

## MARKETING FOR SMARTIES

### 101

- 1 Marketing for Smarties 101
- 2 2 Types of Marketing
- 3 Better Writing = Better Results
- 4 9 Reasons Marketing Fails **+(Audio)**
- 5 17 Mistakes Small Business Makes All Too Often
- 6 Improve Your Customer's Life - Even For A Day
- 7 What are your Goals (Video)
- 8 Marketing Has 2 Functions (Video)
- 9 Thought Leaders Interview with Alan Tarr (Video)
- 10 Sync Inside Reality & Outside Perception **+ Audio**
- 11 True Definition of Marketing & Why It Matters
- 12 13 Books That If You haven't Read, You're Dead

### 102

- 1 Marketing for Smarties 102
- 2 15 Action Steps Vital To Small Business Success
- 3 & 4 7 Deadly Sins of Marketing And How To Avoid Them **+ I-G**
- 5 5 Fatal Blunders Guaranteed To Send Your Prospects Packing - And How To Fix Them
- 6 Differentiate **(Video)**
- 7 Differentiate or Die: Quick Refer Guide
- 8 Unique Selling Proposition - USP (Video)
- 9 Money v Message - Which Is More Important
- 10 John Smith's Eyes
- 11 Continually Educate Your Customers And Prospects
- 12 Clear Concise & Conversational (Video)
- 13 25 Overused, Meaningless, Trite, And Hackneyed Clichés Nobody Believes
- 14 If Your Business Is So Great...Prove It!
- 15 84 Proven Ways To Pump Up Your Marketing
- 16 The Better Elevator Pitch (Video)
- 17 How To Be A Trade Show Pro
- 18 Are You Ready To Succeed? (Audio)

## MARKETER'S TOOLBOX

- 1 3 Step Power System
- 2 3 Step Power System Quick Reference I-G
- 1 Taglines: 3-Second Branding
- 2 Do You Ignore 94% Of Your Prospects?

- 3 5 Critical Elements That get Your Emails Opened, Read, & Clicked
- 4 39 Timeless Tips From The "Madmen" For Maximum Results
- 5 How To Sell A High Value Service
- 6 In Praise of the Madmen: Quick Refer Guide
- 7 Features, Benefits & Satisfactions Template
- 8 F&B Case Study: Max Coolman
- 9 17 Mistakes Small Business Makes All Too Often
- 10 Clear Concise & Conversational
- 11 The Secret Formula For A World-Class Website
- 12 Tactical vs Strategic Marketing
- 13 The Better Elevator Pitch
- 14 15 Action Steps Vital To Small Business Success
- 15 Sample Consumer Guide - Auto
- 16 Sample White Paper Report
- 17 WIN THE MARKETING GAME & STOP WASTING MONEY - AUDIO BOOK
- 18 My Favorite Marketing & Copywriting Quotes

## OFFERS & RISK REDUCERS

- 1 Do You Ignore 94% Of Your Prospects?
- 2 5 Now Offers That Fall Flat And Five That Work Like A Charm
- 3 10 Most Compelling Future Offers
- 4 Take Away The Risk Of Buying...And Make More Sales
- 5 9 "Set Their Minds At Ease" Risk Reducers

## ADAPTING TO DIGITAL

- 1 Organic Search - One Great Hack
- 2 Why Website Doesn't Produce - And How To Fix It
- 3 Writing Web Copy? Do These Three Things
- 4 Writing Web Copy? : Quick Refer Guide
- 5 3 Step Power System For Lead Generation, Engagement, And Sales
- 6 3 Step Power : Quick Refer Guide
- 7 I'll Trade This Helpful Info For Your Email Address
- 8 Conversion Copywriting Is Critical To Your Success
- 9 First, Create A Powerful Message (Video)
- 10 How To Write Write Irresistible Facebook Ads In 5 Easy Steps
- 11 SEO vs PPC - Which is Best For YOU?
- 12 The BETTER Elevator Pitch (Video)
- 13 7-Minute Website Power Test
- 14 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website

- 15 7 Top Reasons People Buy From You Test
- 16 Can Your Home Page Pass This Write-In Test?
- 17 Techies Can't Write; Writers Can't Tech

