

Special Report

How to Advertise

What works. What doesn't. And why.

The proper way of marketing
your small business.



by Peter Brooks

MARKETING DE-STINKER SINCE 1984

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This special report will teach you how to advertise your business the proper way.

IN THIS GUIDE, I REFER TO THREE MARKETS:



Customers:

people who have purchased from you.



Suspects:

those who could buy from you—but don't know about you...yet.



Prospects:

those who know about you, but have never purchased.

Choose only one market at a time.

The purpose of marketing is to flag down suspects, persuade them to become prospects and educate them as they move up the “marketing staircase” (page 14) until they become a customer. Here’s how to do it:

Choose only one market at a time.

You may have many products and services to sell. And you have many potential people who could buy from you. That’s good.

It may be tempting to advertise all of your solutions at the same time. It may seem natural to advertise to more than one market at the same time. Saves time and money, right?

Don’t.

- Instead, narrow your focus and select only one market at a time.
- And only one problem that market faces. Let me give you an analogy.

Marketing is like fishing. When you go fishing, you must make three decisions.

ONE, WHERE ARE YOU GOING TO FISH?

For example, you can fish in a lake, stream, pond, ocean, river or any other body of water. But you can’t fish in all of them at the same time.

Marketing is the same.

Decide which market you’re going after, especially if you have multiple markets who could buy from you. Don’t go after every market at the same time. When you try to reach everyone simultaneously, you diminish your marketing effectiveness.

TWO, WHAT KIND OF ROD AND REEL WILL YOU USE?

For example, if you’re deep-sea fishing, you’ll most likely use different tackle than if you were fishing in a river.

Marketing is the same.

- You must decide what media you will use to reach the market you’re going after. Choosing the right media is really using common sense. (See page four.)

THREE, WHAT BAIT WILL YOU USE TO ATTRACT THE FISH?

For example, will you be using night crawlers, insects, smaller baitfish, plastic bait, electronic lures or something else?

Marketing is the same.

- Now that you have chosen one market (step one) and decided which media you will use (step two), you must use the right lures and offers (step three) to get them to bite.

Real-life example



Let's say you're a Doctor of Chiropractic. In your medical practice, you help patients with all kinds of symptoms: lower back pain, migraine headaches, whiplash, numbness, leg pain, soreness, sciatica pain, scoliosis, carpal tunnel, stress injury, and muscle pain.

If you're like other chiropractors, you advertise all of your services...at the same time. Not a good idea. Just because your competitors do it doesn't make it right.

That's because the patient suffering from migraines is different from the person suffering from sciatica pain. In marketing, it's best not to be a jack of all trades.

Focusing on one market and one solution takes self-control. Very few people can do it. But it will pay off. Big time.

WHEN CHOOSING ONE MARKET, ASK THESE QUESTIONS:

- Who buys what we sell?
- What is the one market and the one problem we want to focus on?
- Which of our products or services will solve their problem?



Appeal to their greed or fear.

There are two basic underlying buying motives: **GREED AND FEAR.**



GREED is when you want something. Greed is not bad. It's simply a desire for something. Food. Prestige. Power. Stuff. Health. Fame. Money. Success. Big muscles. Skinny waists.



FEAR is when you want to avoid something. Danger. Being fat. Looking ugly. Shyness. Death. Lack of self-confidence. Humiliation. Failure. Loss of property or possessions.

Of the two motives, **fear is stronger.** We would rather avoid pain than get pleasure.

Answer these questions in regards to what you sell:

- What do your prospects want (greed)?
- What pains do my prospects want to avoid (fear)?

Focus on only one of those hot buttons, greed or fear.





Use common sense when choosing media.

Once you've chosen your target market and understand why they buy, reach out using the right media—don't just copy your competitors. They might be using the wrong channels.

Think for yourself and choose what truly connects with your audience.

THERE ARE FOUR TYPES OF MEDIA



Internet:

Email, SEO, social media, pay-per-click, etc.



Direct:

Mail, telemarketing, interactive pieces, etc.



Personal:

Visits, calls, etc.



Mass:

TV, radio, newspapers, billboards, etc.

PICK THE ONE THAT FITS YOUR AUDIENCE:

Past customers? Go with direct.

All homeowners? Mass might be best.

Individual prospects? Try personal.

Teenagers? Social media is key.

Whatever you use, remember: you're speaking to one person at a time—not the masses. Use common sense and ask:

- Does this media reach my audience?
- Is it cost-effective?
- Can I measure its success?
- Will it likely turn a profit?

