

MARKETING
FOR THE TRIBE



THE
MARKETING
FOR THE TRIBE
BLACKBOOK



**MARKETING PRINCIPLES TO HELP YOU
TURN COMPLETE STRANGERS INTO
PAYING CUSTOMERS ON THE INTERNET**

NICK TRIBE

Marketing For The Tribe
BlackBook

*Marketing Principles To Help You Turn Complete
Strangers Into Paying Customers On The Internet*

First published by Tribe Brothers LTD 2023

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First edition

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Introduction - Or Why You Should Listen To A Single Word I Say

Dear Friend,

What you're about to learn in this document is far more valuable than some paid stuff out there.

HUGE claim. I'm aware.

And you might be skeptical. In fact, you have every right to be so.

Every single day you get hit with hype after hype.

It's the internet. We're living in the days where everyone with a laptop and a Wi-Fi connection can claim BS stuff and who knows what's good and what's not.

But....

There is a *reason* why I can confidently tell you this.

Here it is.

My name is **Nick Tribe** and I started my business journey a few years ago.

I was a non-native English speaker in my 20s trying to build a business from scratch.

I had no mentors, no outside help, and nothing but my skills and the willingness to try.

In the following months, I pretty much consumed everything I could on marketing, offers, funnels, sales, business, mindset... etc.

Anything that I could get my hands on, I consumed.

Videos. Books. Courses. Podcasts. PDFs...

You name it, I've consumed it.

Then I set out to apply what I learned.

And in the following months...

I pretty much failed at everything I tried.

Here are some things I failed at:

- 2 clothing dropshipping brands
- 1 Instagram theme page
- An online EDM radio
- Selling PLR ebooks online

- And some more (I don't want to bore you)

Hopefully you got the point. Now, I am NOT going to tell you that I magically found some secret sauce that turned me into a multi-millionaire overnight.

If that's what you were looking for here, I'm sorry to disappoint you.

You can stop reading this book and unsubscribe to the newsletter - seriously.

The lessons here are for real entrepreneurs & creatives trying to market in the creator economy.

No '*get rich quick*' or '*I'm here to make moooney*' people.

If that's you - no hard feelings - this is just not the place for you.

Back to the story.

What I was able to achieve though, was something much more interesting and useful for you, dear reader.

After failing over and over again...

I started to accumulate **marketing** skills.

I went from knowing nothing about the subject....

...To gain some success...

To finally learn how to turn complete strangers into paying customers online.

That unlocked EVERYTHING for me.

I used these marketing skills to get a few successes under my belt in the following years.

Things like:

- *Sold all kinds of digital products (ebooks, templates, PDFs, courses, etc.) via content, ads, and DMs*
- *Got a combined reach of MILLIONS of views with all kinds of content (written, medium, audio) with different brands without spending a single dime on ads*
- *Beat a multi-million dollar agency at their own game with an ad campaign (it was so good they threatened to sue us if we didn't stop it)*
- *Converted complete strangers into paying customers across different niches, markets – even with faceless accounts without a single testimonial*
- *Went from bedroom DJ to international artist getting gigs worldwide WITHOUT a manager, a label, or spending a fortune on advertising*
- *Co-founded a London based marketing company that starts, grows, & monetizes brands leveraging AI, direct response marketing, and sales funnels*
- *And much, much more*

Now...

Why am I telling you all of this?

For just a simple reason.

To make sure you understand the value of what you're about to read.

The lessons in the following pages are responsible for all of the above.

Learning how to market, sell, and promote in today's day and age was the best thing I ever did for my career.

Both as a businessman (do people still use the term?), and as a DJ and music artist.

So pay attention.

Because if you spend your time reading, and most importantly applying what you read, you're going to level up your marketing game - NO DOUBTS about it.

So PLEASE... don't treat this as "another PDF."

Use it. Abuse it. Because **these lessons WILL work for you if you spend some time to really read, digest, and implement them.**

DO NOT gloss this over.

If you don't have time to read these lessons right now... NO WORRIES!

Just come back to this document when you do.

Deal?

Alright.

Let's not waste any more of your time and begin.

My Intentions REVEALED

Ok, here's a confession for you. Ready?

This book exists for 2 reasons:

Reason #1: So that you'll eventually become a customer of mine, follow me, buy from me, and do business with me.

Reason #2: To bring you results & massive value in advance, so you'll want to do Reason #1 as quickly as possible.

So yes, I'm ultimately here to try to sell you something.

room goes silent

Done? Movie kinda pause moment done? Great.

Now here's why what I just said is good for you.

First, I just proved to you that I won't BS you. I will call a spade a spade.

I won't try to disguise 'FREE' stuff as 'I'm just GiVinG VaLuE!1'.

I am ultimately here to sell you something. I'm running a

business, and a business is made of paying customers.

Simple. Loud, and clear.

Now, here's my 'evil' plan to turn you, my dear reader, into a customer of mine.

My promise to you is the following.

I'm going to give you as much condensed value as I can in the following pages.

I am going to be literally share my best kept marketing secrets that took me years to figure out by trying and testing all kinds of strategies and tactics trying to convert complete strangers into paying customers.

All with the hope that they excite you so much you try them out.

And when you see results from doing that...

You'll want to invest in my offers later down the line.

How does that sound?

More than fair I'd say.

The Chapter I Wish I Read When I Started

Before we get into the tactical lessons, I wanted to show you something.

This chapter is the one I wish I read when I started.

It's not exactly marketing, but it will save you a huge amount of time, money, and energy if you actually get it.

Here it is.

One of the hardest lessons I had to learn was about the value of investing in knowledge.

Like many people starting out, I believed in the power of trial and error.

I thought I could figure things out on my own without spending hundreds of dollars on courses, books, or mentors.

If that's you, I want you to pay attention to the following quote from the book "The Road Less Stupid":

“Trial and error is a “Pin the Tail on the Donkey” strategy that is painful, slow, and expensive, and it rarely succeeds. If I wanted to call you on the phone, I could Google your number, or I could start randomly dialing numbers in the hope I would one day stumble onto the right combination. By then, of course, I would have forgotten what I wanted to talk to you about.”

Trial and error might work. But it takes time, money, and energy.

I didn't realize it at the time, but this huge amount of time, money, and energy is actually the reason why so many people don't succeed.

It's not because they aren't passionate about it. It's not because they aren't convinced, committed, or even smart enough.

It's simply because they lack the knowledge and the tools to make it happen.

Don't take my word for it. Think about it.

Trial and error is a slow, inefficient process that can leave you lost or distracted from your original goal.

You start doing something without knowing if it works or not. You have no idea of what you're doing. So you likely fail.

What happens next? A little bit of discourage kicks in. It's

normal. You're not successful, after all.

So what do you do? You try again. And you fail, *again*.

And what happens next? You try again. And guess what? You fail, again.

How long until you succeed? No one knows. No one can tell.

If trial and error is all you do, you are putting yourself in a risky position.

Let's say that the chances of achieving what you want are 1 in a 100.

This means that if you try 100 times, you have a chance to make it.

This is logical. Makes sense.

What they don't tell you is what happens during those trials.

How long until you get discouraged?

How long until you start questioning yourself, the market, and everyone around you?

How long until you can no longer afford to not be successful and just 'get a normal job like everyone else'?

Some people hit their goals after chance number 4. We call them

lucky.

Some people hit their goals after chance number 47. We call them persistent.

Some people hit their goals after chance number 98. We still call them successful, but they don't really feel like it.

Where did all the time, money, and energy go?

I hope I made my point.

When I was younger, I didn't see the true cost of this approach.

I was convinced that saving money by learning everything on my own was the smart way to go.

But as time went on, I realized how wrong I was.

The question isn't whether you can achieve success through trial and error, but rather about the cost of taking that route.

