



PHILANTHROPY. BUSINESS. GROWTH.

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Hotsheet: by Ryan Fletcher
December 29th, 2014

Tune-In Marketing vs. Tune-Out Marketing. A Foundational Shift In The Future of Client Acquisition and Building Loyal And Committed Audiences.

With the exception of people like me, direct-response guys and copywriters, people hate advertising. Every stroll to the mailbox, for me, is a bit like Christmas. Perhaps there is a piece of “junk mail” inside. I have vast collections and archives of such marketing. I watch TV, often, solely to watch the infomercials. You can hear my wife, “I don’t want to watch this.” To which I respond, “This is how we pay the bills.” That is, studying the successful marketing of others and figuring out how to apply the strategies to my business, to move my own books, products and services.

But, as stated, people like me are rare. We are the exception. Most people DVR their favorite shows to fast-forward through the commercials, to get back to the content they actually want to watch. Most people don’t realize, but DVRs are single-handedly destroying the market for TV ad spots. In-program advertising is becoming more prominent for this reason. Whether it be Coke or Sony, an Apple computer strategically opened, displaying the lit Apple logo on its back panel, or Chase or Bank of America, somehow, these companies promotional messages are being intertwined into the script and storylines of your favorite movies, sitcoms. In talk radio, these have always existed, called “Live-reads.” This kind of *in-program* advertising typically commands a multiple of the ad rate of a traditional ad spot... because... you can’t watch your show without watching the advertisement.

In advertising, people pay for eyeballs.

Thus, understanding the difference between *tune-in marketing* vs. tune-out marketing is critical.

Rule of thumb:

If it looks like marketing and advertising = Tune-Out Marketing.

If it resembles content that is relevant to your personal interests = Tune-In Marketing.

On Facebook is the easiest place to spot this difference. Below are two ads. One is a blatant advertisement. No promise of a story. No video mentioned. Nothing. Just “Try Dollar Shave Club.” That means, once it’s recognized as advertising, which isn’t hard, the consumer makes a split-second “Yes/No” decision. This is not what you want from your marketing. You want *consumption*. And worse, specific to this ad, “Best. Razor. Ever.” is the same claim that every razor company makes, so it falls on deaf ears. The company is hoping that the

endorsement by Mike Greenburg (from *Mike and Mike in the Morning*) will be enough. It isn't. Unlike a Clint Eastwood character, or Matthew McConaughey, Mike Greenburg doesn't have a distinct and recognizable persona. So just attaching his name does not give credence to the claim "Best. Razor. Ever." or differentiate it.

The other ad, ad (B), focuses on the promise of content.

A – Dollar Shave Club Ad

Dollar Shave Club
Sponsored · 🌐

Mike Greenberg sure loves our razors. See what you're missing out on. Get some amazing razors from Dollar Shave Club today.

Try the Club → <http://dlrshv.es/gRXfBD>

"Best. Razors. Ever."
—Mike Greenberg

MIKE & MIKE

DOLLAR SHAVE CLUB

B – Get 10,000 Fans Ad

Get 10,000 Fans
Sponsored · 🌐

Hi guys, it's Brian...I've made a new video showing something you need to see. It uncovers how I've attracted nearly 400,000 fans, and have generated an average of \$15.42 in sales from each of them. This 7 step video condenses down everything I've learned building this business. Click the link below and enter your email to see the video now.

Get The 7 Step Fan Page Funnel Video I've Built A 6 Figure Business Using!

In this short video, I condense down everything I've learned about Facebook Marketing, in exchange for your e-mail, you'll learn the system that I use to...

GET10000FANS.COM/FAN_PAGE_FUNNEL

[Learn More](#)

Like · Comment · Share · 🍷 180 🗨 9 ➡ 43

In the early going, Dollar Shave Club released a viral video that sent the company to the 7-figure mark almost immediately. But as is the case, with most companies, the bigger they get. The stupider they get. And Dollar Shave Club, by looks of this ad, has begun to reach that point. In fact, the more commoditized the product, the more important it is to wrap your offer within the context of Content.

Take wine for example.

