

TELLING THE TRUTH &
OVERCOMING INADEQUACY
MARKETING

One of the most important aspects of your emails is: telling the truth - and overcoming the dark art of inadequacy marketing.

You'll see it everywhere - yet - to be a true Mentor for your heroes, you must stick to the truth and stay in your power and integrity.

As you learned in the session about your business Mentor Archetype, pay attention as well to the shadow side of your Mentor Archetype.

The greatest gift you can give your heroes/readers is the truth - is your real and honest message.

When I say inadequacy marketing, I am referring to the type of marketing/emails that are manipulative and prey on people's weaknesses, trying to push buttons and get them to buy by making them feel inadequate.

For example, just look at the beauty industry, telling women constantly that they must buy this product to be 'adequate' and loved. When, in reality, buying a beauty product is not going to make a woman 'adequate' or loved, it will just improve say her hair or skin, or something of the like. The company can therefore approach their marketing from an empowered place of appreciating and praising women's innate beauty and sharing how their product can help solve the problem, of say, redness on her skin. There is a way of approaching marketing in the beauty industry that is empowering and fun, rather than manipulative and dark. It's much better to leave women feeling inspired.

Here is a story from the book, "Winning the Story Wars," that I think displays nicely what one marketer in the late 1800s, John Powers had to say on the topic.

Story:

"When a reporter from the new advertising industry journal Printer's Ink knocked on the door, Powers took a special delight in turning him away.

"I don't care to be interviewed," Powers told the reporter.

As the young man turned to leave the old oracle's office, Powers reconsidered. He wondered if this would be his best chance to tell the truth to those who needed to hear it, perhaps a last chance to save advertisers from themselves.

His words would become Power's three commandments:

"The first thing one must do to succeed in advertising is to have the attention of the reader. That means to be interesting. The next thing is to stick to the truth, and that means rectifying whatever is wrong in the merchant's business. If this truth isn't tellable, fix it so it is. That's about all there is to it."

That's all there is to it. Scribbled in a journal, later reprinted in a small industry magazine more than a hundred years ago, John Powers had given us all we've ever really needed to know.

Be interesting.

Tell the Truth.

And if you can't tell the truth, change what you're doing so you can. In other words, live the truth.

Pg. 107, Winning the Story Wars by Jonah Sachs

John Powers was a man who believed in telling the truth, and that this was the key to success. He proved his theory to be true and was an incredibly successful marketer who set the tone for a new way of marketing. Sadly, many of the companies he worked for couldn't handle telling the truth, and this was a frustration for John. Yet, he still set the tone for a new way. His ads would set an inspiring scene and tell stories to truthfully market products.

As you can see from this story, some of our most important guidelines for marketing, whether it be email, sales pages, advertisements etc. are to be interesting, tell the truth, and live the truth.

Without this foundation for our work, we will have a very long, hard and painful journey.

Approaching your emails with truthfulness is first and foremost.

With this, you can still use with care the Influence Methods.

You've already heard about these before, and I will review them again here, and how you can use them with truth and integrity.

INFLUENCE METHODS

RECIPROCITY

In essence, the Email Gift you are providing, is actually a beautiful way of reciprocity. I think it's important never to have the expectation of your readers ever buying from you though. This creates a spaciousness, without pressure. They are free to receive your email gift for free, and if they feel moved, they can work with you and buy a product or service.

SCARCITY

Scarcity is where many businesses go wrong. It is ok to provide genuine scarcity, such as letting people know when you are truly closing the doors to a program, or, if you truly only have one more space available for coaching. Though, scarcity can go the wrong way if you use this too often and inauthentically. I think people can pick up on false scarcity if they are in tune, and this will harm your business. Use genuine scarcity though, most definitely, as this will help people anyway who are on the edge about your product/service, to make a decision.

AUTHORITY

The importance of authority is really that your readers trust you. It is important for your readers to know that you are in a position to be sharing with them. For this one, it doesn't mean you must have x,y and z accomplishments before getting started - it means that you should share the experience you do have. And, if you happen to know someone with credibility themselves, who can recommend you, that works well for genuine authority too. Of course, it goes without saying for this one to keep it honest.

CONSISTENCY

Consistency can actually be taken two ways. One, is that, it's important you are consistent with your message. This helps your readers to feel safe and comfortable connecting with you.

The other, is that we all have a built-in consistency mechanism, in which, we like to be consistent with ourselves. This means, if someone signs up for your email list, they are confirming that they are interested in what you have to share. And so, someone who signs up for your email list, is more likely to end up signing up for a product or service with you, being consistent with their original interest in signing up for emails.

LIKING

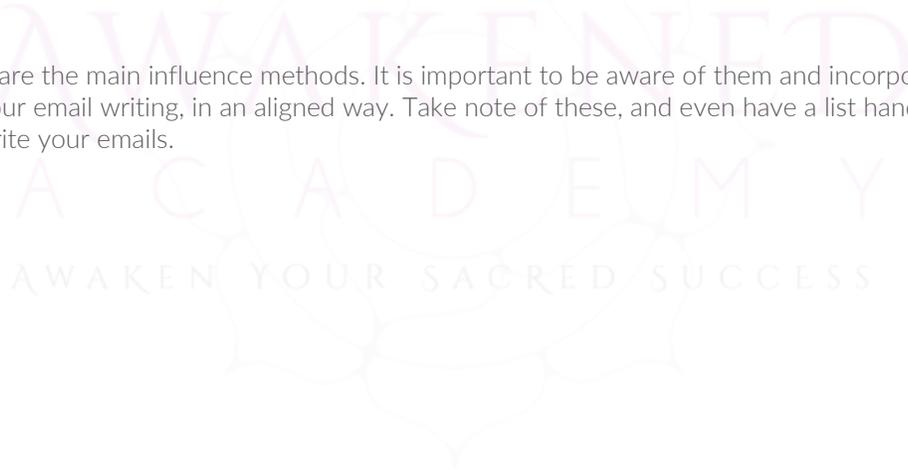
People prefer to work with people they like. And so, this means, if your readers like you and can relate to you, they are even more likely to enroll in one of your programs. A good thing to keep in mind for liking, is to be vulnerable, and share things about yourself - be relatable. This will help your readers to connect with you and feel happy working with you.

CONSENSUS (SOCIAL PROOF)

When people are uncertain, they will especially look to the words, actions and behaviors of others to determine their own.

This means, it's a really good idea to include testimonials on your website and share what other clients are saying about your products/services. This helps to build trust by way of social proof. Also, the fact that you have other students in your courses, people who have been coaching clients, or who have read your books, also helps to fulfill the consensus piece.

These are the main influence methods. It is important to be aware of them and incorporate them into your email writing, in an aligned way. Take note of these, and even have a list handy when you write your emails.



So let's do an exercise. This will help to tie everything together, and bring all this marketing talk and theory back home to your actual business, and how you can ensure you stay on track with integrity marketing - by knowing your strengths and weaknesses.

Now that you know your Mentor Archetype, go ahead and write out...

1. Your main strengths

2. Your main weaknesses

Be aware ahead of time of both, so that, as you go into writing, you can consciously avoid your weaknesses and stick to your strengths and truth.

For example, as the Captain, you may have the great strength of leadership and guiding others. However, this can turn into a weakness when you too forcefully try and push others into doing things.

On one hand, people will benefit from your confident and direct approach to email writing. Yet, they can also be turned away if you come across as too forceful.

You can review the Mentor Archetype PDF as well as the Written Session for Session 4 to review each main Archetype's strengths and weaknesses. And with this, also come up with any additional insights of your own.

Go ahead and get a pen and paper, and fill this in!

Well done!