Twitter Thread by Mark William



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How to make BIG $$$

A quick thread on Market sophistication + Facebook Ads ■

You have an ideal customer.

You have an irresistible offer.

You write killer copy.

Is that enough?

Almost.

If you want to make a killing in business, you need to learn how to market better

And to do so, you need to know where your target market LIVES.

Topics we'll cover in this thread:

- The 5 stages of Market Sophistication every marketer needs to be aware of

- How to use those stages to make a killing with FB Ads

- Other important rules from a 7-figure copywriter

As always, retweets of the top tweet are appreciated ;)

What is market sophistication?

It's...

- How many similar products and/or services your market knows already.

- What your market already knows (or doesn’t know) about your claims.

- The level where your market is at (maturity).

Take Steve Jobs and the smartphone industry for example:

In 2007, Steve Jobs introduced the iPhone to the world.

He didn't need to give you a discount,

He didn't need to give you an added bonus.

He didn't need to say outrageous claims.

He simply told the world what it did and how it worked.

Because the world lived in Level One:

A "blue ocean".

A brand new market.

There's no one who has an offer like yours.

Here's what the GOAT Eugene Schwartz says about it:

"Be simple. Be direct.

Above all, don't be fancy. Name either the need or the claim in your headline — nothing more.

Once you get them interested, they’re likely to become much more enthusiastic about your product, believe your claims easily, and buy your product readily.”

Say what your product does:

"Builds huge muscle."

"Never do laundry again."

"Your home computer -- in your pocket."

They don't need you to be fancy,

They just need you to tell them what your product can do for them.

Level Two: Features & Claims.

You're no longer the first.

You're not the only one promising the same thing.

So what do you do?

Take your claims to the next level and communicate why your product is the BETTER choice.

For example:

"Effortlessly Charm Every Woman You Meet"

"Burn Fat In 13 Days Or Less"

"Full Ball Handling Workout | 50 Drills You Can Do At Home"

They all position themselves as THE better choice.

Do this and you'll win.

Level Three:

It's no longer about what you do,

It's about "how" you do it.

AKA the Unique Mechanism by which you'll achieve your BIG Promise.

You need to show people that your methods are different.

And that they WORK:

A "secret" and "untold" method that targets exclusively belly fat.

A "dangerous, semi-illegal" self defense mechanism that will help you win every fight.

A fragrance from ancient Rome that will make women crazy for you.

Notice we're not focusing on the promise,

But on how our product achieves that promise.

Level Four:

People know you.

People know your competitors.

People know all the claims.

So your goal here is to show them why they should choose YOU.

Give them a reason why you're better PLUS target a niche market within your submarket:

For example:

Don't say "The WIlliam Workout Program"

Say "Why the William Program is the Exclusive Best for Basketball Players" instead.

Another:

Don't Say "The Attraction System"

Say "The Top Attraction System for Men Who Don't Speak English As A First Language"

Last but not least,

Level Five:

People are frustrated.

Nothing seems to work.

They don't give a shit about claims.

(But they're waiting for a hero in quiet desperation.)

So how do you sell to them?

Focus on Identity + Deep emotions.

Take Coca Cola for example.

Instead of focusing on the features and benefits of the product.

They associated their product with happiness.

Humans are emotional beings.

It's human nature.

By focusing on the emotional appeal of humans, this is how they turned from being a softdrink to being THE softdrink.

And that’s a wrap!

Thank you for reading this thread.

If you’re interested in learning more about:
- Facebook Ads
- Copywriting
- Mindset
- Money
- How I'm building a 7-figure agency in real time

You’re welcome to follow me.

Cheers!