



Viral Lead Magnets Will Accelerate Growth in 2024

Have you noticed companies like Spotify, YouTube Music, Pandora, etc., are now all doing these end-of-year reviews where you get stats about how much music you listened to? I saw a CRM company doing this recently as well.

This is precisely the type of marketing that can help your brand go viral. It works in B2B and B2C businesses.

Take a look at Spotify's performance.

Spotify reported that they ended 2022 with 205 million members, a 20% year-over-year increase in members, double what Spotify had projected for 2022. Over 156 million people engaged with the year-end review, which Spotify now calls Wrapped.

You'll unlikely have all the big data Spotify uses, but that doesn't mean you won't get excellent results.

Every person who posts their Wrapped results on social media or messages them to friends and family is endorsing Spotify and opening the door for anyone they are connected with to engage in conversation about why they use Spotify's services.

How do you create something in your business that can get your customers, prospects, and the community to talk about your business?

It starts with what you can deliver to your community that would help them, that they will engage with, and that they can pass along and speak with others about.

Here are three options that work well.

- 1. Big Data** — Just like Spotify, if you have data that isn't too personal and you can provide to your customers, we already know this strategy works well.

- 2. Tools** — What free resources and tools can you provide your community?

- 3. Content** — If you own a piece of the media for your community, e.g., weekly email newsletters, popular YouTube channel, etc., and provide valuable information for those in your community (your ideal customer, prospects, etc.), you can use the media as a way to get people talking about your business.

Want help to get a killer weekly email newsletter for your community started? Scan the QR code below.

As the consumer gets more sophisticated, you have to step up your game as a marketer as well. Prospects figured out a long time ago that the free report is just a sales piece, and the strategy sessions are sales calls.

This is why the same free PDF report on your website doesn't work like it used to work.

By upping your game and delivering a lead magnet, tool, or content that has an absolute value, delivers a real benefit, or solves a problem, you'll quickly discover that people are more than willing to give you their information in exchange for the value. They will also be willing to share this valuable find with friends and family.

Any of these viral lead magnets will help you crush 2024; all you have to do is pick one of them and get started!

—Shaun



SCAN ME!



Inflation Squeezing You? Negotiate Your Way Out With These 4 Outstanding Tactics

Inflation's roar is echoing through every business corridor, squeezing margins and turning profits into mirages. But before you start rationing printer ink and living on instant ramen, there's a secret weapon in your arsenal — negotiation. Forget textbook tactics and fancy footwork; we're going to tap into the subtle power of persuasion to wrangle those elusive discounts and sweeter deals. Think of it as inflation-proofing your business, one conversation at a time.

Tip #1: The Mirrored Label — Echo Your Way to Discounts



Salespeople love playing the labeling game, tagging you as “budget-conscious” or “value-driven.” But instead of passively accepting these labels, turn the tables! Here's how:

Step 1: Acknowledge and Amplify. Gently “mirror” their labels back at them, but with a slight twist: “I understand you're offering a premium service, but as a highly value-conscious entrepreneur, I'm always looking for creative ways to optimize my spend.” Boom! This subtle shift plants the seed that you expect, and deserve, flexibility.

Step 2: Watch Them Squirm. Now, observe the magic. Your “value-driven” identity throws a wrench in their

initial pricing calculation. They'll scramble to justify their original price tag against your newly established persona, practically tripping over themselves to propose discounts that fit your “budget-conscious” expectations. You haven't even haggled, yet the wheels of negotiation are already turning.

“ Sometimes, the most potent weapon isn't a witty retort but a well-placed silence. ”

Bonus Tip: This technique works equally well in reverse. If a vendor labels you as “price-sensitive,” gently counter with, “While cost is a factor, I'm more concerned with finding the perfect solution that delivers lasting value.” This reframes the conversation away from pure price and toward a collaborative search for the best-fit deal.



Tip #2: The Calibrated Label — Reframe 'No' Into 'Not Yet'

The dreaded “no.” It's like nails on a chalkboard to any negotiator's ears. But what if we could rewrite the script?

Step 1: Don't Panic, Pivot. Instead of accepting defeat, calmly acknowledge the “no” but reframe it as a temporary roadblock. Try this: “Thanks for clarifying. While your current offer isn't quite there for me, I'm confident we can find a solution that works for both of us.” This magic sentence keeps the door open, subtly suggesting that negotiation is still on the table.

Step 2: Open the Door to Creativity. Now, watch the transformation. “No” morphs into a “not yet,” and the conversation shifts from a dead end to a collaborative brainstorming session. This opens the door for creative solutions and unexpected concessions. The vendor might propose alternative packages, extended payment terms, or even throw in a bonus service to sweeten the deal. Remember, you haven't even argued; you've simply suggested the possibility of a win-win scenario.