Flag them down with an enticing headline.

Once you choose a **MEDIA**, you must get the attention of the one market you've chosen

This is mandatory. If you don't get their attention, you can't start the sales process.

You **MUST** get their attention with a headline that screams, "Hey! I'm talking to you! I have something that's very valuable to you! You must read this right now!"

(You can also stop them with art or a creative approach. But, if you do use an illustration or photograph or piece of art, make sure the art and headline are saying the same thing.)

Why is a headline essential?

The headline is the difference between the life and death of your ad. Consider this...

- Did you know that 80% of your readers read only the headline and nothing else?
- In dollars and cents, that means 80% of your ad budget is spent on the headline.

Think about your reading habits. How do you read a newspaper or magazine? Or how do you surf the Internet or read e-mails? Or how do you open your junk mail?

If you're like me, you read the headlines to see what appeals to you and what doesn't.

Headlines are like alarm clocks.

That's because most people are "asleep" when it comes to seeing advertising. You must wake them. They are not waiting for your message.

In fact, most people really don't care about you. They care about only themselves. Don't take offense. Everyone—including you and me—is thinking about themselves. Even your loyal customers don't care about you as much as they care about themselves.

We all do. That's human nature. We're always looking out for #1.

Another reason? Your target market is ignoring you. We all snub you.

That's because we have too many other messages coming our way.

We live in the "over-communicated" society. Too much stuff is coming at us.



It's like "arrows" are being shot at us all day long. We spend the most of our time deflecting these arrows. We pick and choose what we will pay attention to.

We're on the lookout for what turns us on and hits our hot buttons.

So what do we do? How do we sift through the stuff that's thrown at us every day?

We filter. We screen out all day long. We say "no" more than we say "yes" to stimuli.

That's why a headline is so important. It breaks through and grabs your target.

Do you get my point about headlines? You've got to get the attention

This is worth repeating: good headlines are the words and art that get the attention of the target market you're trying to reach.

Unless your headline flags down your target market, the rest of the steps are useless. You can't sell, if you can't stop them. Headlines must arrest the reader.

What is a good headline?

It's words and art that get the attention of the target market you're trying to reach.

- A good headline is like lying in bed asleep and having your kid pour water on your face. *That gets your attention.*
- A good headline is like driving along the freeway and you come upon a crash.
- You can't help but notice. You rubber-neck to see the accident. *That gets your attention.*
- A good headline is like walking in the airport and smelling freshly-baked
- cinnamon rolls. You can't help but notice the aroma. *That gets your attention.*
- A good headline is like walking down the Las Vegas Strip and having those aggressive street hawkers shoving a flier in your face. *That gets your attention.*

Enter the conversation in their head.

After you flag them down, you now enter the conversation already going on inside their head.

BUT REMEMBER THIS: Whoever you're talking to is already having a conversation...with themselves.

Every person is constantly holding a mental discussion in the privacy of their brains. They are thinking about their business, their fears, their interests, their lives.

It sounds so self-centered, but it's true: ***we are always thinking about ourselves.***

If your headline flags down the right person, that's just the start. Now you must engage them in a dialogue.

If you truly want to be successful—if you really want to engage your reader—you need to “enter” that conversation—especially in regards to what you're selling.

Examples:

- If you sell printing services, what's your prospect thinking about with printing?
- If you own a restaurant, what things are your potential diners thinking about?
- If you are a doctor, what are your patients feeling when they are calling on you?
- If you sell cars, what are potential customers worried about before they see you?

Every prospect is having a conversation with themselves about what it is you're trying to sell them.

REMEMBER: you're talking to a real, live human being who is full of greed and fear and is already



Start a relationship with your markets.

There's transactional marketing. And there's relational marketing. Relational is better.

Relationship marketing is when you create a connection with your clients. You know them, they know you. A kinship. A connection. A link. A bond. A love.

Transactional marketing, on the other hand, is merely an exchange of money. It's a deal. No warmth. No connection. Just money changing hands. It's when you view everything as a negotiation, a chance to get money from your customer.

A transaction is usually a one-time thing without much thought of a long-term relationship. It's when your customer views you as a vendor, a salesman.

I DON'T LIKE TRANSACTIONAL MARKETING.

You don't want to be viewed as a vendor; you want to be a partner. You want to help your prospects make the right purchasing decision.

That's why I try to start a relationship right from the beginning. That way, I can start educating them on how to buy what I sell the right way.