It took me 4-5 years to reach a level of understanding that others achieved in just 1-2 years with proper guidance, tools, and knowledge.

They got ahead because they were willing to invest in their education and learn from the experiences of others. By doing so, they avoided the mistakes and setbacks that I encountered while trying to figure it all out on my own.

When I finally opened up to the idea of paying for knowledge, everything changed.

I realized that investing in myself was not just an expense but a way to fast-track my success and unlock opportunities I hadn't even imagined.

The money spent on a book, a course, or a program is a fraction of the time, energy, and potential earnings you gain by accelerating your learning process.

If you're in a position to spend the money, I urge you to do so.

Invest in resources that will give you the knowledge and insights you need to move forward quickly and confidently.

This doesn't mean you should blindly spend on every course or book available. It means being strategic and discerning about where you put your money.

Look for resources with proven results and expert guidance that aligns with your goals.

The goal is not just to learn but to learn efficiently. Once you embrace the idea of investing in knowledge, you start to see how it empowers you.

You gain a sense of confidence and clarity that trial and error alone cannot provide.

This lesson was one of the most valuable I ever learned, and it

changed my perspective on learning and growth.

So take this lesson to heart and remember that the best investment you can make is in yourself.

Whether you choose to learn from your own experiences or from the wisdom of others, make sure you prioritize knowledge and never stop growing.

Now that we've covered this foundational concept, let's dive into the marketing lessons.

1

The Most Important Skill Ever

I've tried pretty much everything. When I say everything...I mean it. Website agency. E-commerce drop-shipping stores. Newsletters. You name it, I've tried it. And guess what?

I failed at basically all of them.

The list of 'failures' goes on and on.

Web radio. Weird SaaS. Niche websites. Anyways...

After years and years of trial & error, failures and disappointments... I've had some **successes**.

These successes allowed me to go from barely nothing to living life on my own terms, operating a portfolio of digital businesses with fat profit margins, all while traveling the world, making music, and being a DJ. Cool, right?

Now, here's the scoop.

I can confidently attribute ONE single skill to be the most crucial in determining the success of a venture. What is it?

Drum roll...

The ability to turn complete strangers into paying customers on repeat.

This is skill is THE skill.

Turning complete strangers...into paying customers...on repeat.

Once you have that, you can virtually write your own ticket.

Here's the good news: I'll reveal how I was able to do that on this very chapter.

You wanna know that, right? I bet you do.

You want to know the secret to converting strangers to customers on repeat.

Who wouldn't?!

Fair enough.

You asked for it.

And here it is.

Plain and simple.

Ready?

Good.

Take a deep breath.

And consider this.

You're reading this sentence. Correct?

And now this one.

And this one too.

Hoping if I'm ever going to reveal the **secret** I promised a couple of sentences ago...

Ok, ok, ok.

You're starting to get pissed off.

I can feel I'm losing you...

But the truth is that the same secret you want to know so badly...

It's the same secret that's making you read all of this.

Alright, alright, enough.

ENOUGH.

I'll say it.

Here it is.

Copywriting.

What's Copywriting?

Simply put, it is all about getting people to take action and generate results quickly.

It's a 'secret weapon' that saved my business and turned it into a much more enjoyable venture.

It's a skill that combines marketing, sales, content creation, and persuasion into one powerful package.

Interested?

I bet you are.

The ability to write persuasive copy is the steamy skill that transformed my business projects from 'cool ideas' into 'selling machines' and brought in a flood of new customers.

It's the secret sauce that made my marketing campaigns irresistible and most importantly...

Turned complete strangers into paying customers.

And guess what? I'm going to show you how I implemented it

successfully (among the MANY failures I had).

You're reading the playbook to do just that.

Keep reading.

How I Converted Complete Strangers In Paying Customers In Less Than 2 Weeks



“I have an idea,” I mumbled to my brother.

“Another one?!” He said.

“Yes. I think we had it the wrong way. I’m pretty sure this is going to work, but to be honest - I don’t know. Worth trying (?)”

“Sure, if you say so...” He said. I could sense his skepticism.

And for a good reason.

The last product launches failed miserably.

We did exactly...zero sales.

So it made sense not to believe a word I was saying.

However, I convinced him to give this other idea of mine a try.

This time I said, we will try a different approach. No more spending hours on creating products that no one will buy. I will get paid first, and then create the product, only if someone would buy it. Cash first, product second.

It sounded like a smart move, but at the time, I only did it because I didn’t want to end up like all the other launches - spending time crafting products and offers that no one wanted.

It didn’t make sense from a logical standpoint. If I couldn’t convince people to give me money for something that existed... how on earth could I convince complete strangers to give me money for something that doesn’t even exist yet?

And yet, that was exactly my new plan. Convince complete strangers to give me money for a promise. Without any testimonial. Crazy.

On top of that, I had the pressure. At that time, we weren't doing any business anymore. I was an agency owner. My brother and I used to help local businesses with their marketing. But honestly? I never enjoyed client work.

Running an agency just wasn't doing it for me. I was looking for something different, but wasn't exactly sure what. So I shut down the operations a few months before, and was waiting for my next move.

I knew that I wanted to get in the info-space. I knew the industry. I was a consumer of books, courses, and info-products in general.

So here's what I did. I made a list of all the problems I had and solved in my life.

'What I wish I had along the journey, but wasn't there?'

I built something for my previous self.

I started as a nightlife promoter years ago. The marketing training in that space was close to not-existent. Still today. I know how to use digital marketing for nightlife events.

So I created a Nightlife Marketing ebook. Well, not exactly. Because I didn't create the actual ebook. I only created a cover,

a mockup, and a sales page.

Instead of jumping straight into creating the product (an approach that didn't work for me in the past), I focused on the offer first.

And here's where things get interesting.

I didn't want to invest time and effort into something that nobody wanted, so I put all my energy into creating the sales message to test the market quickly.

All I needed at this stage was a convincing mockup of the product, a price, and a persuasive message. Really persuasive. After all, I wanted to convince complete strangers to give me money in exchange for the promise of a product.

I set the initial price at €27 and launched a pre-order offer at just €9.95, available for a limited two-week period to create a sense of urgency.

Here's what I said to my brother:

"If someone buys, I'll create the product. If someone doesn't buy, I just failed an experiment and lost a few bucks. Fair enough?"

He agreed. Not exactly because he believed in what I was saying, but because even if I didn't succeed, I wouldn't lose much.

Here's where the real challenge begins. I had no email list, no content, and certainly no testimonials for this new venture.

Selling to people who already know you is one thing, but convincing complete strangers to become customers is a different story.

I went with the only option that seemed possible at that time: I run ads.

A couple of days later, the offer was ready, and so were the funnels and ads.

We launched the campaign at night and went to sleep, not expecting much.

The results of my experiment amazed me.

In less than two weeks, I had customers from across the EU and the UK, all eager for the product I had promised.

“Holy sh*t. It worked.” My brother still recalls the first email notification.

—> ***You just made a sale!***

It’s a feeling that cannot be easily described. It’s a mix of excitement, fear, and potential.

Hard to put it in words.

So here’s what I did next.

I quickly set to work creating the Nightlife Marketing ebook and

closed the pre-order campaign after the two-week period.

But why stop there?

I was met with zero refunds and happy customers, so I decided to push the boundaries further.

I adjusted the price to €27 and ran the campaign again for the same two-week duration.

This time, I added a €37 Order Bump option, and to my delight, people bought it.

Of course, running ads did eat into the profit margin, but that was never the primary goal.

What mattered most was confirming the presence of a viable market. The model worked.

With this knowledge in hand, I could now create products and offers tailored to this audience.

I had the beginnings of a valuable list of buyers, a foundation to build upon.

Learned this from Dan Kennedy.

