

LIGHTBULB MARKETING



**A GUIDE TO FINDING HIGH QUALITY PROSPECTS
WHO GET YOU & UNDERSTAND WHAT YOU DO.**

LIGHTBULB MARKETING

Great marketing is the foundation of all successful businesses. The kind of marketing that people share with their friends - "did you see that ad?" The kind of marketing that truly engages you rather than just shoving product in your face.

The type of marketing that is its very own type of art.

This type of marketing is stand alone. It's entertaining content of it's own accord. It's not just a cheesy ad that you'd see on late night television.

Apple are masters at this. It's not about the product. It's about what you can DO with the product. It's about how you FEEL using the product. Sure, their products are amazing - but what is genius is how their advertising makes you feel. You feel better after watching it. You feel inspired, uplifted, motivated.

When was the last time your marketing did that for your prospects?

When was the last time you even tried?



Super Bowl commercials are also a great example of this. They are art-like, almost mini-series that stand the test of time.

So, you might not have the budget, film crew or creative direction of Apple. You might not be able to create TV commercials that run on the Super Bowl, but you can create highly compelling marketing that you can be proud of.

Marketing that inspires your prospects, that uplifts them - that shows them a better way of life.

In this case study, we'll look at how you can apply marketing to your business that gives your prospects that lightbulb moment.

That moment where something clicks and they see something in a new light for the first time.

That moment that all teachers have experienced where the students goes from being confused and not-understanding to reaching understanding and a new vision for what is possible with their new found skills.

That's what lightbulb marketing is all about. Creating that moment for our prospects and connecting that feeling to our business - to ultimately do something about it.

Enjoy

Ben Lewis
Director
New Meta Agency

“My clients have no idea who I am or what I do!”

I hear this one a lot from my clients. Typically, I do my best work with clients who are experts in their space - they've been working in their field for 10 or so years, they've done the hard yards. They've got quite a following, but when it comes to developing their authority in the space OUTSIDE the people that know them already, they struggle.

They're amazing once they have people in the door, often via referral, but getting cold people through the door and to understand how good they are at their job can be difficult.

They want to grow their team and build out their offering - but the lynchpin to all that is being able to establish authority and converting leads into sales.

The whole concept of warming up cold prospects assumes that you're not articulating any of that in your marketing or in your sales process. In my agency, this is something we do day in day out as matter of course - however I also realise this is very different to the way most people market.

Most people market their product. They talk about the problems and benefits of their product. They explain how it will make their life better. But there's just one problem. If you want to be an authority - you cannot defer your authority on solving problems to the client. If you want to be the expert, **you need to be the expert.**

This means you need to recommend solutions (ethically of course) to your prospects.

When you go to the doctor - the doctor rarely gives you an option for your treatment of whatever ailment you came in to solve. They will look at you, run some tests, come up with a diagnosis of what is wrong and provide you with the solution or treatment plan.

They don't sit there all day running ads for every conceivable type of illness so that you can come in and buy the solution to what you think your problem is.

No, when you walk in, you have no idea what is wrong - **it's THEIR job to diagnose.**

My mentor, Leela Cosgrove, has a great way of putting this. She says “Your client is NOT right. If they were right, they wouldn't have the problem and they wouldn't need your help. In fact, your client is **almost ALWAYS wrong**”

The client does not know the core problem - and as such they are not qualified to assess which is the right solution for them, without some expert guidance.

This is where you, the expert, comes in.

In the doctor example, just because your leg is sore does not mean we should amputate - no matter how much the client thinks this is a valuable course of action.

It's no wonder your clients have no idea who you are or what you do. You're not explaining it to them. You're not educating them. You're not giving them those lightbulb moments where they see where they have been going wrong this whole time.

You're job is to show them with your marketing and sales process where they are going wrong - and what they need to do to fix it.

This is where lightbulb marketing comes in. It's all about giving the client those lightbulb moments:

“Oh that's why I never got results”
“Oh, that's why I feel that way”
“Everything I was told is actually wrong”
“If I just did THAT, I'd get way better results”

If you can have your prospects experiencing those feelings with your marketing, imagine how they will feel when they buy and consume your product.



INSIGHT IS KEY

Lots of people want to develop authority using all the mechanisms in the world.



- Writing books
- Speaking
- Podcasts
- Video's
- Testimonials



They want to use all the tactics in the world, but they are missing one core strategy

To be seen as an authority, you need to actually be an authority. If your book is bad, it won't make you look like an authority - it will make you look silly.

If you're bad at speaking to groups of people
- speaking will undermine your authority.

Now, in the sense of growing your business, what we really mean by authority is that people know you, and people trust you.

The knowing you bit is easy. Facebook literally shows your name next to what you say. It's pretty easy for people to know who's talking. It's really the trust part that is hard.

When I speak to business owners I hear the same thing over and over. It's very easy for them to talk to a group of people and teach them the things they are good at. So many people can (and do!) literally talk about what they do for days on end.

But when it comes to marketing message - they are stumped.

Here's what's going on.

