

**Product:** ContentMavericks

**Target Customer:** U.S. Male 25 - 45 spending \$500/day+ on ads and selling a product that has mass appeal like health supplements, courses, software, or popular ecom products.

# T1: Generating Leads

I've learned a lot from Aristotle.

My fave being how to write advertorials that sell products as easily as free cake at fat camp.

At first, I used the technique all for myself.

It helped me grow IMScalable (my old agency) to 7 figs, attract the biggest names as clients, and sneak around compliance rules.

And then Chris came to me.

I taught him what Aristotle had taught me. He then went on to attract investors, CEOs, and drive more than 1.7 million free clicks.

So what is the trick?

It's not a trick, it's a technique.

The difference is tricks fade away. Just like if you see a card trick over and over. It soon becomes boring and ineffective.

A technique lasts for eternity.

In hockey the slap shot is a technique. In MMA an arm bar is a technique.

Rhonda Rousey only needed that one technique and she ripped through the MMA world becoming it's biggest star.

This technique I learned from Aristotle is the "arm bar" of advertorials.

It disguises the advertorial as content.

So much so that Google even views them as in-depth content and they rank favorably.

Before the reader catches on the persuasive hooks are already in. Not in an evil manipulative way, but in a "holy shit I want to buy this" way.

They are excited to buy.

And because it's disguised as content you should see the CTRs we get pushing ads to these.

Sometimes as high as 7% on FB. Which drives our CPCs down as low as \$0.16 each.

Aristotle discovered this technique by studying all the greatest debaters and presenters.

He discovered how to penetrate the human mind, gain instant credibility, and win the skeptic argument in their mind.

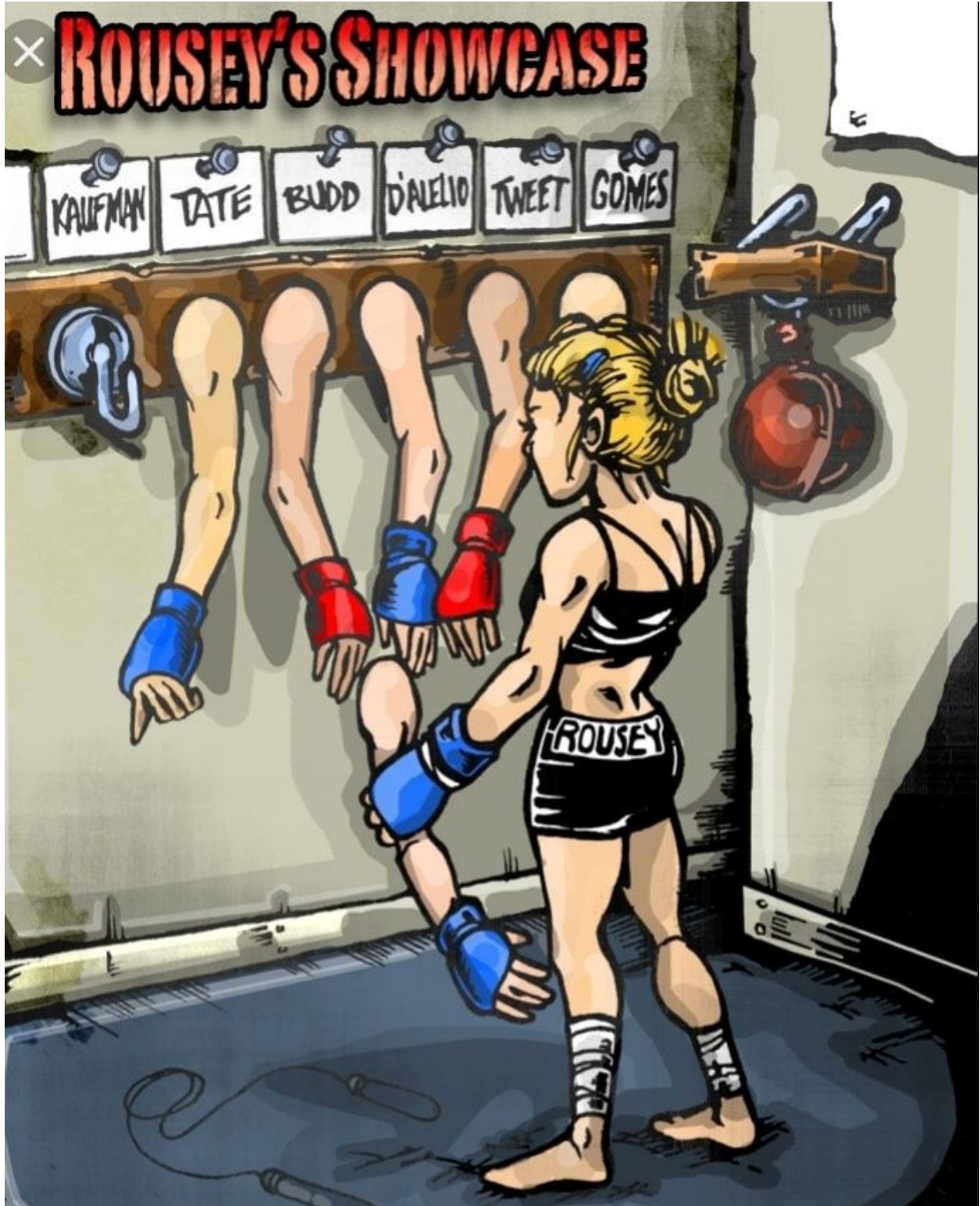
I'm not going to blurt out the technique here for every nincumpoop to steal.