“Marketers think that the purpose of getting a customer is to make a sale. The successful marketer thinks the reverse. The purpose of the sale is to get a customer” (more on this in a future lesson)

This entire process can be succinctly summarized:

Start with a problem, solve it, create a product, make an offer, get traffic to your offer, and if you make sales, create the product; if not, pivot and try again.

It's the fastest way to get things moving in the world of info-product creation.

Keep in mind that my journey began with zero followers, no testimonials, and English as a second language. Why am I telling you this? Simple. If I could do it, so can you.

In fact, this framework has become the cornerstone of an entire portfolio of digital brands that I've built since then.

I've replicated this process again and again with various products, from ebooks to courses, spanning multiple niches and markets. It's a proven approach, and I've had the privilege of helping others get paid to create the products...

Now, the practical lesson.

Here's exactly how I did it.

I built a simple funnel.

The funnel type wasn't complicated. In fact, I used a simple SALES LETTER FUNNEL.

Meaning: the **words** did most of the selling, not the page. (Big lesson in there)

Now, I'm not going to tell you word-for-word what I wrote in it, but I'll show you the framework.

That's even better, so you can apply that for your own business.

[CALL THE AUDIENCE OUT]

[INSERT BIG HEADLINE WITH PROMISE]

[INSERT SUB-HEADING TO REINFORCE THE HEADLINE]

[CALL TO ACTION BUTTON]

I knew who the **audience** was. And I knew what they **wanted**.

Put together these two, and you got a copywriting framework that works better than 90% of the shitty templates you can find out there.

In this case:

****Attention Nightlife Promoters & Event Organizers****

New Book Reveals...

How To Sell Out Your Nightlife Event And Bring As Many People As You Can Possibly Handle

PRE- Order Your Copy Of The 'Nightlife Marketing Secrets'
Book For Just € 9.95!

I had no list, no content, no testimonials for this brand.

How do I spread the word about this?

Paid traffic.

And that's hard. Converting a warm audience is one thing.

Turning complete strangers into customers? Another story.

If you want to sell your product without a following, content, or

any testimonial, you can.

You'll need much more than a simple 'copywriting crash-course' though.

You need to:

- Understand your customer's pain points
- Articulate them better than they can
- Create ads (copy & creative)
- SMASH objections (you're a stranger on the internet)
- And more

But you definitely can.

After the initial experiment, the funnel looked something like this:

Ads → *Low Ticket Offer + Order Bump* → **Customer**

Here's the lesson.

Turning complete strangers into paying customers is hard, but DOABLE. If an italian kid who could barely speak english a few years ago can turn complete strangers into paying customers... SO CAN YOU.

To summarize:

- *Start with a problem*
 - *Solve it*
 - *Productize the solution*
 - *Make the offer*
 - *Get traffic on it*
 - *If you got sales, create it. If not, pivot.*
 - *Iterate & build from there*

The fastest way to get things going.

Don't forget:

- I had 0 followers.
- No testimonials.
- And I'm not even native English.

So there you have it.

How to turn complete strangers into paying customers - without a following and a single testimonial.

3

Products Are Irrelevant (Do THIS To Sell More)

'After buying from us, you'll have more energy.

Not only because you'll have lost weight, but also because you'll be sleeping better and enjoying your workout more.

You'll lift more weights without feeling the usual fatigue.

You'll run faster and for longer periods of time.

You'll be able to wake up in the morning and feel pumped about your day.

No more sad Monday mornings.

Also, you'll look better.

Way better.

You'll finally be able to post that Instagram pic showing your progress you've always dreamed about.'

Now, let me ask you:

What product or service is this ad promoting?

If you noticed, the ad doesn't mention any product or service.

It could be a gym membership, a workout routine, a supplement pack.

It could even be a Fitness App, a Personal Trainer pitch, or an energy drink.

Truth is, it doesn't matter.

That's because when it comes to promotion, *products and services are almost irrelevant.*

What matters is **what the products or services do for the customers.**

They're not buying the product or service.

They're buying the transformation.

They're buying a better future.

They're buying a better version of themselves.

In the book “Sell Futures, Not Features”, the author Michael Killen explains this point clearly:

...The customer starts to buy the better future, rather than your product. It just so happens that your product is one of the best or fastest or easiest methods to get to that future.

In today’s world, marketing & sales are about *empathy*.

If we deeply understand what problems people have, we can access their narratives and provide valuable solutions.

We can tell them stories so they can clearly see their future.

And in their future, we help them achieve or become something.

We don’t have to promote products or services.

We have to help them become a better version of themselves.

If we can do that, selling becomes easier, fun, and enjoyable.

Because it becomes **a way to help people improve themselves.**

It becomes **a way to lead them to a better future.**

It becomes something we look forward to doing, rather than something to avoid or be ashamed of.

Products or services are irrelevant.

The future of people matters.

And that's where you should put your focus on, no matter what you sell.

How To Implement This Tactic To Sell More

The way to do that for your business is pretty simple.

Stop focusing on what your product or service is, and concentrate on what your products or services *do* for your customers.

Then, whenever producing some marketing collateral, sales letter, or social media post, **rule out the product or service name.**

Follow the example at the beginning of this post, and tell a story describing the future.

Describe what happens after people buy your stuff.

How do they feel?

What kind of changes do they experience?

What are they able to do as a result of their purchase?

Make a list of all these things, and start putting together your marketing message in a story that's compelling.

You can use the “ad” presented at the beginning of this post as a template.

Then, go out there and test it.

After doing so, it will either work out or not.

If it doesn't, it might be for one of these two reasons:

You either displayed a wrong future, or addressed the wrong audience.

No matter what the cause is, talking about people's future is the only way to find out.

4

How To Go From 'Who Are You?' To 'Shut Up And Take My Money'

Going from 'who are you?' to 'shut up and take my money' is intriguing for ANY marketer, business builder, or founder.

Does it look hard? It is. However...I'm here to tell you that's not so hard as many people would want you to believe. And I'm going to prove it to you.

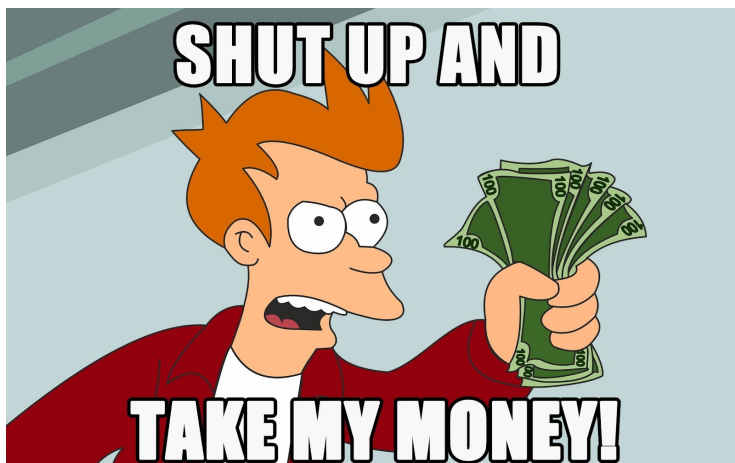
Answer this question.

Be honest though.

Alright?

Deal.

Have you ever seen this?



It's a well known internet meme.

It's funny.

But this pic represents something more.

This funny image represents a very much desirable situation.

That picture is every entrepreneur's dream.

People are so attracted to what you sell, that objections become irrelevant.

Price is not an issue.

They want the product. They crave it.

Customers magnetically attracted to your stuff.

Sales coming in like crazy.

Ding Ding.

Sold-Out.

“Shut up and take my money!”

A dream. Right?

Well...sometimes, that dream becomes reality.

Because every smart entrepreneur knows that this situation happens.

Maybe not in your business right now.

But you know it can happen.

What if there was a way to make it happen?

What if these situations could be strategically engineered?

What if you could create something that’s “So Damn Good...” your customers are forced to open up their wallets and buy from you?

I’ll show you how.