Bonus Tip: Don't be afraid to get specific. If a discount isn't on the table, suggest alternative concessions, like free shipping, technical support, or extended warranty. The key is to keep the conversation flowing and offer the other party a chance to save face while meeting your needs.



Tip #3: The Wagging Tongue — The Power of a Simple Question

Sometimes, the most potent weapon isn't a witty retort but a well-placed silence. Enter the “wagging tongue” — a technique that uses the power of an open-ended question to hang in the air, forcing your counterpart to fill the void.



Step 1: Plant the Seed of Doubt. Here's the magic bullet: “I appreciate your offer, but given the current market climate, are there any additional options we could explore together?” This simple inquiry does the heavy lifting for you. It plants the seed of doubt, invites them to reconsider their initial stance, and opens the door for them to propose concessions without you even breaking a sweat.

Step 2: Embrace the Pause. Remember, silence isn't awkward; it's leverage. Let them squirm, let them think, and watch as they surprise you with unexpected wiggle room. You've planted the seed, watered it with curiosity, and now it's blooming into a potential deal. Enjoy the satisfaction of letting them do the negotiating for you.

Bonus Tip: Practice your “wagging tongue” questions in the mirror. Experiment with different wording and emphasis. The more comfortable you are with the silence, the more effective this technique will be.

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“For hardship does not spring from the soil, nor does trouble sprout from the ground.”
Job 5:6 (NIV)

Tip #4: The Empathy Amplifier – Mirror Their Emotions, Unlock Their Concessions

Negotiation isn't just about numbers and logic; it's about understanding the human behind the offer. That's where the "Empathy Amplifier" comes in. This technique involves mirroring your counterpart's emotions, building rapport, and turning them into allies in your quest for a better deal.

Step 1: Listen Like a Detective. Pay close attention to their body language, tone of voice, and word choice. Are they hesitant? Frustrated? Excited? Understanding their emotional state gives you valuable insights into their motivations and potential vulnerabilities.

Step 2: Reflect Their Feelings. Gently acknowledge their emotions and validate their concerns: "I understand your frustration with the current pricing structure. Inflation has definitely hit us all hard." This simple act of empathy builds trust and breaks down barriers, making them more receptive to your needs.

Step 3: Frame Your Request as a Shared Challenge. Instead of presenting your demands as an ultimatum, frame them as a shared problem you can solve together: "I believe we can find a solution that works for both of us, given the current economic climate." This collaborative approach fosters a sense of teamwork and encourages them to be more flexible.

Bonus Tip: Don't underestimate the power of a sincere compliment. If you genuinely appreciate their product or service, let them know: "I'm impressed with your commitment to quality, and I believe that finding a mutually beneficial agreement will only strengthen our partnership." Appreciation goes a long way in building goodwill and securing concessions.

Closing: The Inflation-Proofing Entrepreneur

Inflation might be roaring, but you, the savvy entrepreneur, have the tools to turn its roar into a whisper. By mastering these negotiation tactics, you'll become a cost-conquering warrior, slashing unnecessary expenses and securing deals that fuel your business growth. Remember, negotiation isn't about being aggressive; it's about being resourceful, empathetic, and strategically persuasive. So, arm yourself with these techniques, step into the negotiation arena, and wag your tongue your way to inflation-proof success!



Transform Your Inbox: 4 Killer Strategies to Flood It With Leads

Remember the first sip of that perfectly brewed morning coffee, anticipation crackling in the air as you check your inbox? Crickets. Nothing but the digital tumbleweeds of silence mocking your entrepreneurial hustle. We've all been there, staring at that blank canvas, yearning for the vibrant symphony of potential customers waiting to be discovered. But fear not, weary trailblazers, for this newsletter is your conductor's baton, ready to transform your inbox into a grand opera of leads.

Step Onto the Stage: Crafting Content That Commands Attention

- **Play the Spotlight:** Ditch the dusty blog posts and generic social media fluff. Become the industry Shakespeare, weaving narratives so captivating, your audience begs to share. Think insights sharp enough to pierce ignorance, advice smoother than aged bourbon, and humor that disarms tension like a perfectly timed improv riff.
- **Master the Mic:** Videos aren't just cat videos and cooking tutorials. Transform yours into marketing magic shows, revealing the secrets of your niche like David Copperfield with a business degree. Podcasts? Make them sonic sermons, reigniting the smoldering embers of your audience's passion.
- **Become the Composer:** Let's face it, email ain't dead, it's just waiting for a virtuoso. Craft sequences that resonate like concertos, weaving stories that tug heartstrings, insights that spark intellectual fireworks, and humor that diffuses tension like a soothing lullaby. Remember, it's a slow dance, not a mosh pit; build trust, offer value, and watch the leads waltz into your inbox.

