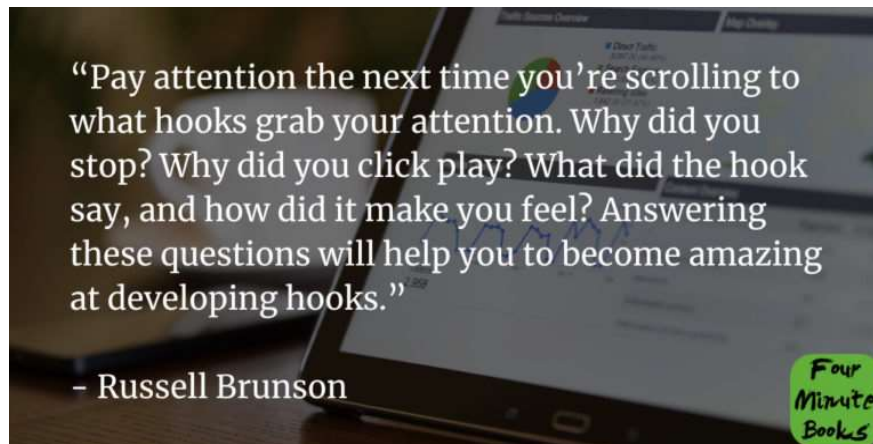


Dotcom Secrets Summary

Favorite quote from the author:



Marketing means plenty of things to a lot of people. Users often have negative feelings related to this concept, thinking that they're being manipulated into buying. Marketers often use their powers in the wrong way, creating useless leads and over promoting products. The result? Digital environments where no one gets what they want.

Written by ClickFunnels founder Russell Brunson, Dotcom Secrets delves into the concept of marketing from A to Z and teaches marketers worldwide how to build effective campaigns, grab the user's attention and deliver relevant results for them in the buying process, all through the sales funnel approach. Becoming a great marketer isn't about knowing the theory, but practicing it.

For this reason, we'll explore the three best practices every marketer should know:

- 1) Every successful business and marketing strategy has a target audience and an ideal customer.
- 2) Create a character for your business that people can relate to and connect to.
- 3) A successful online campaign has five core elements.

Let's start with the beginning: lesson one! Then, we'll explore all of them one by one.

Lesson 1: A target audience and a buyer persona are essential to any business's marketing strategy.

When building a marketing strategy, there are plenty of aspects to consider. It all starts with who you want to address and how you want your get your message across. To

figure out how your marketing campaign should begin, you'll have to look at your target audience, and more specifically, at your ideal client.

A target audience consists of the market you want to address. To define it, you'll have to consider its demographical, social, economical, and behavioral factors. **In the process of defining your buyer persona, you can ask these questions:**

- Where is this person located?
- What's their average income?
- What do they like to see and hear?
- What's their gender?
- Where can they be found?

These are just some ideas of questions that you can implement in your target market study. Generally, what you need to do is answer as many questions as possible to narrow down your target audience. Then, it'll be easier to come up with your ideal client figure, or your buyer persona.

When you have an approximate figure of your ideal customer, targeting your marketing efforts gets much easier. If you know who you're speaking to, it's easier to design the right campaign and have your prospects relate to your message and feel like you're really speaking to them and not just trying to sell them something.

Lesson 2: People connect easier to a character than a simple company.

If you want to scale your brand and take it to the next level, you'll have to find your way into the minds and hearts of your prospects. To do so, many companies create characters that their audience can connect to.

Those characters must be someone people can relate to, share struggles and find things in common with. Moreover, the character has to be someone that has flaws just like them and has opinions about important life matters.

The elements of an attractive character are:

- 1) A good story
- 2) A catchy, ongoing tale
- 3) Natural defects
- 4) Popularity

A good story is all about where your character is coming from and how he or she is associated with the product. Your catchy tale means speaking through parables, or easy-to-remember stories that illustrate life situations. They can be common struggles, inspiring tales, or anything that gets your reader's attention.

The defects of your character make it look human and flawed, and help your audience connect to it easily. Popularity comes in time, but once you have it, make sure to exploit it. Don't be afraid to speak up, even if you're offending someone. It's better to please the right group than to stay neutral with everyone.

Lesson 3: Build your online marketing campaign around the value ladder and the sales funnel.

Marketing may seem like an ambiguous topic. A marketing campaign is even vaguer to some people. We know that we use marketing to advertise and ultimately sell more, but what counts as advertising? And how do we do it successfully?

According to the author, we can do that through a value ladder that ultimately turns into a sales funnel. A value ladder is a way of providing added value incrementally to your customers, in hope that they will go through each step of the ladder and pay for the experience as they go.

To build a successful value ladder, you need to give away less expensive front-end offers and attract leads to the most expensive offers eventually. You need to start by offering your prospects free knowledge and earning their trust. Only then you can pitch your offering and request payments.

A sales funnel is a web page representation of your value ladder. It is the process your audience goes through before buying your offerings. Funnel stages have different psychologies, so you need to speak to your front-end users in another manner than you would with your back-end users.

Dotcom Secrets Review

Dotcom Secrets delves into the psychology of marketing and presents hands-on knowledge about building a successful value ladder and a sales funnel.

Coming from Russell Brunson, a top marketer and the co-founder of ClickFunnels, the knowledge the book presents becomes much more valuable and proves that with the right marketing recipe and efficiently targeted efforts, anyone can build a lucrative sales funnel and collect huge amounts of revenue.

The book is a valuable piece of writing for everyone who wants to get into the world of online marketing and e-commerce, regardless of their expertise in the domain.

Who would I recommend the Dotcom Secrets summary to?

The 35-year-old business owner who wants to learn how to harness the power of digital marketing for their business, the 24-year-old marketer who wants to learn more about the field, or the 30-year-old project manager who wants to learn the basics of promoting their offerings online for when they reach the marketing phase of their project.