## HEADLINE TOOLBOX

- 1 5 Golden Headline Tips From "Madman" David Ogilvy
- 2 10 Fascinating Facts About Headlines
- 3 10 Fascinating Facts - Quick Refer Guide
- 4 19 Headline Techniques That Sell
- 5 35 Sure-Fire Formulas For Attention-Grabbing Headlines
- 6 49 Recommended Fonts
- 7 False Alarm Headlines
- 8 Headline Power Guide - 11 Rules To Write By
- 9 99 Best Money-Making Headlines Of All Time
- 10 The Importance of Sub-Headlines
- 11 Power Up Your Headlines (ADVANCED)

## FRANCHISING TOOLBOX

- 1 45 Truths About Franchising - Ignore Them At Your Peril
- 2 6 Critical Franchising Facts Of Life
- 3 6 Franchising Facts Of Life - I-G
- 4 6 Top Reasons Franchisors Fail
- 5 How To Pick The Right Franchise Consultant
- 6 Franchising Case Study - Cold Stone Creamery

## SELF-TEST TOOLBOX

- 1 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website
- 2 7 Top Reasons People Buy From You Test
- 3 7-Minute WebPower Test
- 4 33 Point Website Self-Evaluation
- 5 Cut The Word Count Test
- 6 The Differentiation Test - With Real Case Studies
- 7 The Write-In Self-Test
- 8 Copywriting Aptitude Test

## VIDEO & AUDIO TOOLBOX

- 1 The True Definition of Marketing (Audio)
- 2 Marketing Has 2 Functions (Video)
- 3 First Create A Powerful Message (Video)

- 4 Differentiate (Video)
- 5 USP (Video)
- 6 Copywriter's Secret Code (Video)
- 7 What Are Your Marketing Goals (Video)
- 8 Thought Leader Interview (Video)
- 9 "Hello, Dad?" (Radio Spot)
- 10 "How Far From Prescott To NY?" (Radio Spot)
- 11 Stan Freberg's Classic - "In The Crapper"
- 12 Case Study: Benefit Rich Videos (Video)
- 13 Ed Phillips Talk Show (Video)
- 14 Phil Mershon Interviews Alan Tarr (Video)
- 15 My First Copywriting Lesson (Video)
- 16 My AHA! Moment (Video)
- 17 PM Interview: What Is A Copywriter
- 18 PM Interview: Don't Be Misunderstood
- 19 PM Interview: Thought Bites
- 20 PM Interview: Write to be Read
- 21 PM Interview: Call-To-Action (CTA)

## TWIZDOMS™ INFOGRAPHICS TOOLBOX - QUICK REFER GUIDES

- 1 13 Undeniable Truths of Marketing & Copywriting
- 2 2 Skills To Sharpen To Boost Your Marketing Skills Right Now
- 3 3 Step Power System
- 4 4 Key Elements of a World-Class Website
- 5 5 Cautions for Start Ups
- 6 5 Critical Elements That Get Your Emails Opened, Read, & Clicked
- 7 5 Highly Prized Qualities of an Indispensable Person
- 8 5 Obstacles To Website Success
- 9 5 Smart Ways To Build Your Email List 10X Faster
- 10 5 Steps To Becoming A Darn Good Copywriter
- 11 6 Franchising Facts of Life
- 12 7 Deadly Sins of Marketing And How To Avoid Them
- 13 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website
- 14 7 Top Reasons People Buy
- 15 7 Truths About Creativity In Marketing
- 16 10 Fascinating Facts About Headlines
- 17 15 Marketing Mistakes Small Business Makes
- 18 AIDA Code - The Copywriter's Secret
- 19 Avoid the Spam Police

- 20 Bedrock Business - The Backbone of the American Economy
- 21 Blogs As Part of Your Marketing Strategy
- 22 Differentiate Your Business or Die
- 23 In Praise of the Original Madmen
- 24 Radical WebPower Effectiveness
- 25 SEO vs PPC - Which is Best For YOU?
- 26 Top Ten Reasons for Hiring a Marketing Advisor
- 27 Copywriter's Ultimate Checklist
- 28 Upgrade This ONE Skill & Increase Your Market Value
- 29 Writing For Websites? Do These 3 Things
- 30 Are You Using The Proper Psychological Approach?

## OTHERS

- 1 Glossary of 77 Marketing Terms
- 2 Blog Like A Madman - Over 100 Articles by Alan Tarr