Hook 'Em, Line and Sinker: The Bait That Makes Leads Bite

- **Forget the Minnows:** Ditch the tired coupons and e-books that belong in the digital landfill. We're talking masterclasses that unlock vaults of knowledge, downloadable blueprints that crack the business code, or exclusive workshops where you drop wisdom bombs like mic-drop moments. Remember, people crave value, not trinkets. Offer them solutions, not souvenirs.
- **Cast Your Net Wide:** Collaboration is key. Partner with complementary businesses, cross-promote content,

and tap into their audiences like hidden fishing holes.

- **Reel 'Em In:** Every interaction is an opportunity. Turn conversations into consultations, social media comments into personalized advice, and even customer support inquiries into potential partnerships. Be present, be helpful, and watch the leads swim into your net.

Data-Driven Symphony: Tuning Your Performance for Lead Gen Harmony

- **Ditch the Earplugs:** Analytics are your backstage crew, whispering insights into your ear. Track which content gets shared like wildfire, which emails have open rates higher than a poker player's bluff, and which freebie offers convert like a magnet to a fridge full of steel. Adapt, experiment, and refine your performance like a seasoned maestro.
- **Embrace the Feedback Loop:** Listen to your audience. Respond to comments, answer questions, and address concerns. Every interaction is a tuning fork, helping you adjust your pitch and perfect your lead-generating melody.

From Solo Act to Grand Chorus: Building a Community of Lead Gen Champions

- **Share the Spotlight:** This newsletter is your war room, your watering hole, your community of hustlers on the path to entrepreneurial glory. Share your experiences, your victories, and your setbacks. Together, we'll turn those empty inboxes into symphony halls of opportunity.
- **Collaborate for Crescendos:** Partner with other entrepreneurs, brainstorm strategies, and cross-promote your expertise. Remember, a rising tide lifts all boats, and in the grand orchestra of lead generation, every instrument adds depth and richness to the melody.

So, there you have it, colleagues. No more solo acts, no more deafening silence. Let's grab our instruments, tune our voices, and orchestrate a lead gen symphony that fills your inbox with the sweet music of opportunity. Remember, consistency is your metronome, content is your score, and data is your conductor's baton. Now get out there, take center stage, and compose the masterpiece of your entrepreneurial dreams!

If It Doesn't Fit, Don't Force It

I've spent the last week in Tulum on vacation. I rented a jungle compound and invited my girlfriend and some friends.

The trip has been a good time and relaxing for the most part, and it has also been good to think about life, family, business, and relationships without the daily grind getting in my way.

One saying that came to mind often on this trip was, "If it doesn't fit, don't force it." This is true regarding my personal life, family, and business matters. Focusing on business, specifically when I try to force anything, tends not to go well. Once again, I spent some money testing Facebook ads for Newsletter Pro. That was a flop.

I know exactly why it didn't work, the same reason it hasn't worked previously: Physical newsletters are a product you must be educated about to understand. You could say it's a more sophisticated form of marketing, LoL.

Seriously though, it does require personal experience or education so you understand how well newsletters work. I can educate people, but it's seen as self-serving, so less effective when I do it.

The only way I've made Facebook ads work for Newsletter Pro has been by selling information, coaching, consulting, etc., and from there, selling newsletters.

I have other marketing channels that are significantly more effective for selling newsletters but aren't as easy as putting up a Facebook ad.

This is the market's way of showing me that this product, packaged and sold the way I'm selling it, isn't a good fit for Facebook ads. You could argue that maybe I don't understand Facebook advertising, and someone more skilled at it would have better results. Yet I've hired or gotten help from some of the best and the brightest in the industry, and we've all had the same or similar results.

It comes down to if it doesn't fit, don't force it. Since I know better than to force things, it begs the question of why I am yet again attempting to force this. Getting Facebook ads to work would make parts of lead generation much easier, so I made a silly decision to try again.

While other lead generation options are more challenging to set up and run, had I invested the time and treasure



in those areas I already know are winners, I would have everything working and profitable.

We all do our version of the same thing in our business. We cancel marketing that works to experiment with "new" marketing. We continue to push a boulder uphill in operations, hoping the market will shift and pushing this boulder will become easy. Or maybe this time, we will get lucky trying a new variation of the same stuff that didn't work the previous seven attempts. Every time I make this mistake, I think that was foolish of me; I know better.

As the New Year approaches, don't make foolish decisions. Business isn't hard; money isn't a scarce resource, and our ego and pride, in many cases, are our own worst enemy.

—Shaun

Hiring Harmony, Not Heartbreak: 2 Secrets to Finding Your Dream Team

Building a vibrant team is like crafting a magnificent symphony. Every member contributes their unique talent, weaving together notes of expertise and passion to create a masterpiece. But finding the right musicians? That's where the conductor faces a delicate challenge. Choosing the wrong player can introduce jarring discord — a screeching violin solo in the middle of a Mozart sonata. So, how do you avoid hiring heartbreak and land on a team that elevates your business to a crescendo of success? Here are two secrets to finding your dream team.