Two good news here.

The good news number one is that you don't have to do some weird woo-woo magic. All you have to do is to change a few things in your marketing.

The good news number two is that this process is proven since decades, and you don't have to believe me to make it happen.

In fact, some very smart people in the past already figured out for us. All we have to do is follow their footsteps.

Take a look at this quote. Hopkins was an advertising legend.

Make your offer so great only a lunatic would refuse to buy.

— Claude Hopkins

Did you get it?

That's the secret.

The way to go from 'who the heck are you' to 'shut up and take my money!' is to make prospects **IRRESISTIBLE OFFERS**.

An irresistible offer is an offer that can't be refused. It's too good to be ignored.

And it's the difference between 'nah thanks' and 'shut up and take my money'.

Here's where it gets interesting.

Most marketers know this principle. However, they only apply it when it comes to money.

But the real secret is applying in everything you do. Content, sales interactions, customer support tickets...everything.

Consider this. Every time you ask people to do something, you're making an offer. And if it's not an irresistible one, chances are not so many people will do it.

You want people to follow you? That's an offer. You want people to comment on your post? That's an offer. You want people to [insert what you want]? That's an offer.

Now, irresistible offers aren't exactly a piece of cake. They require some work on your part. But they aren't exactly rocket science either. Because there is a principle that you can use to make sure you are making irresistible offers every single time.

Interested? I bet. So let me unpack this for you.

The easiest way to make sure you are making irresistible offers every single time is to answer this quick question before you make some kind of proposition.

WHAT'S IN IT FOR THEM?

If the answer to this question is more valuable than the thing you're asking for in return...you got an irresistible offer.

Warren Buffett famously said "Price is what you pay. Value is what you get".

The moment they believe the price they are paying (aka what you're asking them to do) is LESS than the value they are receiving, you get the action you want.

And it all starts with establishing what's in it for them. Every single time.

Let me prove it to you.

Have you ever seen businesses on social media asking to follow them?

'Follow us on socials!' Mh. No, thanks. They don't answer the fundamental question.

WHY? WHAT'S IN THERE FOR ME?

'Follow us on Instagram to get the latest tips on [INSERT TOPIC]. If you DM us '[KEYWORD]', we'll send you a [DISCOUNT / SURPRISE / BONUS, ETC].'

Now I know what's in there for me. I can decide. And if I am

interested in your stuff, not only will I follow you...but I will also DM you. Boom. You just got a lead.

To recap.

Everything is an offer. Make sure you make them the best you can.

The price you ask for people to pay must be less than the value they think they're getting.

Always remember - 'WHAT'S IN IT FOR THEM?!'

5

How To Find People Who Will Certainly Buy Your Stuff

Intriguing. Isn't it?

People who will certainly buy your stuff. Seems like a dream?

Yet it's possible. And probably way easier than you think. And... I'm about to show you how.

What if I told you there's an entrepreneurial curse affecting thousands and thousands of entrepreneurs worldwide? Hard to believe, I know. But it's real. What am I talking about?

Creating stuff that nobody wants. Pushing products to the marketplace that no one asked for. Trying to solve problems that weren't there. And ending in a massive failure.

This 'curse' affects all kinds of entrepreneurial ventures, from small businesses to tech giants. Some of the most well-funded and talented teams in the world have fallen victim to this

mistake.

Take Amazon's Fire Phone, for example. The tech giant invested millions of dollars and years of development into a smartphone that promised to revolutionize the way we interact with our devices. But when the product launched, it was met with a resounding thud. The phone was too expensive, too bulky, and didn't offer any compelling features that weren't already available on other devices.

In other words, Amazon had simply built a product that the market didn't want.

Unfortunately, Amazon is far from alone in this experience. There are countless examples of companies that have failed to connect with their target audience and build products that resonate with their customers.

But it doesn't have to be this way.

By taking a different approach to, you can avoid the mistakes of the past and build stuff that people actually want to buy. How? By starting with the WHO.

The Audience Driven Approach

The audience-driven approach is the cornerstone of this model.

It starts with identifying a problem that a specific group of people is experiencing and creating a product that solves that problem.

This may sound straightforward, but, as we seen, it's amazing how many entrepreneurs fall into the trap of developing products without considering their target audience. It's heart-breaking, but it's also avoidable.

The solution to this problem is the audience-driven approach.

What does it mean? That all successful marketing starts with the who: your target audience.

Solving a specific problem for a specific group of people is what make sure your product will sell. Read that again. Seriously. Highlight it, mark it, whatever. But make sure you get this.

Solving a specific problem...for a specific group of people....is what make sure your product will sell.

The opposite of that is to develop ideas from scratch without making any market research at all. Basically throwing ideas at a wall and hoping they stick.

You need to identify the people you want to help, learn about their pain points, and create a product that solves their prob-

lems.

I know. It's rather counter intuitive. Right? Because even if you're creating the product, service, or offer...it's not about you, your ideas, or your preferences.

It's about your customers and their needs.

Let me be crystal clear. Your marketing efforts will always lack something if your 'who' is not extremely clear.

The more specific your audience, the better.

The more specific you can be about your target audience, the better chance you have of creating a product that really resonates with them. For example, let's say you want to create a digital product in the fitness niche. "Fitness" is a huge industry with a broad range of sub-niches, such as weight loss, bodybuilding, yoga, and more. If you try to create a digital product that appeals to everyone interested in fitness, you'll likely end up with a product that is too generic to truly resonate with anyone.

However, if you focus on a specific sub-niche, such as women over 40 who want to lose weight, you can tailor your product to that specific group. You can understand their challenges, pain points, and desires. You can create content and messaging that speaks directly to them, and create a product that addresses their specific needs.

The more specific your audience, the more you can understand them, and the better chance you have of creating a product that they really want and need. This is the power of the audience-driven approach, and it's a key factor in the success of many digital products.

Seth Godin said it best.

“Don't find customers for your products, find products for your customers.”

6

Content Positioning

This simple concept will boost your content effectiveness in a matter of seconds. Seriously. Once you get it, your content becomes INSTANTLY more effective.

So pay attention. What is content positioning, you ask?

Content positioning refers to the strategic process of placing and presenting your content in a way that resonates with your target audience

Think of it this way.

In a vast sea of information and countless competitors vying for attention, how can you ensure that your content stands out?

And captures the interest of the audience you want to attract?

That's where content positioning comes into play.

Content positioning is about the context in which the content is published.

This understanding is precisely why I created this brand (Marketing For The Tribe), as a DJ myself.

For example...

I know that while I'm spinning records at a club, the audience expects a fun and energetic atmosphere where they can dance and enjoy themselves.

It would be out of place to start discussing marketing in that context.

Right?

No matter how exceptional your marketing content may be, it needs to align with the expectations and desires of your audience in a given context.

That's the essence of content positioning.

It's about the context. It's about the messenger, not the message. It's about the who. The where. Not the what.

I didn't invent this.

Content positioning is a thing since...Well, a lot.

In the past, people used to read specific magazines that catered

to their interests and provided relevant content.

Today, people follow pages, creators, and influencers.

But the principle stays the same.

Positioning plays a significant role in how content is perceived and received by the audience.

The same message or information can be positioned differently depending on the context and the messenger.

Let's take a simple example.

Let's say both a fitness expert and a dating guru are suggesting doing push-ups.

The fitness expert, with their expertise in physical fitness and training, positions the message of doing push-ups as part of a well-rounded exercise routine to improve strength and overall fitness.

He might emphasize the correct form, different variations, and the specific benefits of incorporating push-ups into a workout regimen.

On the other hand, the dating guru might position the same message of doing push-ups as a means to enhance confidence and attractiveness in the dating world.

He could relate push-ups to building a more appealing physique,

boosting self-assurance, and creating a positive impression when meeting potential partners.

The core message of doing push-ups remains the same.

