



## **Everything You Ever Read or Heard About Marketing Is Wrong!**

By: Rich Harshaw

### **Short Description of the Presentation:**

How long has it been since you heard a really “new” marketing idea? This program by Rich Harshaw is truly a breath of fresh air. Rich looks at marketing from a totally new (and powerful) perspective for small businesses. You will want to take some notes on this program.

### **Marketing Plans Have Two Parts**

- Content
- Placing the content in the right place, at the right time.

### **Defining the “Real” Purpose of Marketing?**

### **Step-by-Step Program for Marketing Your Company**

- Inside Reality vs. Outside Perception
- The value of slogans
- Platitude evaluations
- Marketing equation
  - a) Interrupt
  - b) Engage
  - c) Educate
  - d) Offer

### **Three Things You Must Know About John Doe’s Brain**

- a) Alpha mode - Unconscious
- b) Beta mode – Conscious
- c) Reticular Activator (familiar, unusual or problematic)

### **How to Create Headlines with Activators**

### **Education – Let the Customer Feel They Are in Control**

### **Risk Lowering Offer – FREE Information**

### **Follow Up Hopper System**