Beyond the Resume: Seeking Cultural Harmony

Resumes provide the technical notes, but they only tell half the story. Sure, you need the skills, but what about cultural harmony? Will this individual blend seamlessly with your existing ensemble, adding their voice without clashing with the melody? Look for individuals who share your values, your work ethic, and even your sense of humor. Watch for genuine enthusiasm that shines through, not just polished words on paper. Remember, a team that vibes together thrives together.

Ditch the Script, Play Their Song: Uncovering Potential

Traditional interviews are often like asking a violinist to recite scales — it tests technique, not musicality. Instead, have a conversation, not an interrogation. Ask open-ended questions that reveal their problem-solving rhythm, their creative spark, and their passion for your mission. Give them

challenges that mimic real-world concertos, and observe how they improvise and compose solutions. You're not just looking for someone who's played the notes before; you're searching for someone who can learn new melodies and add their own unique riffs to your business symphony.

Hiring right the first time isn't about luck, it's about intention. Seek people who not only play the right notes, but who harmonize with your existing team and add their own unique tune to your business masterpiece. When you prioritize cultural fit and uncover hidden potential, you'll build a team that plays in perfect harmony, elevating your business to new levels of success. So, ditch the sheet music, put on your conductor's hat, and get ready to compose a symphony of talent that will leave your competition breathless.



MARKETING MELTDOWN: When Brands Bite the Dust *(and Make Us Laugh)*

We all strive for viral campaigns and brand love, but sometimes, the road to marketing glory is paved with hilarious potholes. Today, we're taking a detour down that comedic highway, exploring some of the most epic marketing fails from well-known brands. Buckle up, because these blunders are guaranteed to tickle your funny bone and remind you that even the best can stumble (and make the internet explode with laughter).

1. Pepsi: Kendall Jenner Solves Racism With a Soda
Remember 2017? When Pepsi thought it could tackle social justice with a Kendall Jenner commercial featuring her handing a police officer a can of Pepsi to end a tense

protest? Yeah, that didn't go well. The ad was widely slammed for trivializing a complex issue and exploiting Jenner's celebrity for cheap marketing gain. Ouch.

2. McDonald's: Salads? We Don't Do That Here
In 1987, McDonald's launched the McLean Deluxe, a burger boasting 90% less fat than a regular hamburger. The catch? It tasted like cardboard dipped in sadness. Consumers quickly dubbed it the "McLean Mean," and the burger became a symbol of McDonald's failed attempt to cater to health-conscious customers.

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Marketing Meltdown: When Brands Bite the Dust (and Make Us Laugh)

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3. KFC: Finger Lickin' Good ... But Also Cannibalistic?

KFC's "Finger Lickin' Good" slogan is iconic. But in 2013, the chain ran a campaign in China featuring a colonel who seemed to be ... licking his own fingers. The ad was met with disgust and confusion, leading KFC to quickly apologize and pull the campaign.

4. Dove: Real Beauty or Racist Algorithm?

Dove's "Real Beauty" campaign has faced its fair share of criticism, but in 2017, the brand truly outdid itself. A Facebook ad showed two women, one with darker skin washing into a lighter-skinned woman. The ad was widely condemned for being racist and reinforcing harmful beauty stereotypes. Dove, once again, had to issue a groveling apology.

5. H&M: Monkey Business Gone Wrong

H&M's 2018 ad featuring a young black boy modeling a hoodie with the slogan "Coolest Monkey in the Jungle" was met with immediate outrage. The ad was accused of being racist and insensitive, and H&M was forced to pull it and issue a public apology.

These marketing mishaps are a stark reminder that even the biggest brands can make blunders. But amidst the cringe-worthy moments, there's a valuable lesson to be

learned: Know your audience, stay true to your brand, and for the love of all that is holy, avoid exploiting social issues for cheap marketing gains.

So, the next time you're crafting a campaign, remember these hilarious (and cautionary) tales. And hey, if you do happen to have a marketing meltdown, own it, apologize sincerely, and learn from your mistakes. After all, even the best of us can stumble. Just make sure you do it in a way that doesn't involve Kendall Jenner and Pepsi cans.

Bonus Round: Share Your Own Marketing Fails!

Let's turn this into a hilarious collective therapy session! Email me your own marketing mishaps (or those of your competitors). We can all learn from each other's blunders (and hopefully have a good laugh in the process).

I hope this article tickled your funny bone and served as a cautionary (but entertaining) reminder of the pitfalls of marketing. Now, go forth and conquer the marketing world, but do it with caution, a healthy dose of humor, and a deep understanding of your audience.

Remember, the internet never forgets, so make your marketing memories ones you can laugh about, not cringe at.