There is no shortage of places to buy wine. And most people have no clue what differentiates a good bottle of wine from a bad bottle of wine. They don't sniff. They don't swirl. They just pour, drink, and react. "This is good." Or "This sucks." So, for someone who wants to buy a bottle of wine but who isn't a wine connoisseur, how do you suck them into your product?

Answer: *Content*.

Winelibrary.com does a phenomenal job at this. Below you can see two of their "Content Pieces," notice: There is no mention of any wine for sale in the headline of the articles. Instead, there is a solution to [perhaps] a common problem. The first, "What should I drink?" I'm not a wine person, but I can imagine someone who is, who has a collection of wine, choice becomes an issue... Also, if you're buying a gift for a friend, colleague, client or customer, and don't know much about wine, then how do you choose?


This *Content* article, "What to Drink While You're Cooking Christmas Dinner" reveals the answer. Further, the purchaser now has a story to tell, about why they selected that wine. According to... So I hope you like it. As for the second Content Piece, "6 Wines To Bring Home To Convince Your Parents You're Doing Okay," this article directly targets the Millennials.

Notice that it's done in a tongue-in-cheek kind of way too, speaking to that demographic.

So now, WineLibrary.com, instead of advertising their “wine” like Dollar Shave Club did with its razors. They advertise their content. On Facebook, you would see an ad with the headline, “What To Drink While You’re Cooking Christmas Dinner.” And naturally, when the ad is clicked. The visitor is re-directed to the article below, where the recommendation for the specific wine is made. Same for the “6 Wines To Bring Home To Convince Your Parents You’re Doing Okay,” where within the article, 6 different recommendations are made to convey a different message.

What to Drink While You're Cooking Christmas Dinner

Posted December 10, 2014
WineLibrary Staff



In preparing what will no doubt be a lovely meal, albeit in a passive-aggressive family-filled environment, it is important to stay properly hydrated (or at least stimulated) throughout the process. Below are some perfect wines to drink while cooking (and let's be honest: taste-testing to the point of basically having a meal holiday dinner.


We begin the culinary extravaganza with the understanding that you are going to graze while you cook and drink. With that established, we suggest the [2010 Gioielli Cap Corse Blanc](#). The savory, crisp approach of this Corsican white is the perfect complement to that stolen bite (or two) of mashed potatoes or even the sweetness of a premature bite of tonight's desert. It's also ideal in preparing you for the grilling from your parents about how that budget is coming along that you haven't looked at since their Thanksgiving visit, or when your in-laws are asking you when they can be expecting grandchildren. Take a sip and dream of the island this wine comes from. They can't find you there.

As the meal preparations progress and you decide it's time to break out the next bottle, we suggest the drier [2010 Stella Bella Chardonnay](#). The added beauty of this phase? You can baste the bird (again... already?) with it as you sip, simultaneously enhancing the flavor of the main dish and increasing your patience threshold with your family. Two birds, one stone. Furthermore, the Stella has absolutely amazing fruit on it, so it goes just as well on its own as it does with fruit. Great for your guests to admire your wine game while you distract them from the fact that your startup's acquisition numbers have seriously dropped off.

So, there you have it. A food-friendly Vermentino to drink during early preparation, and a classic Chard to sip as the cooking comes to a close. Whites in winter are a thing! Don't stress. You've got this. Happy Holidays, everyone.

6 Wines to Bring Home to Your Parents that Will Convince Them You're Doing Alright

Posted November 21, 2014
WineLibrary Staff




6 WINES TO BRING HOME TO CONVINCE YOUR PARENTS YOU'RE DOING OKAY.

Let's not beat around the bush. It's almost Thanksgiving, so naturally you are preparing yourself for the endless questions and plethora of judgemental comments you will receive upon returning home. What is the scientifically proven best way to combat all of these things? That's right: wine. Save your breath for that political debate you and Uncle Charlie are bound to have, because a really good wine can send the perfect message. No need to respond to any inquiries when you have these.

In all seriousness, any of the below wines are great for impressing your awesome family while you gorge yourself on the best food this time of year has to offer. Cheers!

You want to say: "College was totally worth the money and I am doing great in the job market."
The wine to say it for you: [2010 Bodegas Izadi Reserva](#)



+ 5 more recommendations

This is Tune-In Marketing.

People tune-in to the Content, then, once they like the *content*, decide to further investigate your company, product or service.