In your head, your teaching, your content, your techniques - you see all that as helping people. You see it as noble and of great benefit to your clients. You do it for their benefit just as much as you do it for your monetary rewards.

It makes them better people and be able to achieve better outcomes in the world.

You obsessively focus on making your courses and programs better so your clients can learn more. You simplify and create models from the complexity you spent years figuring out on your own. You do all that because you actually care about your clients and helping them gain understanding.

When it comes to your marketing, you're stuck up in your own head worrying about what to say, what "works" and what will be "effective".

You're being self centred.

You're no longer thinking about your prospects, their problems and their needs. You're all worried about what your conversion rate will be, how much the ads will cost, and how much money you will make.

It's all about you, what you want and your product.

The key here, is **what if your marketing AND your teaching elements were very similar.**

What if your teaching contained even more lightbulb moments - focussed less on content and more on the breakthroughs your clients really needed.

What if your marketing contained even more lightbulb moments where you showed them the gaps in their current thinking and what they REALLY need to move forward - because the answer is rarely more information.

If your teaching and content became more engaging, and your marketing became more teaching and lightbulb oriented.

... wouldn't you want to do more of BOTH??



So lets take a look at some of the lightbulbs we can look to set off with our prospects in our marketing.

There's 5 core lightbulbs that I like to think about when working with people around breakthroughs. I use the handy mnemonic **SICAM** to remember them.



Strategy

Insight



Context



Awareness

Mindset



LIGHTBULBS



1

Make 6-10k/month
Earn 6 figures
Earn 7 figures!!!
Work 20 hrs a week doing only what you love.

These all miss a core opportunity for lightbulb moments.

The big question is, strategically, why do you want that outcome?

We might as well be writing "amputate your leg in only half a day." We're completely buying into the fact that the prospect knows what they want, and has a good strategy to achieve it (chances are, they don't).

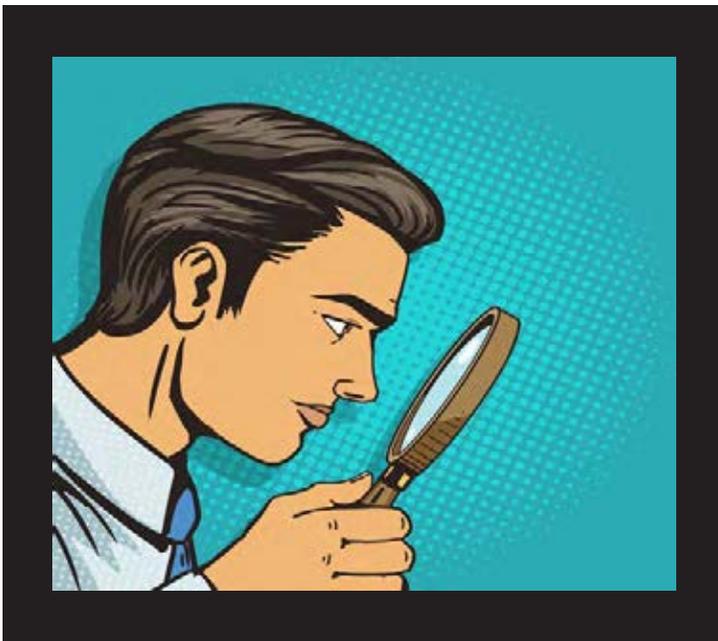
The lightbulb here is being the trusted advisor - being the person who stops them and takes the time to find out what they truly want.

Chances are there are WAY better ways to achieve the strategic goals.

Strategy



Insight



2

The insight lightbulb works really well when you have a whole ton of prospects who are running around like chickens with their head cut off.

They think they are doing the right things - but really they are headless chickens.

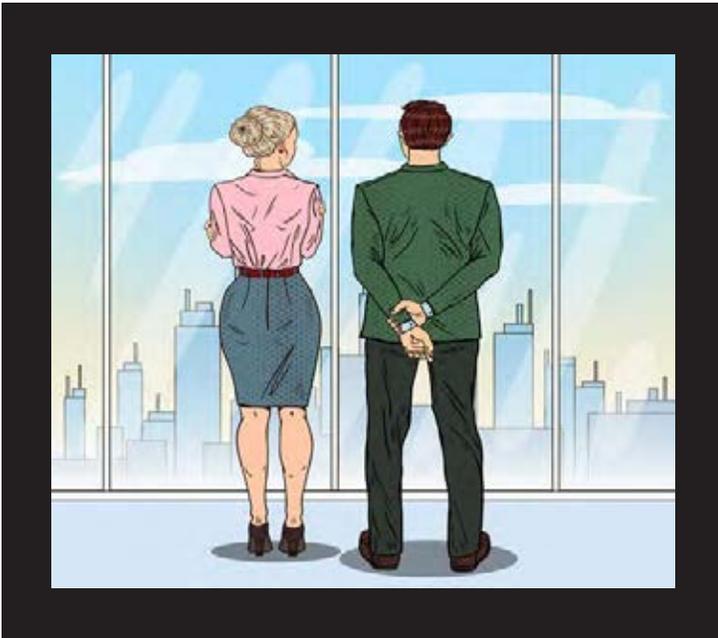
In this situation we can provide insight to the situation and demonstrate we understand this situation better than they do.

