



THE THREE PILLARS OF EFFORTLESS MARKETING

JONNY COOPER

**JONNY
HATES
MARKETING**



Thanks for downloading this short PDF. It's designed to set you on the path to finding more of your ideal clients more easily, by seeing the world through their eyes, not yours.

People care way less about what you do, than what you can do for them.

In fact, that's all they care about!

Attention spans are ever-shortening in the digital age, so you have a very narrow window to pique anyone's interest and get to that beautiful "tell me more!".

The next 3 pages are a taster of the work we do here at jonnyhatesmarketing.com to help you create a thriving business from the passion, skill and super-power you already have inside you.

**MORE IDEAL CLIENTS. MORE EASILY.
JONNY**

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BEFORE MARKETING

As you might know, Jonny Hates Marketing. So much, in fact, that I named my Facebook Group and my first book exactly in those words.

The Three Pillars of Effortless Marketing are the foundations of your empire, and they're what I used to start my journey of impact, influence and transformation.

They create your irresistible message that you put out to the world, and get your ideal clients chasing YOU instead of the other way round!

Without them, all the Facebook posts, LinkedIn connections and email broadcasts you can muster won't save you from mediocrity.

If you don't have the 3Ps in place, nobody's listening.

The next page is probably the most important page you'll ever read about how to set up your business to succeed.

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THE THREE PILLARS OF EFFORTLESS MARKETING

1. WHAT

This is where you define singularly and clearly what one thing you do, and what agonising problem you solve, or craved-for benefit you bring.

2. WHO

Now you need to decide which section of the 7bn available humans your "WHAT" will serve.

Trying to appeal to everyone most likely means you'll appeal to no-one.

3. HOW

The final Pillar is your delivery method. Is it an e-book, is it a 1-2-1 or 1-2-group product?

Whatever it is, your signature programme needs to be clearly structured and defined.

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YOUR IRRESTISTIBLE MESSAGE

Here are some examples of how you can incorporate your 3Ps into a single, coherent statement. Think of it as your elevator pitch or your strapline if you like.

Whatever you call it, it's the answer to the question:

"So, what do YOU do?"

POOR ANSWER: I help people find themselves

BETTER ANSWER: I provide group support for stay-at-home mums who feel bored and need a way to reignite their careers in balance with their family life.

POOR ANSWER: I'm a Yoga instructor

BETTER ANSWER: I help stressed-out executives to become happier, calmer and more effective by practising some simple relaxation techniques in a few moments every day.

POOR ANSWER: I'm a business coach

BETTER ANSWER: I deliver hands-on learning for professional coaches, trainers and therapists who are serious about finding more of their ideal clients, more easily.

Got the idea?

YOUR NEXT STEP

Now you need to define the Three Pillars of Effortless Marketing as they apply specifically to you and your business.

When you've done that, roll them into a single, clear, irresistible message. Then:

1. email me what you've created directly to:

jonny@jonnyhatesmarketing.com

2. I'll come back to you, personally, with my feedback. I normally charge a couple of hundred for that service, but as you're now a member of JonnyHatesMarketing, it's my treat!

3. Join the Facebook Group called Jonny Hates Marketing:

<http://bit.ly/JHM-Facebook-Group>

It's a great community, and we'll support you to the max.

TO YOUR THRIVING BUSINESS!

Jonny

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