What if I don't have a product? What if I offer a service?

Nothing changes. The same basic rules apply. If what you're doing to acquire new customers looks like advertising, then it's Tune-out marketing. People despise sales messages. And salespeople. So any resemblance to their *kind*, is destructive. What people want is *Content* that is specific and relevant to their needs, wants and desires. And preferably, that solves a problem in some way. Or entertains them. This is one reason Talk Radio, by the way, is dying a slow death while the Podcast universe is exploding. *Why?* Because Podcasts are the *content*-aspect of talk radio, and are specific rather than general, to people's personal interests and tastes, but without the heavy advertising.

In fact, if your core product is your knowledge and advice, as mine is. One of the best moves you can make is to start a Podcast, or to partner with someone who has started a Podcast, to be a featured guest. This enables you to demonstrate your knowledge and expertise.

Back in October, I started a Podcast knowing that a weekly Podcast would provide all the *Content* that I'd ever need to market and promote my business.

New Weekly Podcast = New Weekly Content.

Content, this too is what builds audiences. Think about the Tonight Show. Whether it was Johnny Carson or Jay Leno, or now Jimmy Fallon, new nightly content has been the key to maintaining a loyal and committed audience. In the sitcom world, the content production schedule is weekly instead of nightly, where as in the movie industry, for your favorite actor, it might be every 6 to 12 months.

It is my contention that a business owner should put out as much *Content* as he possibly can, as fast as he is able to create it. If he is only able to produce one Content Piece/month, he is probably going to be dominated by his competitor who can publish 3, 4 or 12 Content Pieces/month. Because, and solely for this fact, promoting your *Content* gives you the opportunity to promote [your business, product or service] without the appearance of a overtly pitching your business, product or service.

It's a sad fact. Most business owners only reach out to their customers when they want to sell something. This is why most business owners do not enjoy large audiences of committed fans. Sure, someone might respond to the occasional "sale" communication, but send it daily...and you will turn into Groupon. *Ignored*. And no, this isn't hard to understand. In the early going, people enjoy discounts and savings. But nobody likes to be pitched every single day, with every single email. As a result, people stop opening Groupon emails, Tune-Out Marketing, lower open-rates lead to a lesser result for advertisers. Etc... And, as open-rates get worse, because more and more people are tuning-out, the company's stock price will continue to plummet. Groupon is not a viable business model. Without reinvention, it is merely a fad.



On the other hand, think about your favorite news site. Maybe it's the Huffington Post. Or perhaps a Gossip blog, or you regularly frequent Drudge Report. Or maybe you listen to Glenn Beck, or Hannity, or tune-in religiously to Rush Limbaugh, as millions do. What is it that keeps you coming back?

Is it the advertisements?

Or is it the new content that is regularly discussed/posted, the commentary, specific viewpoints, and/or entertainment factor?

Content Marketing = Tune-In Marketing

So back to my Podcast, here is the *Content Strategy* behind it. Once I record the Podcast, I immediately convert it into three different formats. Three different formats. Means three different pieces of content. Some people will listen, some people will watch. And some people will read. So the audio is stripped off the Skype recording, giving me the MP3 needed for iTunes. That MP3 is then sent to a transcriptionist, giving me the written content. And finally, from the video recording, I create 5 to 6 topic-specific video segments. These video segments (along

with the raw transcript) become the blog posts that serve the same purpose in my business, as the articles above did for WineLibrary.com.

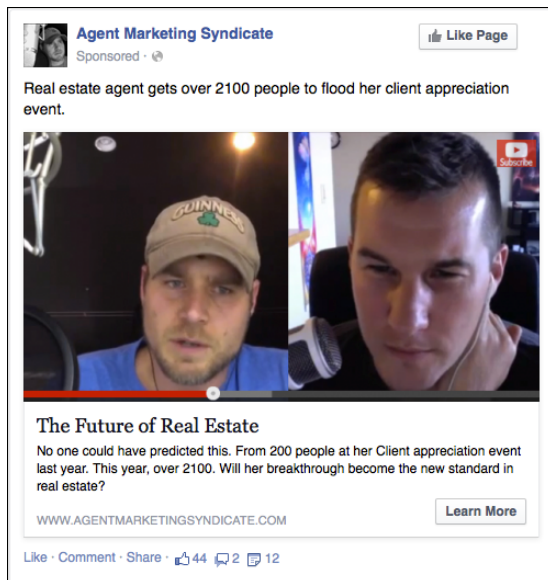
I market and promote my Content.