The positioning differs based on the target audience and the desired outcome.

Makes sense?

The content is tailored to align with the interests, aspirations, and needs of each respective audience.

By understanding the preferences, motivations, and characteristics of your target audience, ***you can strategically position your content to resonate with them.***

That's the key. That's the true change.

This involves adapting your messaging, tone, and presentation to match the expectations and values of your audience within a particular context or platform.

Let's explore another example that further explains the importance of content positioning.

Consider an article titled:

'How To Reach Your Most Ambitious Goals.'

Now, imagine this article appearing on two different platforms.

Playboy and Forbes.

The same exact article.

The context in which it is presented drastically influences people's perceptions.

If published on Playboy, known for its focus on lifestyle and entertainment, readers would likely expect a more playful or provocative take on achieving goals, perhaps with an emphasis on personal fulfillment and enjoyment.

Conversely, if the same article appeared on Forbes, a renowned business and finance publication, readers would anticipate a more serious and pragmatic approach, with an emphasis on strategic planning, professional development, and financial success.

This contrast exemplifies how the context or the messenger can significantly shape audience interpretation, often holding equal, if not greater, importance than the message itself.

Do you get it?

I think that's powerful stuff.

Alright, one last example.

Think about doctors.

People TRUST doctors.

Let's say a doctor gives you some advice.

If the same advice is given in a casual conversation among friends...

My bet is that you take it differently.

It might be the EXACT same advice.

But it lacks positioning. Context matters.

Content needs to be positioned. That's why I created this brand.

Marketing For The Tribe.

It's about marketing. It makes sense if I talk about that.

Picture this: if I were to say,

“Hey, I’m a DJ. I spin records. And I think this funnel could be improved if we did...”

What would be the response?

“You’re just a DJ. What do you know?”

Here's where it gets interesting.

If I introduce myself differently, like this:

“Hey, I’m Nick Tribe. I’ve sold products, services, and more. Plus, I’m the host of ‘Marketing For The Tribe’ show. I believe this funnel could be improved if we did...”

Suddenly, everything changes. It's a whole different ball game.

Different stuff. Right?

That's why content positioning is so important.

When your content is positioned effectively, it not only attracts your target audience but also compels them to take action.

It establishes you as a thought leader, builds credibility, and fosters long-term relationships with your customers.

Think about it before creating your next piece of content or marketing collateral.

How To Create Products Like Steve Jobs

Steve Jobs was one of the most influential entrepreneurs and innovators ever lived.

His vision, ambition, and leadership impacted a lot of people. His life's work has changed the world forever. He created products that are still used by millions of people today, and he made sure that his company would last for years to come.

In 2001, Apple launched its first iPod music player.

In 2007, it launched the iPhone, which revolutionized smartphones.

In 2010, it launched the iPad, which revolutionized tablets.

It's widely known that Jobs was the main innovator and product creator at Apple.

His genius was responsible for creating amazing products that

people loved.

What was his 'secret sauce'?

Steve Jobs used his intuition as well as his knowledge of technology to come up with ideas for new products.

He had an eye for what people would find useful or interesting, and he was able to combine these insights with technical knowledge in such a way that he was able to create some incredible innovations.

But there was something that was clearly responsible for these amazing products.

The #1 factor that allowed him to put out successful product after successful product.

What was this #1 factor?

He always started with the user experience in mind.

He was obsessed with creating products that were aesthetically appealing, intuitive and easy-to-use.

To achieve that, he reversed the common product creation process in the tech industry.

Design first, and technology later.

First they came up with the idea and the exterior components of

the products, and then they sent the prototype to the engineers to fit the technology inside it.

All done to put maximum priority to the user experience.

To create products like Steve Jobs, you must obsess over the user experience.

Put yourself in your customer's shoes.

Think about what they want, what their problems are, and how the overall experience with your product is going to be.

Make it aesthetically appealing and very easy to use.

When creating a product, it's important for you to know exactly what your users need before you even begin working on your product idea.

Jobs was a visionary who made sure that every product he created met his own high standards for quality and usability, no matter how small or large it was.

He believed that if you made something simple enough, people would be able to use it without any instructions or help from others who may not have been as tech savvy as them (this is why Apple's products are so easy to use).

And he was right.

If you try to think like him, there's no guarantee you'll create

the next iPhone.

But if you follow his way, you'll increase the odds of **creating something that people will actually want** rather than just create another product that no one cares about.

So here's the "Jobs way".

Aesthetically appealing. Beautifully designed. And extremely easy-to-use.

A pretty simple recipe to create amazing products.

8

Traffic Hack

Here's a big mindset shift that will drastically help you generate more traffic to your website, landing pages, offers, content, etc.

Once you understand it, your whole perspective around online traffic will change.

Here it is.

Traffic is not something you generate. You stay in the middle of it.

When I first started out in marketing, I thought that generating traffic was the key to success. I believed that if I could get enough people to see my content, I would be able to achieve my goals.

But over time, I realized that this approach was flawed.

The truth is, traffic is not something you generate. Instead, you

need to position yourself in the middle of existing traffic.

People are already on Google. People are already on social media.

People are already....on the internet.

Your job shouldn't be to generate traffic out of nowhere.

You should stay in the middle of existing traffic.

So you can re-direct it to your pages.

How?

Identify where your target audience is spending their time.

Create content that stays in the middle of the traffic.

Make it appealing to them.

I'll give you an example from my DJ career.

A mashup I released that included Acraze — Do It To It and a track from Skrillex & Habstrakt. Months later, Habstrakt released a remix of the Do It To It track, and people started searching for the keywords 'Do It To It Habstrakt.'

Since the remix wasn't released yet, they only found my mashup and I gained a lot of views.

I was in the middle of existing traffic.

The same thing happened with my mashup 'Dancing Que Calor' from James Hype & Major Lazer. A collab between the two is expected soon, and people started searching for these keywords, bringing a ton of traffic to my track.

By positioning yourself in the middle of existing traffic, you can save yourself a lot of time and effort.

Don't try to create a new audience from scratch. You can't.

Tap into an existing one and reach more people with less work.

In other words...

Traffic is already there. Make sure you stay in the middle of it.

Why Your Sales Message Doesn't Matter That Much

You've spent countless hours crafting the perfect sales message.

You've researched your target audience. Analyzed their pain points. Built a compelling solution to their problems.

You're ready to show your creation on the world and watch the sales roll in.

But here's the harsh truth.

Your sales message doesn't matter as much as you think.

Sure, it's important to have a strong message that resonates with your audience.

But what makes the difference is not what you say.

It's something else.

Skeptical?

Fine.

Let me prove it to you.

Picture this.

Would you do something you know is wrong just because someone from your government told you to do it?

A psychologist from Yale tried to answer that question in the 1960s. He developed a series of experiments.

These experiments involved naive participants who thought they were taking part in a study on memory and learning.

Little did they know, they were about to become pawns in a twisted game of obedience and power.

They told the participants to administer electric shocks to another person — the “learner” — every time he got an answer wrong.

The shocks increased in intensity with each mistake.

Some of them were labeled with warnings like “danger: severe shock” and “XXX”.

But here’s the kicker: the “learner” was actually an actor, and there were no real shocks involved.

So what did the participants do when faced with the task of inflicting pain to another person?

Most of them went along with it, even when the “learner” begged them to stop and screamed in agony.

They did it because the person in charge — the “experimenter” — told them to.

They did it because they thought it was their duty. Their obligation. Their responsibility.

The experiment was conducted in the aftermath of the trial of Adolf Eichmann.

He was a Nazi general who was responsible for the deaths of millions of Jews during the Holocaust.

Eichmann’s defense was that he was “just following orders” from his superiors.

Therefore, the question.

Would ordinary people behave the same under similar circumstances?

That was the goal of the experiment. The final results were **shocking**.

