
# MULTI-CHANNEL-MARKETING



DIVERSIFY

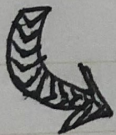


how much are you willing to spend to acquire a new customer?



## LTV

- © answers the question
- © helps you choose your media

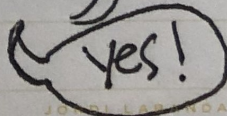
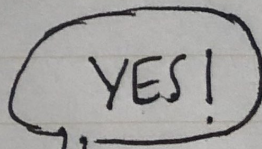
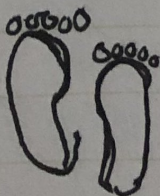


INCREASES WITH GREAT SERVICE

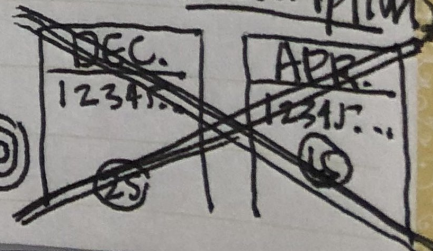
It's so much easier to keep a customer, than to get a new one

This is what sells renewals! (Marketers sell

subscriptions)



NO

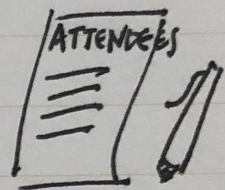
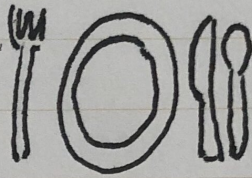
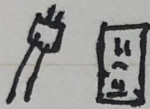




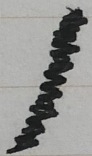
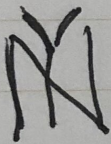
# The BOGEY

→ AMT. YOU'RE WILLING TO LOSE ←  
UP FRONT, KNOWING YOU'LL MAKE  
IT BACK LATER

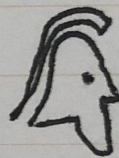
CONNECT



15-  
30

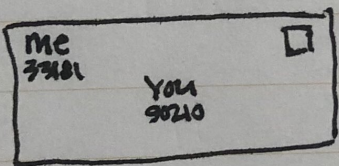


Titans v.

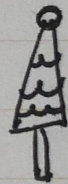


Titans

=

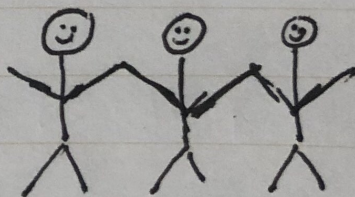
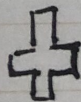
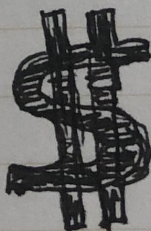


just because!



in July!

# S.U.C.C.E.S.S.S



A rising tide lifts all boats.