I believe in "education-based" marketing.

Do you know what I love most about the education-based model of selling?

It's low-key and puts your prospect's mind at ease. It empowers the prospect. It makes them feel they are in control of the buying process. It separates the price shoppers from the serious buyers.

However, you can't start to educate a prospect unless you can talk to a prospect. And you can't talk to a prospect unless you know who they are.

So how do you get a prospect to "raise their hand" and let you educate them?

You give them valuable information in exchange for their name and e-mail.

There are ten tools to capture their information: a consumer awareness guide, a free, recorded info line, and a website landing page.

If you're like most small business owners, you don't use these tools. That's because you (A) never heard of them before or (B) don't believe they'll work for your business.

Tool #1: Your consumer awareness guide or a special report—an educational document that gives valuable information to your prospects.

It's not a brochure about your company. A brochure is about you; a consumer awareness guide is about them. It's instructional and informative.

A consumer awareness guide can tell your prospects how to make the right buying decision. It can answer their questions. And it can tell them the right questions to ask during the buying process.

It can tell them how to avoid misunderstandings and rip-offs in your industry.

The important thing about a consumer awareness guide is that it's not about you, it's about them—what's inside their head and their heart.

Tool #2: Your free, recorded info line.

This is a 24/7 telephone line your prospects can call anytime to get more information about you and your business.

Think of it as a 365-days-a-year salesperson who never calls in sick, never takes time off and works 24 hours a day selling your products and services.

It doesn't matter what business you're in; this tool will work for any business.

Tool #3: Your website landing page.

It's a website, but unlike a traditional website, it's usually only one page long and it has a single purpose: to capture the name and info of the person who comes to this page.

Some people call this a squeeze page, opt-in page or a name-capture page.

It doesn't matter the name. What matters is that you give such incredible content that you will be harvesting names day and night.

Those three tools, if used properly, will start the education process.

Tool #4: A lead magnet quiz

People love quizzes—especially ones that give insight into themselves. A short, well-crafted quiz (“Which [X] is Right for You?” or “Find Out If You're Ready for [Y]”) is a fun, low-pressure way to capture attention, educate, and gather leads.

Tool #5: A webinar or online workshop

This is the ultimate trust-builder. A live or pre-recorded online session allows you to deliver massive value while demonstrating your expertise. Attendees get educated, and you get a highly engaged, high-quality lead list.

Tool #6: A printed newsletter

Yes, print still works. A physical newsletter shows you're real, reliable, and worth paying attention to. Plus, it builds authority with every issue.

Tool #7: An email mini-course

Break your message into bite-sized chunks delivered over a few days. Each email builds trust, educates, and sets the stage for a conversion.

Tool #8: A video series

Short, valuable videos that walk your prospects through a process or answer key questions. Video builds connection, fast.

Tool #9: A live event or seminar

Whether in-person or virtual, a live session gives prospects a chance to see you in action and build trust in real time.

Tool #10: A podcast or audio download

Perfect for prospects on the go. A helpful, informative podcast or audio guide lets them learn from you during their commute, workout, or walk—deepening

Never stop educating.

EDUCATION-BASED MARKETING is when you spend more time educating rather than selling.

Most small businesses do it backwards. They try to sell first and then educate second.

People love to buy. We all love to purchase things.

But nobody likes to be sold or pressured into making a buying decision. We all hate sales pitches. But we all love to get the best value for our money.

We'd much rather make the buying decision ourselves and that's the whole premise of education-based marketing. If you give your prospects enough information, they will eventually buy from you... because people like to buy from those they trust.

When you educate a prospect, you build this trust. As a small business owner or someone in sales, you've got to mimic the Consumer Reports magazine.

CONSUMER REPORTS has been published since 1936. It shares reviews and comparisons of various products and services. It has its own in-house testing laboratory and survey research center. It's totally educational and unbiased.



What I really like about Consumer Reports is that it is well-known for its policies on editorial independence, which it says are to “maintain our independence and impartiality... [so that] Consumers Union has no agenda other than the interests of consumers” (http://en.wikipedia.org/wiki/Consumer_Reports).

That's the approach you should take when marketing. I am not saying you should only educate your prospects. You could educate them to death and never make a dime.

What I am saying is that you should educate and then give them irresistible offers to buy more. Education naturally leads to sales.

Follow-up using a variety of methods.

Education is just the start. But it's not the end. You just can't educate and hope they buy.