Despite the obvious distress of the learner and the potential danger of the shocks, a staggering two thirds of the participants

continued to administer shocks.

Sometimes, all the way up to the greatest voltage level.

Why?

Simply because the authority figure told them to do so.

Here's another quite shocking fact.

*Some people who hesitated to keep going after hearing the learner scream were willing to proceed to the higher volts **once urged to do so by the authority figure.***

But...

What does this have to do with marketing or selling stuff?

The same principle applies. People follow *authorities*.

People are more likely to act on a message if it comes from someone they perceive as an authority.

People are more likely to buy a product if an authority promotes it.

Think about it.

Why do we trust doctors, lawyers, and other professionals?

Because they have credentials and experience that make them

experts in their field.

Authorities.

We assume that they know what they're talking about.

So we're more likely to take their advice and follow their recommendations.

The same principle applies in sales.

Even if your sales message itself is not particularly compelling or persuasive, people may still be more likely to act on it if it comes from someone who is perceived as an authority in the field.

It's not about what you say.

It's about who you are.

It's not about how persuasive you sound.

It's about how much I can trust your words.

It's not about overcoming my skepticism and resistance.

It's about decreasing my defenses.

In other words...

Who are you? And why should I listen to you?

Sometimes, it can be as easy as putting a lab coat on.

Sometimes, it requires more effort.

But the results of the Milgram (the Yale psychologist) series of experiments are clear.

The messenger matters more than the message.

“The disappearance of a sense of responsibility is the most far-reaching consequence of submission to authority.”

— Stanley Milgram

Who's Got Your Money?

This is a big one. Ready? Here it is.

You can't make money.

What? Yep. You read that right. Let me explain.

When I first started my business, I thought that making money was something that I could do.

But I learned that making money is not something that you can "do."

Not in the sense that you can create money out of thin air.

Money is not made, but rather transferred.

Only governments and central banks have the power to create new money.

For the rest of us, the only way to get money is by providing value to others in exchange for it.

In other words, someone out there already has the money that you want to earn.

It's your job to figure out how to offer them something of value in exchange for it.

This may seem like a small distinction, but it's an important one.

When you realize that you can't make money, but must instead provide value to earn it, it forces you to think about your target audience.

Who are the people that are most likely to want what you have to offer?

What do they need, want, or desire that you can provide?

Once you've done that, the next step is to figure out how to convince them to give you their money.

This requires understanding their pain points, desires, and motivations, as well as the unique value that you can offer them.

What makes your product or service better than anything else on the market?

How can you communicate that value to your target audience in

a way that resonates with them?

The goal is to create a win-win situation.

Your target audience receives the value that they are seeking.

While you earn the money.

Win-Win.

Think about it: who's got 'your' money now?

How To Grow On Social Media REALLY FAST

Content. Content. Content. Everybody talks about that nowa-days.

'*Create content*'. That can't be wrong. Right?

Well...

Content is extremely important today. True. It's part of the game.

But there's another piece of the puzzle. Without it, content alone is not that effective.

Sometimes, without this piece content does crickets. What's that?

DISTRIBUTION.

And that's something I had to learn the hard way. Consider this.

SoundCloud. YouTube. Tik Tok. Medium. Instagram. Twitter. LinkedIn. Snapchat. MixCloud. Facebook.

What are they?

Platforms that I created content on.

For me, my brands, or my clients. Now, I'm not a 'content expert' for sure.

But let's just say I got my hands dirty here and here.

And I learned this lesson the hard way.

Content without distribution gets...NOTHING.

Content + Distribution = Eyeballs.

And that's what marketer wants. But today **creating** is simply not enough.

You must take care of the distribution part.

Without it, you're kind of just hoping that the '*algo*' will push you.

And yes, sometimes it happens. It can happen. Some people built their entire brand on it.

They hit the lotto.

But it's the exception. NOT the rule.

Smart marketers know that they need to take care of distribution, even when the content is great.

Think about it.

The '*create content*' mantra has been in the marketing space for years.

So now everyone does it.

EVERYONE.

It's crazy. Even street vendors now have an Instagram account. Nonsense.

But anyways. The point is that the Internet is now FULL with content.

The answer can't be 'more content'. Makes sense, right?

Sure, 'more content' helps. But it's not enough.

Distribution is what matters.

Everyone talks about the *content plan*. What content to create, what fonts to use, what graphics, what time to post etc.

But few discuss the ***distribution plan***, and that — my dear Marketing For The Tribe reader — is a big mistake.

In the past, things were very different. Distribution used to matter way more than product.

It was a world where everything was physical — stores, products, and promotions.

Back then, whoever was closest to the end-consumer had a big advantage.

They could choose the best shelves to display their products, decide which items went on sale, and control how people saw and bought things.

It was like a simple game. Those who could get their products in front of more people had a better chance of winning. Period. They held the power to influence what people bought (and often how much they paid for it too).

But then, marketers like to think, something happened.

THE INTERNET.

We like to think that everything is interconnected. That because anyone can open a social media account, things got ‘*democratized*’ somehow.

In a way, that’s true. With the internet, distribution changed,

and it changed the game somehow. However...

Distribution still matters.

Otherwise, *record labels* wouldn't exist.

Media outlets wouldn't exist.

Magazines would be all dead.

You would just post your sh*t, and that would be it.

But it's not that simple. Is it?

Don't get me wrong.

The principle is still true today:

Whoever is closest to the end-consumer wins.

But instead of physical shelves and store placements, today the game is about virtual platforms, social media, and online communities.

Imagine having the best content in the world.

If no one sees it, what good does it do?

Having a distribution plan in place is the solution.

Distribution is kind of like a map that guides you to the places

where your audience hangs out, where they listen, and where they engage.

In other words:

Content is essential, but distribution is equally vital, if not more.

So now let's talk about how to actually do something about it.

You got the content. And hopefully you got that you need the distribution.

Now what?

It's actually pretty simple on paper.

Think about your audience and where they are hanging out already.

Then figure out a way to put your stuff in front of them.

That's it. That's distribution in a nutshell.

A big account on Twitter that reposts your tweet can make all the difference in the world.

Same on SoundCloud. Or Instagram. Or wherever.

The point is to leverage who is actually closer to the end-consumer than you.

You can pay for distribution. You can negotiate your way in.

You can network your way in. It doesn't really matter. Whatever works best for you.

The point I want to stress is this.

Don't neglect the distribution plan.

Think about this part.

It's much more about where to put your content than creating the content itself.

And that, my Marketing For The Tribe reader...

Is the secret to content success in this new digital era.

What OnlyFans And The Church Have In Common

OnlyFans and The Church. Two seemingly contrasting realities.

What could they have in common?

One preaches purity and control. While the other is associated with naughtiness.

Often seen as the realm of 18+ content.

But amidst this apparent dichotomy...

There lies a hidden thread that unites them. So, the question:

What is it that connects OnlyFans and The Church?

What do they have in common?

Short answer.

Customers.

Before we move on.

A friendly disclaimer:

I want to make it clear that I am NOT endorsing OnlyFans or making ANY negative assumptions about churchgoers. The mention of these examples is simply intended to illustrate a marketing concept.

There is no intention to pass judgment or make moral statements.

Instead, the purpose is to provide a relatable context for better understanding the discussed marketing principles.

Now.

Consider this.

Some people who go to church on Sundays are often the same ones who subscribe to OnlyFans models.

That's a fact.

Now, here's where it gets interesting.

If you try to sell an OnlyFans subscription during a Sunday church service, you might not get much of a response.

Crickets.

Doesn't work.

But if you offer **that same exact product to the same people** in a different situation, where nobody is watching, you might get a totally different reaction.

Why?

Because context matters.

Think.

The same exact product.

Offered to the same people.

Might get two COMPLETELY different responses.