Not my products, services, or consulting business.

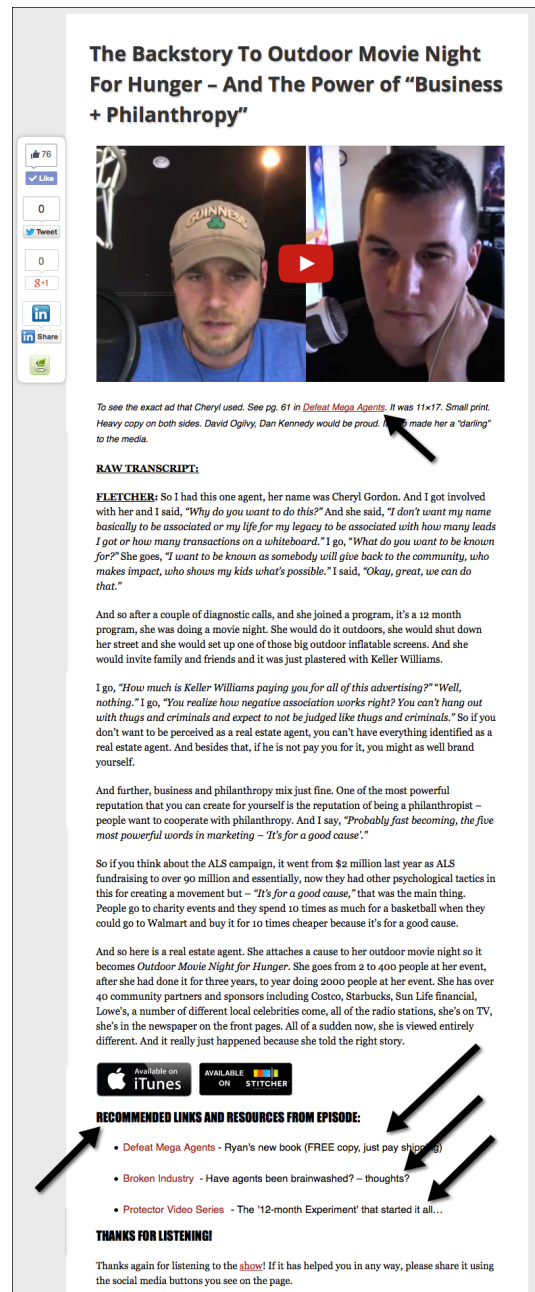
So here is an example of one campaign that I am running. I'll walk you through it, then I will share the results, in terms of how much I've spent, and my ROI: Return on Investment.

Facebook ad:

This ad in particular targets real estate agents, as I do a lot of work within this niche. Notice the ad makes no mention of any product or service, instead it is written like story you might find on Upworthy.com, or from BuzzFeed.com. *Content. The promise of a story!* Once someone clicks the ad, the visitor is directed to the blog post on the right.



The Facebook ad is for 'Agent Marketing Syndicate' and is sponsored. The text reads: 'Real estate agent gets over 2100 people to flood her client appreciation event.' Below this is a video thumbnail showing two men, one wearing a 'GUINNESS' cap. The video title is 'The Future of Real Estate' with a subtitle: 'No one could have predicted this. From 200 people at her Client appreciation event last year. This year, over 2100. Will her breakthrough become the new standard in real estate?'. At the bottom, there is a 'Learn More' button and the website 'WWW.AGENTMARKETINGSYNDICATE.COM'.