Now you need to contact them regularly and systematically until they move to the next step in your sales process.

I follow this rule: "Follow-up until they buy or die."

Of course, you don't want your prospect to literally die. But you do want to follow-up until they take that next step up your "marketing staircase" (page 14).

How do you follow-up?

My advice: Mix it up. Mail newsletters and reports. Call. Visit. Write letters. But always make sure to make an offer. Always ask them if they are ready to take the next step.

When you follow-up, don't be guilty of Chinese water torture. In other words, don't use the same message and the same media when you follow-up. Use a variety of messages and media.

Rotate your approach. One touch might be educational—like a helpful article or insight. The next might be testimonial-based—social proof that others like them have moved forward and benefited.

Another might be a special, limited-time offer. The key is to stay top-of-mind without becoming a broken record.

And always, always lead with value. If every follow-up feels like a genuine attempt to help—not just a push to sell—they'll stay engaged. They might not be ready today, but when they are, guess who they'll think of first?

Consistency beats intensity. A flurry of calls and emails won't do what steady, thoughtful contact over time can. Sales isn't about pressure. It's about presence. Be present. Be persistent. Be patient.

And remember: the fortune is in the follow-up.

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Poke at their pain, yet offer solutions.

What do you say when you follow-up?

It's easy: Remind them of their pain, the reason they contacted you in the first place.

Put your finger on their pain and make it hurt. Pour salt into their wounds. But always offer relief, a solution.

Explain that their pain will only get worse if they don't do something about it right now.

THINK LIKE AN INFORMERCIAL. Do you know why long infomercials work? It's because the advertiser has enough time to build up the pain and offer a solution.

TELL YOUR STORY. What do you sell and why should somebody buy?

SHOW EMPATHY. Prospects want to know that you have the ability to understand and share their feelings. They want to know you've "been there, done that." They buy from you because they feel you relate to them.

BE THE EXPERT, THE PROBLEM-SOLVER. Make them feel that you are the one person in the world who can ease their pains. Show your competence.

OFFER A SOLUTION. Tell them what you will do for them.

USE VIVID LANGUAGE. Paint a picture of what their life looks like with the problem—and what it could look like without it. Make them feel the contrast.

LEVERAGE TESTIMONIALS. Let your happy customers do the talking. Nothing builds credibility like real people describing how you solved their pain.

CREATE URGENCY. Use deadlines, scarcity, or time-sensitive bonuses to push them toward action. Pain ignored tends to get worse—make that clear.

ASK RHETORICAL QUESTIONS. "How much longer can you afford to ignore this?" Questions like this make people stop and feel the consequences of inaction.

FOCUS ON TRANSFORMATION. Don't just sell a product or service—sell the change. Show them what life looks like after you've helped them. That's what they're really buying.



Make them an irresistible offer.

Of course you want a clear message, but more importantly, you always want to make sure you have a strong, tempting, alluring, inviting, and attractive offer.

Never be guilty of contacting them without offering something or asking them to do something. It's always about the offer, the bait. (See the fishing analogy on page 3.)

For example, never run a newspaper ad that doesn't have a compelling call to act.

Or never send out a sales letter that does not state your offer clearly and tells the reader exactly what they'll get after reading the letter.

Remember that when somebody receives your sales letter, looks at your ad or receives your e-mail they are asking only one question: What's in it for me?

Your job is to answer that question before they even ask it. Spell out the benefit. Make it so appealing they'd feel silly saying no.

My advice: test a variety of offers. How will you know which offers work the best? Don't worry. The public will tell you which they like and which they don't.

Five real world examples:

1. FREE TRIAL

"Try it free for 14 days. No credit card needed."
—Low risk, high conversion.

2. FREE GUIDE OR CHECKLIST

"Download our free guide: 7 Mistakes That Cost You Money."
—Leads love value.

3. LIMITED-TIME DISCOUNT

"20% off—ends Friday at midnight!"
—Urgency drives action.

4. BONUS WITH PURCHASE

"Buy now, get a free training (\$97 value)."
—Boosts perceived value.

5. RISK-FREE GUARANTEE

"Love it or your money back. No questions."
—Reduces hesitation.

Move them up your marketing staircase.

Let's say you're educating your prospect—what comes next? Your goal is simple: get them to take the next step in your sales process. Not a leap. Not the finish line. Just the next step.

Marketing is like climbing a staircase. At the bottom, you have suspects—people who may have a need, but haven't engaged. In the middle, you have prospects—interested, but not yet committed. At the top, you have customers.

Most of your audience starts as suspects. They've seen your message, maybe clicked on something, maybe asked a question—but they're not ready to buy. Your job is to move them up, one step at a time. From curious to interested. From interested to committed. From committed to customer.

Before you can guide anyone, you need to understand your own staircase. What does your sales process actually look like? What's the next small, logical action you want someone to take? Download a guide? Book a call? Watch a demo? Always be clear about the next step.

Sure, once in a while, someone leaps from suspect to customer. That's great—but it's rare. Most people

need a series of small, confident steps to get there. Your role is to make that climb easy, smooth, and low-pressure.

The good news? If they trust you—if they feel like you understand their pain and have their best interest at heart—they'll keep climbing.

Larger sales often mean longer staircases, with more steps: more education, more trust-building, more touchpoints. Smaller sales might only take one or two steps. But in both cases, the principle is the same—guide them forward with purpose.

When you advertise, write emails, run webinars, or send a sales letter, ask yourself: "What step am I asking them to take?" Make that step simple, specific, and valuable. Make it feel like progress.

And remember: direction matters more than speed. You'd love to close today, sure—but what matters more is that they're moving, even slowly, toward that top step.

Be patient. Be clear. Be consistent. Guide your suspects, prospects, and customers gently and naturally up the staircase, one step at a time. Because that's how trust is built. And that's how sales are made.

My offers to you: more free info

I want to give you many valuable marketing tips...for free. Simply e-mail me and I'll start sending you my marketing newsletter.

I realize you may be doing your own marketing and advertising.

Or, you may have your own in-house marketing department.

Or, you may have hired another advertising or market agency.

That's okay.

You may or may not need our services right now.

But someday you might. And when that day comes, I hope we can be of service to you.

Until that time, I want to give you money-making info in my newsletter.

The newsletter is free.

There's no fine print. No catch. I won't sell your name to anyone else.

I just want to keep in touch with you by sending you some valuable information now and then.

Perhaps over time, you may have questions. Some day you may want to meet.

Until that time, if you'd like a lot of free marketing and advertising advice, send me an e-mail and I'll add you to my family.

And if you ever get tired of my wisdom, just say stop and you'll be removed. Easy.

Go to the **CONTACT** page on MyMarketingStinks.com and sign up. Or, send an e-mail to peter@mymarketingstinks.com and I'll start sending you the newsletter.

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About Peter Brooks



QUICK RÉSUMÉ:

- Earned a degree in Communications (Advertising emphasis) from BYU in 1983.
- Launched Brooks Advertising in 1984.
- Began teaching marketing seminars and workshops in 2002.
- Created the Original Marketing Monkey DIY marketing course in 2013.

LONG VERSION:

I graduated from Brigham Young University in 1983 with a degree in Communications, specializing in Advertising. While I had several excellent professors, my mentor, Stan Michelsen, taught me the most valuable marketing lesson of all: Marketing isn't about being creative—it's about making money.

During college, I completed a four-year internship in the advertising department of *The Daily Universe*, BYU's daily newspaper. That experience proved far more valuable than my formal education, as I worked with real clients, solved real marketing challenges, and handled real advertising budgets.

After graduation, my grandfather advised me to get a "real" job—so I became a display advertising executive at *The Orange County Register* in Santa Ana, California. There, I learned the art of face-to-face selling. But after 13 months, I'd had enough. The constant indoor smoking was suffocating, and I realized there wasn't a single position at the paper I wanted in 30 years. So, I quit and started an advertising agency.

In 1984, I launched Brooks Advertising in Mission Viejo, California, specializing in direct response marketing, print advertising, direct mail, interactive mailers, and copywriting. Decades later, my agency is still helping businesses grow through measurable, results-driven marketing.

In 2002, I began traveling the country, teaching marketing and advertising seminars to business owners eager to improve their bottom line. My passion is helping clients make their marketing dollars work harder.

In 2013, I created the Original Marketing Monkey, a DIY marketing course for small business owners. This step-by-step system teaches businesses how to attract new customers, turn prospects into buyers, maximize sales from existing clients, and cut advertising costs—all without hiring an ad agency.

Does your marketing stink?

Do you have a pressing marketing or advertising question? Let's talk. Call me at 801-768-1344 or email peter@mymarketingstinks.com or visit our website: www.MyMarketingStinks.com

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Published by:
Brooks Advertising, Inc.
971 S. University Avenue, #1100
Provo, UT 84602-5971

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