The lesson here is simple:

Before you make your pitch, you need to make sure your customers are ready to buy.

The context matters.

Are they in a comfortable environment?

Is the timing right?

Do you have their undivided attention?

These are important things to consider.

Let's consider churchgoers one more time.

They go to church to focus on their spirituality and get guidance.

Their minds are focused on something else during the service.

Trying to sell them something like OF models then is like trying to have a party in a library.

It's just not the right place or the right time.

But if you catch them in a moment when they're looking for entertainment or pleasure, you might have their attention.

And get a completely different response.

Understanding your customers' mindset and finding the right context is key.

Meet them where they are, both physically and mentally.

Create an environment that makes them open to your pitch.

That's when your message can truly shine and capture their interest.

Cool.

But now you might be thinking: "OK but how can I do that?"

Good question.

How can you make sure you are in the right environment to make your pitch every single time?

If you're selling one-on-one, it depends on many factors, but you can easily tell (kind of).

But how about online?

How can you do that?

Short answer: you can't.

That's why it's crucial to put yourself in a situation where you can present your sales message multiple times.

You never know when customers might be ready to buy.

Maybe they see your ad but get distracted by the crowd on the bus and forget about it.

Maybe they wanted to buy but something came up, and they couldn't complete the purchase.

Life can be unpredictable, and things happen. It doesn't matter.

Here's the final lesson.

Context matters.

And customers aren't always ready to buy.

But you, my dear Marketing For The Tribe reader...

You have to always be ready to sell.

To seize the opportunity. To close the deal.

Because just because your customers might be “*at church*” now...

Doesn't mean they will always stay there.

The Bestselling Burger

Let's say that you and a friend go to a pub.

"Let's have a burger," he says.

You agree.

You then take a look at the menu...while he pauses and says:

"Would you like to try the bestselling burger ever?"

You agree to try it.

The bestselling burger ever.

You're hungry and thinking about grabbing a bite of a delicious hamburger.

It's like you can already feel how tasty it is going to be.

THE BESTSELLING BURGER

So you wait.

Some time passes.

Then the waiter finally comes...

Bringing you... this.



This right here is the famous Big Mac.

Would you be disappointed? I bet you would.

But this is indeed the bestselling burger ever.

To be honest, I'm not actually sure if the Big Mac is actually the bestselling burger, but it's surely one of the bestselling burgers

on the entire planet. The key thing here is that McDonald's sells a boatload of burgers every single day.

And they aren't even quality products.

Now think. A lot of pubs and restaurants cook amazing burgers.

Yet most of them are lucky to make some money at the end of the month.

What's my point?

The best quality products aren't necessarily the best-selling ones.

That's why learning how to sell is critical. In business and in life in general.

It doesn't really matter if you want to be an entrepreneur, startup founder, or if you're just trying to land a decent job.

In today's world you have to be a good salesperson. Period. Selling makes the world go around.

You can't just create a product or present an idea and expect it to sell itself.

You need to be able to convince people that it's worth their time and money, even if they don't know what they're looking for yet.

You need to sell.

Otherwise, you risk cooking great burgers...That nobody eats.

I don't know about you...

But I usually don't want to throw away good food.

Do you?

People Buy The Weirdest Sh*t

I wish someone had written this chapter when I was starting my journey. It would have saved me a ton of time, mental energy, and anxiety.

If you're just getting started, this is for you.

You want to sell something. You have an idea. Or more.

You might be worried that your idea is too niche or too outlandish to succeed. You might even be tempted to abandon your idea before giving it a chance.

But here's a truth I learned after marketing and promoting products online: people buy the weirdest sh*t. And if positioned correctly, they will buy yours too. Think about it. People buy fidget spinners, pet rocks, and 8 \$ fancy frappuccinos. They buy useless gadgets that clutter their homes and novelty items that serve no practical purpose.

But they buy them because they fulfill a desire, whether that's to reduce stress, have a laugh, or feel a sense of belonging.

The key to success in marketing and selling stuff is not to create something that everyone will want, but to create something that a specific group of people will love. And once you've identified that group, it's all about positioning your product in a way that speaks to their desires and needs.

It's important to understand that people buy things for a variety of reasons beyond practicality or necessity. They buy things to express themselves, to feel a sense of belonging, to escape from their daily lives, or simply to have fun. And this is why the weirdest, most niche products can still find a market.

For example, in the fitness niche, people buy everything from ab rollers to vibrating belts. In the dating niche, people buy programs that promise to teach them the secrets of attraction, even if those secrets are entirely made up. In the marketing niche, people buy courses that teach them how to make money online, even if they've already purchased dozens of similar courses before.

The point is that people are willing to spend money on products that align with their values, desires, and goals, even if those products seem weird or unnecessary to others. And as a marketer, your goal is to identify that specific group of people who are passionate about what you have to offer and present your product in a way that speaks to their needs.

So, if you have an idea for a product that seems outlandish, don't

give up on it just yet.

With the right positioning and marketing strategy, you might be surprised by how many people are willing to buy what you're selling.

Here's another thing to consider. As crazy as it sounds, there are people who buy digital products and never even use them. I know this from personal experience.

After I sold a bunch of copies of my first digital product, I realized something weird. Some people NEVER logged into the members area to download the ebook. I was surprised. Then, I remembered. I acted the exact same way multiple times myself.

A few years ago, I purchased an online course on a whim. It promised to teach me a skill that I was interested in learning, and I thought it would be a good investment in my personal development. But life got busy, and I never found the time to actually sit down and go through the course material.

Months went by, and the course sat untouched in my account. I even received automated emails from the creator asking how I was enjoying the content, but I never responded.

Eventually, I forgot about the course altogether.

It wasn't until recently that I realized I had never actually used the course that I had purchased. And yet, despite never having logged into the platform to access the material, I didn't feel ripped off or regretful about my purchase. In fact, I still think it

was a good investment in myself, even if I never took advantage of it.

The lesson here is that people buy things for all sorts of reasons.

Some people buy things because they need them, while others buy things because they want them. Some people buy things because they are practical and useful, while others buy things for emotional or psychological reasons. Some people buy things simply for the pleasure of owning them, whether it's a piece of art, a collectible item, or a luxury watch.

Ultimately, people buy things for a multitude of reasons, and understanding those reasons is crucial for creating a successful marketing plan, business strategy, or selling process. By identifying the desires and needs of your target audience, you can create a product that fulfills those needs and positions it in a way that speaks to them.

In other words, if you do a good job, people will buy your stuff. This might sound obvious to you, but it was something that I wish someone told me a while ago.

Two Really Powerful Allies To Help You Sell Like Crazy

This is something that everyone gets when they are buyers.

But they often forget it when they are the sellers.

What am I talking about?

The fact that we, as consumers, want to decide **quickly** and obtain things **fast**.

Quick and Fast are two really powerful allies to help you sell like crazy.

Here's an example to prove this point.

One client of ours was a restaurant.

We had the goal to increase the tables booked through online marketing.

We built an automated system to deliver confirmation e-mails to both the customer and the restaurant owner.

Then, it was time to craft the offer to make people want to reserve a table online.

We spent some time considering changes.

Then, I remember looking at my brother and asking him: “As customers, what would we like the way to book a table to be?”

He told me: “Something that’s easy, quick, and gives the confirmation right after.”

It was a big a-ha moment.

Instead of building another page of the website, we just made a quick form on the home page that people could fill out in seconds and book a table instantly.

It looked something like this.

BOOK A TABLE

NAME

E-MAIL

DATE

N. PEOPLE

CLICK HERE

Simple and straightforward.

Bust most importantly, **quick** to fill-out and **fast** to get a confirmation message.

This simple technique literally boosted online reservations.

We went from barely no one to getting dozens of people per day.

The client was happy and surprised at the same time.

The new reservations were also great because the restaurant was also building an e-mail list of its customers as a by product, which is a golden asset to possess for future marketing efforts.