The blog post is titled 'The Backstory To Outdoor Movie Night For Hunger - And The Power of "Business + Philanthropy"'. It features a video player with a thumbnail of the same two men from the Facebook ad. Below the video, there is a 'RAW TRANSCRIPT' section. The transcript starts with 'FLETCHER: So I had this one agent, her name was Cheryl Gordon. And I got involved with her and I said, "Why do you want to do this?" And she said, "I don't want my name basically to be associated or my life for my legacy to be associated with how many leads I got or how many transactions on a whiteboard." I go, "What do you want to be known for?" She goes, "I want to be known as somebody will give back to the community, who makes impact, who shows my kids what's possible." I said, "Okay, great, we can do that."'. The post continues with more text about the agent's story and the outdoor movie night. At the bottom, there is a section titled 'RECOMMENDED LINKS AND RESOURCES FROM EPISODE:' with three links: 'Defeat Mega Agents - Ryan's new book (FREE copy, just pay shipping)', 'Broken Industry - Have agents been brainwashed? - thoughts?', and 'Protector Video Series - The '12-month Experiment' that started it all...'. There is also a 'THANKS FOR LISTENING!' section and a note about sharing the post.

In the video, the promise that is made in the Facebook ad is fulfilled, just as WineLibrary.com did in their article, when they talked about "What To Drink While You're Cooking Christmas Dinner." Their article mentions a kind of red wine. But then, also, recommends a specific wine that can be purchased.

I do the same.

I outline a strategy in the video. Then, beneath the video, I point the viewer to a place, my book, where he can learn more about the strategy mentioned.

At the bottom of the post, I also include a "recommended links and resources" section that invites prospective customers and clients to learn more. I also give links to the Podcast, if they want to explore more of my Content. By giving your visitor access content, you give him the opportunity to say, "That's a good idea. I've never thought of that before." Or, "I like how this guy thinks." Or, "I wonder if he talks more about this anywhere? This would work perfect for me." This is Tune-

In Marketing. Tune-Out Marketing just makes a promise and asks for money. “Buy this bottle of wine.” There is no story or entertainment factor. No insight or wisdom. And usually, very little value presented to the consumer, whether or not it—your product or service—would be a good fit for him or his circumstance. In essence, the risk becomes his, the consumers, because there is no sample of what he might get. Content is the FREE sample. And I will tell you, when someone says, “*I like the way this guys thinks,*” the future sale becomes much easier—your content has already primed the pump.

This shift from the traditional approach of making *promises* in your marketing and advertising, “Best. Razor. Ever,” to telling stories/creating content is going to redefine how businesses succeed in the next decade, and likewise, determine who fails.

Dollar Shave Club could have written an article titled, **“The 7 Reasons Why American’s Waste On Average \$989.37 Per Year On Brand-Name Razors,”** where at each of the seven points, a comparison and contrast could have been done, pros and cons, theirs vs. the leading brand, to create differentiation. Marking the brand-name razor as a giant waste of money, so that anyone who buys one feels financially stupid. Because, let’s face it. Most people don’t have an extra thousand to waste on razors, or even a few hundred. That \$13 replacement blade isn’t fun to purchase. And every time someone does, they say, “Shit, these are expensive.” So a superior razor, as perceived, because of the company’s content, at a cheaper price, could be welcomed. NOW, within this context...is the time to make the offer to join Dollar Shave Club. Not before. But, businesses and business owners never learn and most, never change their wicked ways.

So instead of creating Content that engages, entertains, solves problems, and that people Tune-In to. They will continue to make promises, sales pitches, and wear down their customer base with announcements of new sales, even as more and more of their audience Tunes-Out.

My Test Campaign: \$711.33 into \$17,728 in < 30 days.

First, let me make it clear. Your results will be different than mine. In the December 15th Hotsheet, I outlined the sales funnel I’ve been using, to acquire clients. Your Content Strategy is really your Traffic Strategy. So ideally, you should have a solid conversion process to push people into, once prospects find your content. Also, from the Dec. 15th Hotsheet, I have since learned that “Campaign #2,” the content-driven campaign, significantly outperformed “Campaign #1,” a straight offer for a free book.

In total, from the \$711.33 spent to promote my Content. I was able to move 80+ copies of my book. Sell 11 copies of a \$197 product. Nearly 20 subscriptions to Broken Industry, a monthly print-publication that I publish each month, and 2 high-end consulting packages, totaling \$17,728 in less than 30 days. Now, to be fair and in the interest of full disclosure, the consulting contracts have not been collected in full. There are payment plans, and although I don’t expect any issues, my current ROI: return on investment could change.

That being said, this *Content strategy* has been a huge winner for me, and completely altered my belief about how I will market and promote my business moving forward.

