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Can You Really Become a Marketing "Genius"?

By Marty Foley

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Effective marketing is vitally important no matter what business you're in. Consider what marketing expert Jay Abraham said about a vital key to marketing success: "Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing."

In other words, learn how to test test various elements of your marketing to find which of them really work – and which don't – and you can learn how to market effectively.

Notice that Jay did not say that by testing anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do – test, and adjust accordingly – the results can be the same.

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

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On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard – if not impossible – to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively know what the most profitable price is for your new product

or service. You don't have to guess which of your potential headlines will pull the most response.

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well-meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.

Discover The Genius Inside You

By Eric Garner

Did you know that you are a genius? If that sounds too incredible, and that you can't possibly compare to the likes of Leonardo da Vinci, Albert Einstein, or Bill Gates, ask yourself this: are they really any different from you?

The answer is No. They were made exactly like you and you exactly like them. If you haven't yet discovered your own genius, then it's because these people learnt how to work on 6 qualities that set them apart from so-called lesser mortals. And do you know what? You can do exactly the same and create your own works of genius.

1. Believe In Your Unlimited Potential. The reason why most people believe that geniuses are a

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breed apart is because most of us don't believe that we have any greatness inside us like they did. Well, if you share this view, you're wrong. You're a genius just like them. "I don't care what you've accomplished in your life or what your IQ is. You were born with your own unique kind of genius. And I mean that in the fullest sense of the word. Not genius with a small "g" as opposed to Albert Einstein, but Genius with a big "G" like Albert Einstein." (Barbara Sher)

2. Construct The Greatest Version Of You. The true mark of genius is having a vision of the best that you can become. It may be a Martin Luther King type of dream affecting a whole society or a Mother Teresa mission to change the lives of a relative few. But this vision is both your driver and your destination. "Never look down to test the ground before taking your next step; only he who keeps his eye fixed on the far horizon will find the right road." (Dag Hammarskjold)

3. Dream Big - And Then A Bit More. If you think about the great achievers of the past and their accomplishments, you'll see that they always dreamed big. Not just a little bit big. But a massive bit big! You have the power to do that too. In fact, do it now. Write down the biggest goal you believe you could achieve. And once you've written it down, go back and re-write it by upping it several degrees. "Are you standing on a whale fishing for minnows?" (Polynesian proverb)

4. Put In The Hours. All the geniuses of history had one thing in common, even if their results were different. They weren't afraid to graft. Grafting is to keep working away at things when all the evidence suggests you should give up. Grafters aren't workaholics in the sense of being addicted to work because they fear the alternative. They work hard because they love it and know that's how things happen. "Fortune is ever seen accompanying industry." (Oliver Goldsmith)

5. Let Go and Trust. The reason why some people achieve amazing feats in their lives isn't because they have some kind of superhuman qualities. It's because they enlist powerful other forces. Call these forces God, the Universe, source energy, whatever, it doesn't really matter. What matters is knowing that these forces are there for you. All you have to do to get them on board is to loosen your control and leave things to them. You'll be amazed at what can happen. "If everything is under your control, you are going too slow." (Formula 1 driver Mario Andretti)

6. Wipe Away The Tears And Keep Going. There is not a single genius of history who ever had an easy time of it. If you believe that there is a breed of people somewhere who simply thought up an idea and set about it without a single problem, setback or disaster, you're wrong. Abraham Lincoln, one of

the most respected American presidents ever, failed in every venture he set out on. He failed in business not once but twice, at the ages of 22 and 24. He suffered a nervous breakdown at the age of 27 and was defeated for every public office he went for up to and including Vice President. But he didn't give in to the heartbreak. He just refused to quit until he'd achieved his destiny. "When a resolute young fellow steps up to the great bully, the world, and takes him boldly by the beard, he is often surprised to find it comes off in his hand and was only tied on to scare away the timid adventurers." (Ralph Waldo Emerson)

We were all put on this earth for a special reason: if you like, to experience our full genius. The world needs your genius. It is waiting for it to flourish. Follow the steps above and you can realize your full

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potential and your destiny.

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