This might sound like common knowledge, yet it's incredible how many entrepreneurs and business owners often forget about this stuff.

Whatever you sell, make sure you communicate that the delivery is going to be **quick** and they are going to get what they want **fast**.

The best example of these two allies put together comes from one of the most effective offers ever created in the history of business.

Domino's Pizza.

Domino's Pizza is the world's largest pizza delivery company. In the U.S., Domino's sells more than 1 billion pizzas a year, and it has more than 5,200 stores in 60 countries worldwide.

So how did they become so successful?

It all started with a simple irresistible offer:

*“Get Hot Pizza Delivered To Your Door In 30 Minutes...Or
It's FREE”*

That simple offer led to a huge increase in sales and eventually helped make it possible for Domino's to grow from a small regional pizza chain into one of the world's most successful brands.

Domino's Pizza created an offer that was simply "So Damn Good" to be refused.

That was their secret.

Domino's doesn't use this offer anymore (they had to end the 30-minute guarantee because of a lawsuit involving one of its drivers that ran over a pedestrian), but it was the #1 factor in their massive growth.

Let's deconstruct their offer to realize how they strategically used both "quick" and "fast" go sell like crazy.

"Get Hot Pizza Delivered To Your Door In 30 Minutes...Or It's FREE"

The offer was centered around the fact that Domino's Pizza can deliver your pizza in 30 minutes or less. Pretty powerful stuff. But Domino's took this idea and made it irresistible to customers by using these two smart guys: **quick and fast**.

Let me explain...

When you use the word "quickly" or "fast," you instantly create an emotional connection with your audience because they can relate to that feeling. They know what it feels like when something is quick or fast, so when they hear those words, they

can immediately relate to them and feel good about whatever it is that you are selling them.

Domino's capitalized on this by creating an offer where if you ordered pizza within 30 minutes of placing your order online, your whole order would be free! How could anyone resist such a tempting offer?

We often hear people say "I want it now" or "I need it fast".

People are impatient today, they want things done quickly and they don't like delays.

This is why Domino's offers worked and why you must work to communicate to your customers that whatever they get, they'll get it quickly and fast.

In the book \$ 100 Million Offers, Alex Hormozi argues that "fast beats free".

Consumers pay to get things fast.

This simple principle is the cornerstone of the success of huge companies like Amazon, Uber, and Google.

Amazon is not about selling products online. It's about delivering products to your door the next day.

Uber business model isn't about getting people from point A to point B. It's about moving people **faster** than they could on their own after a **quick** request made through their smartphones.

Google isn't about searching for information. It's about finding what you are looking for in a matter of seconds.

Think about ways to apply this in your business.

You must be creative, especially since sometimes you can't physically deliver the product quickly.

But that shouldn't stop you from using these two allies to help you sell like crazy.

For example, let's say you sell a sport equipment, like a home workout elastic.

And let's say that the customers must wait 3-5 days to get their hands on the physical product.

Does that mean you can't use these two guys?

Absolutely not.

After the purchase, you could provide a special FREE online video training on how to use the equipment they just bought.

This will help increase the desire of the product even more, even if they have already bought it.

The **feelings** they experience watching the video can dramatically enhance the perceived value of the product. It increase their perceived sense of achievement.

Your customer might think something like this: *“Not only I’ve bought this...I even already watched a video on how to use it! I’m ready to sweat babe...!”*

That emotion is something that they can experience right after the purchase (quick) and it feels like a first consequence of the purchase (fast).

Whenever creating your product, service, or offer, remember this:

Consumers want to decide **quickly** and obtain things **fast**.

Help them with that, and your sales will likely increase.

Pretty quickly and fast.

The Goal Is The Customer, Not The Sale

Let's be real for a sec.

At the end of the day...

You downloaded this book to learn how to get customers. Right?

If that's what you're missing, I bet that you can't see anything but the way to get customers.

After all...the purpose of getting a customer is to make a sale, right? Well, not exactly.

In one of his books, Dan Kennedy shared a quote that shifted my perspective on marketing forever.

"While most information marketers think that the purpose of getting a customer is to make a sale, the

successful information marketer thinks the reverse.
The purpose of the sale is to get a customer"
- Dan Kennedy

Let's unpack that quote a bit. This quote is essentially saying that the goal of selling a product isn't just to make a quick buck. Sure, making money is great (who doesn't love money?), but the real goal should be to create a long-term relationship with the customer.

Think about it this way. If you sell a product to a customer and never hear from them again, you've lost out on the opportunity to create a loyal customer who will continue to buy from you in the future. But if you focus on creating a positive experience for the customer and building a relationship with them, you increase the likelihood that they'll come back and buy from you again in the future.

This means that the actual sale is just the beginning of the relationship. It's your chance to make a great first impression and start building trust with the customer. Once you've made the sale, it's up to you to continue providing value and engaging with the customer. That could mean providing exceptional customer service, offering additional products or services that complement the original purchase, or simply staying in touch and showing that you care.

So, while it's tempting to focus solely on the sale and the money that comes with it, the smart digital product entrepreneur thinks

long-term and sees the sale as just the first step in a larger relationship with the customer. **The goal is the customer, not the sale.**

This is the foundation of the customer-centric approach, where the goal is not just to make a one-time sale, but to build a loyal customer base who will keep coming back for more.

By focusing on the long-term relationship with the customer, you can create a sense of trust and loyalty that will benefit your business in the long run. This means delivering value and making sure that your customers are satisfied with their purchase, even after the sale is made. By doing so, you can build a positive reputation for your brand and develop a customer base that will stick around for years to come.

This is especially important in the digital economy we live in, where the competition is fierce and customers have a wide range of options to choose from. If you're able to provide a great experience for your customers, they're more likely to recommend your product to others and leave positive reviews that will attract even more customers.

Let's make something crystal clear.

The whole point of this mindset shift is to develop an offer where you exchange value for money with your customers and set the stage for the relationship. That's all that truly matters.

The goal is to develop a relationship where the dynamics are clear.

“You give me money, I give you value.”

That’s the deal. That’s how sales are made. That’s the foundation of any business, and by implementing this model you’re getting exactly that.

When you’re able to set the relationship that way, you’re good to go. Since that’s how they used to deal with you, they will be ready to listen to your next offer. And as long as if it’s good, they will keep coming back to you for more. It’s not just about making the sale and moving on to the next customer, but about building a long-term relationship with your customers by consistently providing value and exceeding their expectations.

When you provide value to your customers, they will see you as an authority and trusted advisor in your niche. This will lead to repeat business, word-of-mouth referrals, and even a loyal customer base. Basically, a recipe for a successful business.

So, don’t just focus on the first sale, but focus on creating a positive and valuable experience for your customers that will keep them coming back for more.

Bonus Lesson For You

Congratulations on reaching the final chapter of “Marketing For The Tribe Black Book.”

You’ve shown dedication and commitment by reading through the lessons and insights shared in this book.

Your journey as a marketer is just beginning, and I am excited to offer you an exclusive bonus to help you take your skills and knowledge to the next level.

As a thank you for being a dedicated reader, I am offering you access to an exclusive bonus lesson filled with additional insights and strategies that weren’t covered in the main book.

This bonus content is designed to give you a competitive edge in your marketing journey and provide you with tools and tips that can elevate your success.

How to Access Your Bonus Lesson

To download your exclusive bonus content, simply visit the following link:

<https://www.marketingforhetribe.com/bonusblackbook>

By clicking the link, you'll be directed to a secure page where you can access the bonus lesson instantly.

This is my way of saying thank you for taking the time to read and absorb the lessons shared in this book.

This exclusive bonus is only available to readers who have completed the book, so don't miss this opportunity to gain even more value from your reading experience.

Click the link, download your bonus, and take your marketing skills to the next level.

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