But I'm happy to tell it to you for free in a PM.

I've already written it out, as I did for Chris before he got hired by Noah Kagan to do this technique for Sumo.

My assistant will help me send out what I've written to anyone who comments "send it" below.

I need to prove to FB that I have permission to send out all these PMs. So comment below "send it" and my assistant will send you a PM with the technique.



(See post here: <https://www.facebook.com/jus.brooke/posts/758430767821765>)

Hey what's up

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# Follow Up After Hand Raise

Here's that Aristotle technique.

And it's the same persuasive force that I just used on you in that FB post (now 500 comments!) 1st piece of the puzzle, is when I name drop someone you instinctively trust far more than myself "Aristotle."

2nd sentence has the next puzzle piece, the word "advertorial."

Chris and I start our research for every content piece thinking of that one word our target reader can't resist.

Something on their mind that they deeply want to understand better or struggle with.

Forget about SEO keyword research. This has nothing to do with that. This is psychology, not SEO.

If I had called it "blog posts" you would have likely ignored and kept scrolling. Instead I used advertorial and it kept your attention.

I'll give you two concrete examples. They happen to be B2B because that's our niche, but this works for B2C and eCom too.

The first example is my own. This single blog post written 4yrs ago still gets wealth management companies calling me asking how they can hire me.

These companies are worth a fortune to a media buyer because their average deal size is in the 6 figures.

First we start with the word.

Ken Fisher.

Anybody who is anybody in finance media buying knows who he is and wishes they were him. They wish they could get a peek inside his operation to see how he does it.

So I simply used research tools to look up their ads, Landers, keywords, everything. Then I wrote a post explaining what I found and my opinions on it.

I never did any SEO, but it still ranks favorably for Ken Fisher Marketing. Title "Peek Inside Fisher Investments Multi-Million Dollar Media Buying Strategy."

How did I get it to rank? Drive leads? Get shared by influencers?

I'll get to that.

The 2nd example is from my buddy Chris. He wanted to attract enterprise SaaS companies. It ended up attracting VCs, CEOs, CMOs, even Hubspots CMO Kipp Bodnar. Everyone wanted to hire Chris after just 1 article/advertorial.

He ended up getting hired by Noah Kagan.

The title of his post "Peek Inside Hubspots Multi-Million Dollar Growth Strategy." Anyone in SaaS knows of Hubspots success. They all want to be like Hubspot and know their secret. I don't believe in "blogging" - I care about sales. For the last 9 years I have been driving paid clicks to strategic content.

What about Aristotle? How's he fit in?

He came up with something called Ethos, Pathos, Logos. We would call it credibility, stories, and logic. They are the 3 must have in any argument in order to win the argument.

We use ethos, pathos, logos in our advertorials to turn skeptical readers into people who want to buy.

Now I know these two are very similar and for selling agency services. However, I've got limited space here. Hard to cover B2C and every niche here.

This is why Chris and I created a course that covers everything.

It has more examples, how to do the research, the layout, promotion, and how to structure your CTA for leads and sales.

Chris has taken this technique much farther than I have. In fact, there's a story of how he generated 1.7 million clicks, 133,000 leads, and over 1,000 recurring payment customers. Full story and details of the course are here...

<https://contentmavericks.com/content-marketing-course/>