

HYBRID MARKETING AUDIO SESSIONS



MASS CONTROL Monthly
Special Limited Edition

**STEP-BY-STEP
GUIDEBOOK**



**Lee Collins presents Hybrid Marketing:
The Holy Grail to Repeat Profits
Step-By-Step Student Guidebook**

Welcome to Hybrid Marketing™
THE Holy Grail of Repeat Profits
SESSION 1

Notes:

In this program, we will examine the advanced strategies, tactics and systems necessary for building an incredible Hybrid Marketing Business Model. Our unique SYSTEM combines time-tested Direct Mail methods with modern-day Email, Internet, and Web 2.0 techniques to create a synergy we call...Hybrid Marketing!

"RICHES do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant PERSISTENCE"
~ Napoleon Hill

INSTRUCTIONS FOR COMPLETION:

1. Follow along in your handout
2. Make notes in the margins
3. Complete the exercises and assignments
4. Set and follow through on your goals

LESSON OVERVIEW:

1. Introduction: Are You Ready for Us?
2. Marketing Fundamentals: Laying a Little Ground Work
3. What the Heck is Hybrid Marketing?
4. Tapping into Human Psychology: Why do People Buy?
5. Persuasion versus Manipulation: Find the Force and Use it For Good

BENEFITS OF PARTICIPATING IN THIS SESSION:

The ideas, strategies and recommendations presented in this session will help you:

- Have a better understanding of marketing that is all around you and how to leverage what is already working
- Gain the confidence to take the advanced steps in building your dream business by stepping outside of your box
- How to map out a strategic plan for your success – what you can realistically expect

SECTION ONE:

Some Things That Need To Be Said Before We Dig In...

"With every business there is a balance of time and money. You need to understand that going in or you will waste both."

~ Lee Collins

What you can expect from this course:

We will cover every aspect of Hybrid Marketing, building your marketing arsenal from the ground up.

In this **first session** we will cover some advanced concepts of the basic Marketing Fundamentals, such as why people buy and how to tap into your customers hot buttons. We will also dig into what Hybrid Marketing is and why you should care.

In **Session 2** we will discuss refining your market and products. The Hybrid Marketing tools and steps we share in this session WILL give you the ability to really get to know your customer so you can sell, sell, sell.

In **Session 3** will cover how to get your customers to seek you out instead of you chasing them down. You will be amazed at the simple strategies that you have likely been overlooking.

Session 4 you'll discover how to develop more backend products, how to turn those into Repeat Profits AND how to automate as much of your business as possible so you can enjoy the fruits of your labor.

And the cherry on top of the delicious goodness of this Hybrid Marketing course is **Session 5**. Here we will expose our complete 60 day Hybrid Marketing and business model. THE very model we pull from to develop solutions for all of our high-dollar private consulting clients and the very model that we use for EVERY business venture we undertake.

This WILL be the last time we give this away for free.

And nothing will be held back – so be ready!

Marketing Fundamentals: Laying a Little Ground Work

Merriam-Webster definition of Marketing is...

Marketing consists of the 4 P's:

1. _____
2. _____
3. _____
4. _____

Two of the most commonly referred to mediums of marketing are online marketing and offline marketing.

Online marketing includes such tools / venues as:

Offline marketing includes such tools / venues as:

Problems with Online Marketing

Myths about Offline Marketing

Check out the following *Offline to Online correlations*:

Offline

Online

Classified ads
Direct Mail Piece
Television
Phone Call
Group Meetings / Clubs

Adwords or Pay Per Click Ads
Website sales copy
Online Video
Pre-recorded Audio
Blogs / Forums

HOT TIP: _____

What the Heck is Hybrid Marketing?

Basically *Hybrid Marketing* is _____

Hybrid Marketing Rocks Because

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Tapping into Human Psychology: Why do People Buy?

True or False:

People will typically buy what they need and they base these purchases on the rationalization and logical reason to buy said product.

Persuasion v/s Manipulation:

Feel the Force and Use it for Good

Merriam Webster's Definitions

Persuasion_____

Manipulation_____

The Six Psychological Triggers

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Last note

These theories that we discussed tonight can never be fully taught, rather they are topics of ongoing education. Please check out some of the items in the resources section as our recommendations on where to start.

Resources:

Read and dissect Classic advertisements

Influence: The Psychology of Persuasion by Robert B. Cialdini

Subliminal Persuasion: Influence & Marketing Secrets They Don't Want You To Know by Dave Lakhani

Assignments

OK, it's time for your homework.

- Become aware of advertisements all around you.
 - Grocery, tv, radio, everywhere
- Write down those advertisements that you react to and explain why and how you reacted
 - Colors, words, placement of product or ad, etc.

Remember that we are available for any questions as you complete these tasks through our ticketing support system at www.AskLeeCollins.com.

Congratulations on completing this course and for your investment in your personal and professional development. We would love to hear how this first module in the Hybrid Marketing: THE Holy Grail to Repeat Profits Coaching Program has impacted your life personally and professionally. Please share your story at: <http://www.AskLeeCollins.com/>