The key here, is you actually need to understand the situation better than they do. You need to know and understand your niche in order to help them. There's no shortcuts on this. If it was easy though, everyone would do it.

This is the reason you see 12-week challenge and booty bootcamp ads all over the internet by hundreds of personal trainers. Those guys just don't have insight to share - all they can do is promote product.

Adding insight to your marketing very quickly has you stand out from the pack - as you are showing your prospects that you understand the problem at a far deeper level than they do.

Context



3

We all live our worlds in our own little bubbles, often not seeing what happens in other industries or other areas around the world. As a result, we tend to all be in our own little echo chambers of how things should be done, what is acceptable, what works and what doesn't.

Adding context allows your prospects to understand what you're talking about within a larger or different context. As the expert, you have a much broader reference experience than your prospects. You've seen more than they have, you've got more foundational background and you've (typically) been around longer.

As such, you can add context (and insight) to the problems plaguing your particular niche or industry. You can show them how problems have been solved in other contexts - such as different clients, industries or businesses.

You can even bring industry standards to the table to show them when their plans are going well or if they are incredibly unrealistic. This is all context.

4

The awareness lightbulb is bringing attention to something that people already know, but forgot about.

You can draw attention to a number of things to shine awareness on them:

- Previous behaviour
- Other areas of learning
- Other things the prospect is good or bad at
- Key areas you know they aren't doing well.

This again reinforces the fact that you see what is REALLY going on. You can help them connect the dots. You can help remove the veil of frustration and confusion and put their awareness and focus on where it should be.

Awareness



Mindset

Mindset is a really powerful lightbulb.
The key here is to remember

People Are NOT Stupid

They have access to the internet
- they can literally find out all the information they need with just a few keystrokes.

The real question is, with all this information
- why haven't they done anything about it?

Chances are their mindset / stories or beliefs are getting in the way and causing a pattern of behaviour to play out.

Tap into the mindset lightbulb with caution though.

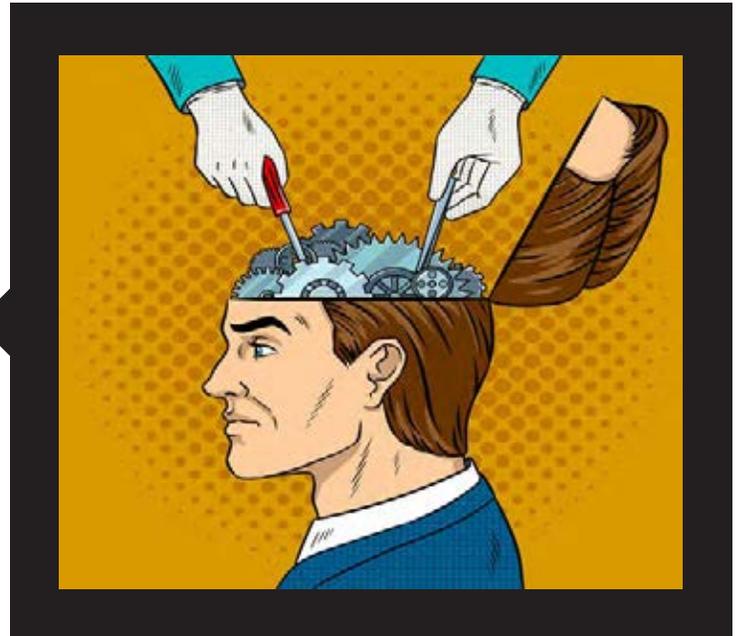
People don't buy mindset stand-alone – this is why there's a ton of mindset coaches out there with very few clients.

Mindset always needs to be taken with a dose of real actionable tactics to backup the change in mindset.

It always needs to come with some additional expertise on what to actually do.

Having a breakthrough is great
- but what's their next step.

When you've got a good answer to that
- business will grow rapidly.



So, let's put some of these ideas into practice.

You can obviously use combinations of the lightbulbs to start writing marketing that is truly insightful and helpful for your prospects.

Let's take a look at some ideas you can use to demonstrate



Article Ideas:

Here's some rough article ideas that you can play with to educate your prospects with:

10 things only ___ knows about ___?

This is why you're wrong about ___

This is the real reason you're not ___?

Your ___ isn't working. Here's why.

Are you really ___?

You can't keep doing ___ long term.

They said _____. They lied.

Summary:

Obviously, you can connect any of this messaging into your direct response marketing and as long as you have a high level of value to offer to your clients - this type of marketing will do well.

Especially if you are selling high end offers.

So often though, we see clients trying to run ads that are 100% the polar opposite of what they really want. They're super frustrated and not sure what's going wrong.

So because you read to the end of this case study - I'm willing to offer you a free web and marketing diagnosis session. We'll deep dive into what you've been doing with your marketing and find out what is and isn't working.

I can assure you that in most cases all that is required is to make some small tweaks to completely turn things around.

If you'd like to take advantage of a session - go here and enter your details.