The best part, this is just one blog post that is being promoted. I am not a Facebook expert, so I’ve been trying to figure this stuff out on the fly. I know for a fact, nothing is optimized. There are things that I know I should be doing, but haven’t had time to correct them. I am a “fail fast” type of guy. And if the results are this good, from a sub-par campaign, there is a good chance they can be improved significantly. Further, from each Podcast, I’m able to produce 5 to 6 topic-specific segments, thus, instead of marketing and promoting one Content Piece, in the future I will be marketing and promoting 5 to 6, or more than a dozen at the same time, each with a different message to appeal to a different customer type.

This will increase *Traffic* to my offers: products/services/etc. by 500%, 600%, 1,200% or more.

In summary...

From a marketing standpoint, generating revenue isn't all that hard.

There are three core things you must focus on. Message. Offer. And Traffic. Traffic plus Conversion = Money. And the more traffic that you can generate, the more money you can make. And, the bonus aspect, with that heightened traffic flow, you can A/B split-test and make adjustments to improve conversion [within your sales process], thus, leading to more revenue and profit from your same exerted efforts.

This is why your *Content Strategy* is so damn important.

This is something I really need everyone to understand. The engine that drives any business is the traffic that can be generated to that businesses' core product, service or offer. And the fuel that drives that engine is *The Content* that you produce.

Google is the most visited site on the Internet, because it has the most *Content*. YouTube is the second most visited site on the Internet, because it generates the most *new* content on a daily basis, by the minute. And even by the second, than any other website on the Internet.

This gets to my main point. Properly created content, that is properly marketed, leads to a flood of well-qualified traffic, which, in turn, can be monetized to build a business that others would pay to acquire. Google, for example, paid \$1.6 billion for YouTube, before YouTube ever generated a cent. *Why?* Because content equals traffic. And traffic, assuming you have an offer that converts (or, are willing to create one, if you don't already have one), equals money.

The easiest way to generate *Traffic* is to have Content.

Do you have Content? More important, are you producing *Content* on a regular basis? If not, you now know where priority consideration should be aimed.

The premise is simple.

Growing your audience (and creating fans of your business) is easy if you have Content. Plus, the second bonus to having content is, strengthening the relationships with those new leads and customers, members, clients or patients (that result from that increase in traffic) is easy if you have Content, mainly because, you always have something to say that can be of value to your audience.

"I just wrote a new article. Check it out." --- Insert compelling subject matter/headline

"I was just interviewed on a local Podcast. Check it out." --- Insert compelling subject matter/headline

"I just shot this new video. Check it out." --- Insert compelling subject matter/headline

Etc....

And now, instead of bombarding customers and clients, patients or members with sales pitches, or worse, in my opinion, "company-created-stock-content w/no personality", you have a bank of compelling *Content* that can be used for the purpose of ***Tune-In Marketing*** vs. Tune-Out Marketing.

Easy peezy to understand, right?

Wishing you luck in 2015. May *Tune-in Marketing* with you. ☺

-RYAN



Ryan Fletcher is a serial entrepreneur, strategic advisor, consultant, direct-response copywriter, and founder of ENG: Entrepreneurs Networking Group™—a by-application-only community for ambitious business owners, sales professional, and entrepreneurs to discuss high-level marketing, positioning and differentiation strategies; currently 28 branch locations exist across the United States and Canada. He directly impacts more than 15,000 business owners every week. He is also the author of *14 Marketing & Positioning Gamechangers: How Any Business Owner, Sales Professional or Entrepreneur Can Increase Profits & Give More Back!* He can be contacted directly via fax: 800-604-6501 or email: Ryan@EntrepreneursNetworkingGroup.com



< Insert Co-Founder's bio, providing URLs to drive traffic back to co-founder's other Platforms >

3 Questions You Have To Discuss With Chapter Members:

Question #1: _____

Possible Solution #1: _____

Possible Solution #2: _____

Possible Solution #3: _____

Question #2: _____

Possible Solution #1: _____

Possible Solution #2: _____

Possible Solution #3: _____

Question #3: _____

Possible Solution #1: _____

Possible Solution #2: _____

Possible Solution #3: _____

[EXTRA SPACE] FOR MORE QUESTIONS OR POSSIBLE SOLUTIONS:
