

# **RESONANCE**

How To Take Your Brand  
From Silence To Spotlight

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# Acknowledgment

*To Mohamed Abbas,*

*What words can truly capture the essence of someone who has been not just a writing coach, but a best friend, a co-founder, and the unwavering backbone of my journey? Your support has been steadfast, guiding me through every twist and turn, every high and low. In the solitude of writing and the challenges of entrepreneurship, having you by my side made every step feel surmountable. Your wisdom shaped the pages of this book, just as your friendship has shaped my life. Here's to every brainstorming session, every late-night conversation, every moment of doubt turned into triumph – thank you for being with me every step of the way.*



*To every soul that picks up this book,*

*Life is like a big storybook. Every person writes their own tale. Some stories are brief, while others leave a big mark. We remember those special stories for a long time because of the profound impact they create. Do you want your story to be among the unforgettable ones? To touch lives and leave a significant mark? This book can help. Dive in, and let's make your story a legendary one!*



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# Preface

Every day, in the busy world of business, many brands try to get our attention. Some are like quiet voices, easy to miss among the louder ones, while others stand out like bright lights. Why do some brands grab our attention while others get lost in the noise? Why do some shine brightly while others fade away?

Think about the moments you remember most. They're often about stories or feelings. The brands that we remember do the same. They tell us stories. They make us feel something special. They connect with us. But it's not just about being noticed; it's about making a real impact, getting someone to stop and really pay attention.

Imagine a stage with many performers. Each has something to show, but not everyone gets applause. Among them, one performer is special. They make the crowd watch closely. That's what this book is about. It's about making your brand so interesting that people can't help but notice. In the world of business, this is like making your brand stand out and be loved.

Many brands are quiet. They're there, but people don't notice them. They might be good but are hidden by other brands that know how to connect with people.

"Resonance" is about changing that. It's about making your brand go from being quiet to being the main show. You'll learn why some brands are like songs we love and remember, while others are forgotten. You'll see that it's not just about being popular, but about making a lasting mark.

In this book, you'll find out that connecting with people is more than just a plan—it's like magic. And with the right steps, every brand can find its special touch. Welcome to the world of resonance, where your brand becomes the star, going from being unnoticed to being the big show.

# **From Ordinary to Outstanding: The Tale of My Game-Changing Business Secret**

I wrote this book with ONE objective in mind: to reveal the secret of making your business or product the thing everyone wants, without the hard sell!

Life is a series of moments. Some moments pass by unnoticed, while others leave a lasting impact, defining our path and shaping our future. It's in these pivotal moments that we find clarity, purpose, and sometimes, an unexpected direction. In business, as in life, it's not always about having a groundbreaking idea, but often about finding that sweet spot, that resonance, with an audience or a market. My journey to discovering the power of resonance in business wasn't planned. In fact, it was quite unexpected. But as the saying goes, sometimes life's unplanned moments lead to

the most beautiful stories. And this, my friend, is one such story.

I remember the day I decided to leave my job. It wasn't doing anything for me. No excitement, no challenge, just the same thing day after day. So, I took a deep breath, and with a bit of nervousness mixed with excitement, I decided to move into full-time professional speaking. I wanted to help people, guide them, inspire them.

In my search for places to speak and teach, I thought about a famous bookstore. They offered all kinds of courses, mainly about arts and crafts. But I thought, maybe they would be interested in something a bit different. Why not a personal development course for adults? Without wasting much time, I shot them an email.

The events manager, Nihal, replied quickly. She was open to the idea. Instead of diving straight into what I could offer, I decided to ask her what she thought would be best. I've learned over the years that understanding what people need is the first step to truly helping them.

Her answer was simple: "People are really interested in entrepreneurship right now."

That made me pause. While I had spoken on many topics over the years and even written a bestselling motivational book called 'The Pharaohs' Code', I had never really tackled entrepreneurship. It was a topic I felt a little unsure about. Was I the right person for this?

As I started to type out a reply, telling her I might not be the best fit, a thought crossed my mind. My journey, from leaving a job that didn't make me happy to starting my own speaking business, was a form of entrepreneurship. Maybe I could teach from my experience. Why not share how I turned my passion into a business?

With this new spark of inspiration, I quickly changed my email. Instead of a refusal, I proposed a new training program called "Passion to Profit". I wanted to teach others how they could turn what they loved into something that could also pay the bills.

Nihal was on board immediately. She loved the idea. We quickly agreed on dates and details. I sent over a simple ad for the course. No fancy designs, no long lists of my achievements, just the course details and one sentence that stood out: "If the worst moment of your day is when the alarm buzzes in the morning, reminding you of a job you don't love, then this course is for you."

Even though we put up the ad right before a big holiday, something incredible happened. The course filled up fast. I was both surprised and excited. How did this happen during a holiday?

When the course began, I asked the participants why they signed up. The answer was clear. That one sentence in the ad. It spoke to them. They felt it deeply because it was their

life too. They believed that if I understood their struggle, maybe I could help them find a way out.

The response to the course was beyond anything I could have imagined. People were grateful, engaged, and eager to learn. On the last day, they even brought me a gift, a token of their appreciation. That had never happened in all my years of speaking.

This experience showed me that I had tapped into something special. I wasn't just teaching. I was resonating with people. My story, my journey, had struck a chord.

From that moment, "Passion to Profit" grew from a single course to a whole movement. People started to believe that they too could follow their dreams, just like I had. They could find purpose, joy, and even make a good living out of it.

The course's success even caught the attention of big names in the industry, like Michael E. Gerber, a huge name in entrepreneurship. On top of that, we were honored with 6 international awards, recognizing our innovation and the positive change we were bringing about. But more than the recognition, what truly mattered to me was the impact. The change I was seeing in people's lives.

Reflecting on all this, I realized something crucial. While I had been speaking for many years, this newfound success was different. It was bigger, more rewarding, both in terms of personal fulfillment and earnings. All because I decided to share my story. A real, honest account of my journey.

Sharing my personal story and experiences had a powerful effect, way more than any other traditional approach I had used before. It felt like I had found a secret ingredient for success in business. This wasn't just about being at the right place at the right time; it was about truly connecting with people.

After this discovery, I started two more businesses. And guess what? They found the same level of success. For nearly 18 years, my ventures thrived. I don't share this to show off but to highlight a simple truth. When you truly connect with people, when you resonate with them, success follows.

I've now made it my mission to share this secret with others. I want you to understand it, to benefit from it. This isn't just a business strategy. It's a way to bring joy, purpose, and success into what you do.

So, as you read on, I'll take you through my journey and the incredible power of resonance in business.

Our paths in life and business are filled with twists and turns, highs and lows. Every step taken, every decision made, leads us closer to finding our resonance – that sweet spot where our passions align with the needs of our audience. I discovered it somewhat by accident, but you don't have to. This book aims to guide you, step by step, helping you find your business's unique rhythm. By understanding and harnessing the power of resonance, you'll not only amplify

your success but also make a lasting mark on the world.  
Let's embark on this journey together.

# The Frequency of Fortune: Understanding Resonance in Business

Imagine being in an army and marching on a bridge. The rhythmic stomping of boots can sound like a unified show of strength. But there's a reason why soldiers are often asked to break step when they cross bridges. The repetitive, synchronized steps could literally bring the bridge down if they align perfectly with its natural vibration. Sounds unbelievable? Welcome to the world of resonance!

Resonance is everywhere, influencing structures, objects, and even the success of businesses. But before we see how it applies to our businesses, let's understand this force of life from everyday phenomena.

## **The Tacoma Bridge Collapse: An Engineering Lesson for All Times**

In the state of Washington, there's a story engineers and students often revisit. The Tacoma Narrows Bridge, constructed in the 1930s, was considered a marvel for its time. Opened to traffic on July 1, 1940, it represented an ambitious design by Leon Moisseiff. He believed he had created one of the most flexible bridges ever.

But nature had other plans. On November 7, strong winds began to buffet the bridge. What started as a gentle sway turned into a wild dance, and a little after 11 am, a significant part of the bridge just... collapsed.

Post investigations, it was clear: the wind's force had aligned with the bridge's natural frequency, leading to amplified vibrations and its eventual breakdown. Here, the external force (wind) met the bridge's frequency, amplifying its vibrations until failure.

## **Everyday Resonance: The Glass and The Trampoline**

Everything in this universe, from the largest galaxies to the tiniest particles, vibrates. These vibrations have frequencies. When an external force matches this frequency, we witness resonance.

From the chirping of birds to the rustling of leaves, the universe around us vibrates with life. Everything, whether living or inanimate, has a frequency, a rhythm of its own. When two frequencies align perfectly, a phenomenon occurs: resonance.

A fascinating experiment involving a glass and a speaker has been making rounds on the internet. If you play a sound that matches the glass's natural frequency, you'll see the glass start to shake. Amplify the sound, and boom – the glass shatters!

So, how do you know this magical 'natural frequency'? Tap the glass lightly, and the sound it makes is a clue.

Imagine jumping on a trampoline. If you jump at the right time, when the trampoline is just coming back up, you'll bounce way higher with less effort. That's like resonance. When things match up just right, you get a bigger result with less work. Similarly, when a brand's message fits perfectly with what people feel, it stands out and becomes everyone's favorite.

This concept isn't just restricted to objects or brands. Consider our interactions in daily life. Have you ever felt an instant connection with someone upon meeting them for the first time? That's human resonance!

## Breaking Down Resonance

If you look up 'resonance' in a dictionary, you'll find a somewhat complex explanation about vibrations and external stimuli. Physics talks about it as a phenomenon where one vibrating system triggers a second system to vibrate more intensely.

But let's simplify it:

- 1. Object:** Think of any item – a bridge, a glass, or a trampoline.
- 2. External Force:** This is what you apply to the object, like wind, sound, or jump.
- 3. Frequency Matching:** If the force you apply matches the object's natural rhythm, magic happens. The object starts to move or vibrate.
- 4. Amplification:** With consistent and matched force, the object's movement intensifies. Without interference, it can keep moving forever!
- 5. Maintaining Vibration:** Even if the object reaches intense levels of movement, just a nudge in the right rhythm can keep it going.

In essence, resonance requires:

- An Object
- An External Force
- Matched Frequency

Get these right, and you harness a formidable force.

## **Resonance: Your Business's Best Friend**

Resonance is like offering a chilled lemonade on a hot summer day at a beach – the response will be overwhelming!

In the business landscape, resonance plays an equally pivotal role. When everything aligns perfectly – your offerings, the market demand, and timing – your business witnesses growth that seems almost effortless.

Simply, resonance in business means that what you offer aligns perfectly with what your target audience needs and desires.

For a business, three components need to resonate perfectly:

**1. You (The Founder):** Every brand has a story. Your history, your values, and your objectives all combine to form a unique story or rhythm. Recognizing this rhythm and staying true to it is paramount.

**2. Customer:** The people you aim to serve, with their unique desires, needs, and challenges.

**3. Offer:** What you're presenting to your customer – be it a product, service, or solution.

Imagine these as frequencies. If they're all in sync – if you present a unique story and the right offer (the external force) that matches your customer's current desires (the natural frequency) – you hit a business jackpot!

For example, Apple doesn't just sell devices. They sell experiences. By understanding what users wanted before they even realized it themselves, Apple created products that resonated deeply with millions. Their product launches became events, eagerly awaited by fans worldwide.

IKEA's resonance lies in understanding the modern homeowner. They recognized the desire for affordable, stylish, and functional furniture. Their DIY approach, coupled with efficient design, resonated with the global audience, making them a household name.

## **Four Questions to Guide You**

Resonance is your goal, but how do you achieve it?

Here are four guiding questions:

**1. Your Frequency:** What is it about you or your business that's unique? What's your rhythm or specialty? This isn't

just about what you sell, but also why you sell it. Your dream, story, and vision play a crucial role.

**2. Customer's Frequency:** What are your customers looking for? What's their current mood, challenge, or aspiration? Their desires, pain points, and aspirations form their natural frequency. To resonate, you must understand this intimately.

**3. Offer's Frequency:** What makes an offer irresistible? What frequency does it need to hit to be a 'must-have'? This is your external force. It needs to be crafted not just as a product or service but as a solution, an experience that aligns perfectly with the customer.

**4. Perfect Sync:** How do you ensure all these three frequencies align for the resonance effect?

These aren't just theoretical questions. Resonance isn't just a concept; it's a potent tool, a guiding force. As we delve deeper into this book, we'll explore techniques, strategies, and stories that showcase the power of resonance.

We'll explore how to find your resonance, how to align your offering with the world's ever-changing frequencies, and how to craft a business that doesn't just succeed but resonates. Through understanding and application, let's aim to achieve that perfect frequency where everything aligns, resonates, and leads to success!



# Pursuit of Passion: The Blueprint to Lasting Impact

You, dear reader, are at the heart of the business resonance.

You are the core force, the initiator, and the primary drive. Just as in music, where the rhythm sets the mood, in the business world, the frequency at which you operate can make or break your venture. To create a harmonious symphony, it's essential to understand and attune to your personal frequency. And this is the "Founder Frequency".

But before we dive deep into this, let's lay the foundation by understanding the very essence of frequency.

## **Understanding Frequency in Daily Life**

Frequency, in its simplest form, is about repetition. Think of your heartbeat. It's a constant, rhythmic pulse that keeps you alive. That rhythm, the number of times your heart beats in a minute, is its frequency. In the scientific world, frequency is the number of occurrences of a repeating event over a set

period. It's measured in hertz (Hz), signifying how many times that event happens every second.

Now, take a moment to ponder. What in your life happens regularly? The sunrise, the ticking of a clock, or perhaps your daily morning coffee ritual? All these have a frequency. It's this regularity, this predictable pattern that brings a semblance of order to our chaotic world.

Consider a radio set. You tune the dial to catch your favorite station, which is transmitting on a particular frequency. If the radio's tuner is even slightly off the station's frequency, you hear static. But when the tuner is perfectly aligned with the station's frequency, you hear the music or talk show clearly. Similarly, to capture the essence of entrepreneurship, your frequency as a founder needs to be perfectly aligned with the entrepreneurial frequency. A mismatch can lead to static or confusion in your entrepreneurial journey.

## **Tuning into the Entrepreneurial Frequency**

When we shift our gaze to the world of business, we encounter the entrepreneurial frequency. But what constitutes this frequency? Is it the mere act of setting up businesses? Or is there more to it?

Entrepreneurship, in essence, is not just about setting up businesses for the sake of monetary gains. It's about change. It's about innovation.

When I think of entrepreneurship, I visualize it as the endeavor of generating wealth by establishing a venture that brings about change – a positive, impactful change. This is where the entrepreneurial frequency finds its heart: in the act of repeatedly setting up businesses that aspire to make a difference.

Regions or countries where new, impactful businesses emerge frequently showcase a high entrepreneurial frequency. This speaks of a thriving environment, an ecosystem that nurtures innovation, and invites individuals to bring forth change.

Look at Silicon Valley. What makes it the hub of startups and innovation? It's the high entrepreneurial frequency of the region. Over decades, a culture and ecosystem have been cultivated, where risk-taking is encouraged, failures are seen as stepping stones, and innovative thinking is celebrated. It's not just about starting a business; it's about disrupting markets, introducing groundbreaking products, and setting new industry benchmarks.

Similarly, regions worldwide with high entrepreneurial frequencies offer support systems in the form of mentorship, networking opportunities, investor communities, and more. These become hotbeds for innovations and pave the way for transformative solutions to global problems.

## **Businessman vs. Entrepreneur: Know the Difference**

But, there's an essential distinction we must make. Often, the terms 'businessman' and 'entrepreneur' are used interchangeably. However, they embody different spirits.

Imagine a symphony. Every musician in an orchestra plays an instrument. But not all of them are composers. Businessmen are like the musicians – they play the notes, they follow the set tunes, and they make money. Entrepreneurs, on the other hand, are like composers. They create new melodies, innovate new tunes, and bring change to the world of music.

A businessman is someone who dives into the business world with the primary aim of making money. Their focus is profit, growth, and expansion. They see gaps in the market, and they fill them. Their ventures, though valuable, might not always be revolutionary.

An entrepreneur, on the other hand, marries this business acumen with a vision. They don't just see gaps – they see opportunities to reform, to innovate, and to bring about transformative changes. Making money is a part of the journey, but making a mark is the destination. The essence of entrepreneurship lies in this very drive to create an impact.

Our world, with its vast array of challenges, provides a fertile ground for entrepreneurs. Each problem, each issue, beckons innovative minds to find solutions, to forge paths,

and in doing so, create profitable ventures. It's a simple formula: The magnitude of the problem you address directly correlates with the potential profits you can earn.

## **The Role of Problems in Defining Frequency**

Think about some of the most influential entrepreneurs of our time – Elon Musk, Bill Gates, Steve Jobs or Muhammad Yunus. Each identified a significant problem and sought to solve it. Their ventures aren't just businesses; they are solutions.

Problems provide opportunities. They are like gaps in the market waiting to be filled. And the best entrepreneurs are those who see these gaps as potential and act upon them. It's this action, this repeated endeavor to solve problems, that creates an entrepreneurial frequency.

## **The Founder Frequency**

Frequency, in this context, is about rhythm and consistency. Consider an athlete preparing for a marathon. They have a training schedule, a rhythm, they adhere to strictly. This consistency helps them achieve their peak performance. Similarly, for an entrepreneur, maintaining a consistent rhythm or frequency in thoughts, actions, and purpose helps in achieving business goals and ensuring sustainability.

Now, having understood the essence of the entrepreneurial frequency, the question arises: How do you, as an aspiring

entrepreneur, align with this frequency? How do you activate or tune into your unique founder frequency? What drives you? What change do you want to see in the world?

Resonance with the entrepreneurial frequency isn't just about intention. It's a fine-tuned dance, a convergence of energies and motivations. To truly vibrate on this frequency, there are three pivotal chords to strike: Passion, the very heartbeat of what you do; Core Motivation or what we call 'The Calling Motivation'; and Thought Leadership, the art of conveying a distinct and revolutionary message. Each of these elements will set the stage, paving your journey towards entrepreneurial success.

## **The Pursuit of Passion**

Passion is the fuel that ignites the entrepreneurial fire. It's not just about liking what you do; it's about being so enamored with it that you can't imagine doing anything else. It's the reason you're willing to sacrifice sleep, brave the risks, and persevere through the toughest of times.

Imagine passion as the flame in a lantern. Without it, the path of entrepreneurship is dark and full of unknowns. But with that flame, every step, every challenge, becomes illuminated. This light doesn't just guide you; it inspires others to join your journey, be it team members, investors, or customers.

But how does one find this passion?

Discovering your passion isn't a mere hunt for what feels good or seems attractive at the moment. It's a profound journey into the realms of curiosity and story. These two clues act as guides, leading us towards fields that not only resonate with our current selves but also tie back to our past, offering depth and genuine attachment.

### **Curiosity: The Natural Magnet**

Think of curiosity as a compass, always pointing towards what truly captivates your spirit. It's that insatiable hunger to learn more, delve deeper, and never be satisfied with the surface. When evaluating a field or interest, ask yourself: am I naturally pulled towards this? Do I find myself wanting to read about it, talk about it, or immerse myself in it, unprompted and unfettered by external pressures? If the answer is a resounding yes, then this might be a signal of a genuine passion. Genuine passions have a habit of keeping you awake at night, not from stress, but from excitement and a thirst for more.

### **Story: The Historical Anchor**

While curiosity indicates where your heart lies now, your story gives your passion depth and history. For a passion to be enduring, it often has roots in your past. Reflect on your life's journey. Can you recall a moment, an episode, or even a prolonged period where you felt a connection to this field? Perhaps it's a childhood memory of being utterly absorbed in

an activity, a book that changed your perspective, or an event that made you see the world differently. This story isn't just a memory; it's a testament to the longevity of your passion. It's proof that this isn't a fleeting interest or a response to a present-day fad. It's embedded in your narrative, giving your passion authenticity and history.

In essence, while current attractions can be numerous, a genuine passion is a rare gem. It's the point where your natural curiosity meets a tale from your past, forging a bond that's both deep and forward-looking. As you sift through the sands of interests, hobbies, and pursuits, remember to look for these twin markers. They won't just lead you to your passion; they'll lead you to a passion that has depth, history, and a promise of enduring fulfillment.

Remember, passion isn't static. It evolves. As you grow, as the market changes, and as the world shifts, your passions might too. And that's okay. The key is to remain open, receptive, and always in pursuit of that which sets your soul on fire.

In the end, passion is more than just a buzzword or a fleeting emotion. It's the bedrock of successful entrepreneurship. When channeled effectively, passion can transform challenges into opportunities, failures into lessons, and dreams into realities.

# Harmonizing Your Motivations with the Entrepreneurial Melody

Now, let's dive into the rhythm that drives the symphony: the motivations. Just as each note in a symphony has its importance and weight, each motivation has its role in the entrepreneurial landscape. While some of them set the tempo, others lay down the harmony. However, there's ONE motivation that emerges as the chorus, tying everything together.

## **Admiration: The Overture**

Every symphony begins with an overture, a brief introduction. Admiration serves this role in entrepreneurship. Aspiring entrepreneurs are often drawn to the world of business by the awe-inspiring stories of those who came before them. The entrepreneurial success stories are not merely tales of financial gains, but chronicles of individuals who dared to change the world. Their journeys set the stage for others to dream, making admiration the introductory note to entrepreneurship.

## **Job Dissatisfaction: The Rests Between Notes**

In music, the rests are as vital as the notes themselves. Similarly, the dissatisfaction stemming from mundane jobs or burnouts makes one pause and reflect. This period of reflection is crucial. It's the moment when one realizes that

they crave more than just routine. That they are designed for a different beat, a different tune altogether.

### **Autonomy: The Crescendo**

Everyone has experienced the crescendo, the moment in music where the intensity and volume build. The desire to be one's own boss encapsulates this. Breaking free from the confines of hierarchy and feeling the weight of another's decisions on your shoulders is what drives many to seek solace in entrepreneurship. Autonomy in one's work not only bolsters confidence but also paves the way for creativity and innovation.

### **Excitement: The Playful Interludes**

Every musical piece has its playful, light moments. The thrill and excitement of entrepreneurship act as these refreshing interludes. The allure of novelty, the unpredictable nature of the entrepreneurial journey, is what keeps the spirit high. It's about exploring uncharted territories, making new connections, and embarking on paths less traveled.

### **Calling: The Grand Chorus**

Then comes the grand chorus, the part of the symphony where every note, every instrument comes together to create a profound impact. Calling is that chorus in the entrepreneurial journey. The deep-rooted belief that entrepreneurship isn't just a choice but a calling is what truly resonates with the entrepreneurial frequency. This

unwavering desire to make a mark, to bring about tangible change, is what sets apart mere business endeavors from entrepreneurial revolutions.

## **Matching Frequencies: Where Do You Resonate?**

Out of these motivations, as we previously discerned, it's the fifth one - Calling, that vibrates perfectly with the essence of entrepreneurial frequency. It's not about escaping a situation, seeking thrill, or even autonomy. At its core, entrepreneurship resonates with those whose motivations transcend personal gain.

The repeatable event in the entrepreneurial frequency - starting a venture that brings about change - requires an internal alignment with this ideal. One must yearn not just for success but for significance. And it's only when your purpose shifts from mere achievement to making an impact that your entrepreneurial journey truly begins.

In the vast orchestra of the business world, your motivations define your instrument's unique sound. While financial gains, autonomy, and societal status are valid pursuits, aligning with the primary frequency of bringing change will ensure your entrepreneurial venture's longevity and impact. When your core reasons align with this frequency, you don't just play the symphony; you create it. And in this grand composition, your entrepreneurial journey can become the melody that inspires countless others.

At the heart of each of us lies a driving force. An unseen yet obvious vibration. For some, this force becomes so intense, it aligns perfectly with their aspirations, resonating in the deepest corners of their being.

## **The Luxury of Giving Up: Can We Afford to Step Back?**

As I was listening to a motivational song these words drifted through my AirPods and settled heavily upon my heart: the "Luxury of Giving Up." How could giving up one's dreams ever be considered a luxury?

The world of entrepreneurship is buzzing. The title of "business owner" has become the modern-day crown. Many people talk about wanting to start their own businesses. But, not everyone really does it. Why? Because sometimes it's tough! And when things get tough, some people find reasons to quit. They'll say things like "there's not enough money" or "it's not the right time." But these reasons are just ways to make themselves feel better about not trying anymore. For these people, quitting is easy because they have another life to go back to. But for others, like me, quitting wasn't an option.

For others, like myself, entrepreneurship is not a fashionable pursuit; it's a necessity. Year after year, my New Year's resolutions echoed a singular dream: to break free and start my own business. But it was the eyes of my 2-year-old daughter that intensified this yearning into a calling. With

time ticking and her education looming, I had to confront a haunting question: Could my job provide for the educational aspirations I have for my kids? The answer was a stark "NO." For me, there wasn't any plan B. My escape route was blocked. I had to do it for my daughter and her future brothers.

I remember quitting my job in January, 2012, amid the turbulent aftermath of the Egyptian revolution. I could have waited for calmer waters, but the urgency was undeniable. I could not, would not, indulge in the luxury of giving up.

Your entrepreneurial compass needs to point toward a blazing North Star. How deep does your commitment run? If you have the comfort of a U-turn, your journey might be riddled with roadblocks. True commitment transcends fear. It doesn't waver in the face of failure.

If you can just quit when things get hard, then this whole thing might not be for you. But if you really want it, if it feels like something you are called to do, then you'll keep going no matter what.

Amir Hegazi, the acclaimed author of "Startup Arabia," once shared an invaluable nugget. He said that if you believe in your idea so much that even the thought of failing doesn't scare you, then you're on the right track.

In echoing the words of Steve Jobs: "Here's to the crazy ones, the misfits, the rebels, the troublemakers ... the ones who see things differently -- they're not fond of rules, and

they have no respect for the status quo ... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things. ... They push the human race forward, and while some may see them as the crazy ones, we see genius, because the people who are crazy enough to think that they can change the world, are the ones who do.”

If your soul doesn't echo with this intensity, if your entrepreneurial frequency doesn't set your heart racing, then perhaps this game isn't for you.

But, if every fiber of your being screams to create, innovate, and revolutionize, then welcome aboard. Before setting sail, though, ensure your motivation is pure and unwavering. It's more than just a lucrative opportunity; it's a calling to make a mark, to be the change, and to inspire a legacy.

Remember, it's not about making a leap without a net. But it is about being sure of why you want to jump in the first place.

## **Thought Leadership: Your Special Message**

What makes your 'Must-Do Calling' even stronger?

It's that special message you hold.

Everyone has something unique to say. A view that can make others see things in a new way.

In today's saturated marketplace, standing out requires more than just offering a valuable product or service. It's about establishing yourself or your brand as a thought leader. But what does it truly mean to be a thought leader?

I remember when I was starting out as a speaker. Some companies asked me to use their materials to teach. But I said no. Why? Because I wanted to share what I truly believed in from my own experiences.

Yes, by saying no, I missed out on some money and big opportunities. But I stayed true to what I felt was right. My message was more valuable to me than cash.

This is what being a thought leader is all about. You don't just repeat what everyone else says. You think about things, learn from your experiences, and then share your special point of view.

It's like saying, "I faced this problem, I found a solution, and now I want to help you solve it too." It's not just about giving pep talks. It's about making things or offering services that you wish existed when you had the problem.

At its core, thought leadership is about pioneering. It's about harnessing knowledge, expertise, and insight, and using it to lead, influence, and inspire a particular field or community.

It's not merely about being known, but about being known for something specific, something transformative.

## The Power of a Unique Message

The core of thought leadership is the distinctive message you bring to the table. This message often stems from:

- 1. Personal experiences:** Unique challenges you've faced and the lessons they've taught you.
- 2. New paradigms:** An unconventional way of viewing a conventional problem.
- 3. Innovative solutions:** Proposing solutions to issues that many might have accepted as unsolvable.

Here are some examples of unique messages from renowned entrepreneurs:

- **Steve Jobs** (Apple)

Unique Message: "*Think Different.*"

Jobs always emphasized the importance of innovation and looking at products and services from a user-experience standpoint. His approach wasn't just about creating technology but about designing experiences that felt intuitive and enriching to users.

- **Elon Musk** (Tesla, SpaceX, Neuralink, etc.):

Unique Message: "*Making Humanity Multi-planetary.*"

Musk's vision extends beyond the Earth. With SpaceX, he's not just advancing rocket technology; he's advocating for a future where humans live on multiple planets.

- **Sheryl Sandberg** (Meta's former Chief Operating Officer and founder of LeanIn.Org)

Unique Message: "*Lean In.*"

Sandberg's book and subsequent movement pushed the dialogue about women in leadership forward. It wasn't just about recognizing the disparity in leadership roles but about encouraging women to pursue leadership and challenge the status quo actively.

- **Mohammed Yunus** (Grameen Bank)

Unique Message: "*Banking for the Poor.*"

Yunus introduced the concept of microcredit, providing small loans to those who wouldn't typically qualify for credit from traditional banks. His belief was that financial services should be accessible to all, especially the impoverished, to help them break out of poverty.

My unique message is *"Living In A Passion-Driven World"*

It is my personal call to everyone to not just exist, but to truly live. It means that we don't merely go through the motions of life, but we actively pursue what sets our hearts ablaze. It's about recognizing that our individual passions—those activities, causes, and pursuits that make our hearts beat faster—are not just side notes in our lives. They should be our life's main theme. In my vision of a "Passion-Driven World," we're not boxed in by society's expectations or predetermined pathways. Instead, we chart our own course, guided by the things we are deeply passionate about. This isn't just a whimsical dream; it's a tangible reality we can create. To me, "Living In A Passion-Driven World" means ensuring every decision, every step, and every dream is anchored in what truly matters to our heart and soul. It's about reshaping our reality around our deepest desires and creating a life filled with purpose, excitement, and profound meaning.

In essence, thought leadership is about pioneering change, not just in business, but in perceptions, attitudes, and futures. By crafting a unique message that resonates, you're not just building a brand or a business; you're creating a movement.

Now, before we finish this chapter, let's try something. I want you to write your BRAND STORY. It's the story of why you feel you must do what you do.

It has three parts:

**1. Challenge:** Talk about the problem you or someone you know faced.

**2. Discovery:** When did you find the answer? What changed?

**3. Transformation:** How did things get better after? How did this inspire you to start or think of a business?

Here's a version of my story as an example ...

## **Finding My Voice and the Power of Passion**

I found my passion for speaking during my last year in college. Even though I graduated as a telecommunication engineer and worked in big companies, I always felt a different calling. Simultaneously working as an engineer, I devoted 7 years to this newfound passion, honing my craft and understanding the nuances of professional speaking.

A milestone in my journey was the release of my first book, *The Pharaohs' Code*. This motivational book blended the wisdom of ancient Egyptians on life success with modern personal growth insights. And then, a defining moment on May 19, 2009 – my book ranked as Amazon's #1 motivational bestseller. That night was surreal. With disbelief, I kept refreshing the page, absorbing the reality. Yet, the morning after, as the alarm clock rang, I was jolted back into my engineer's life – a stark contrast to the high I experienced the previous night.

This contrast raised a deep question: "What truly matters in my life journey?" The answer resonated clearly – to pursue my passion wholeheartedly. However, the practicalities of life, like being bound to a paycheck and family responsibilities, posed significant obstacles.

Although entrepreneurship called as a potential path, the associated risks deterred me. Even the monumental success of my book didn't lend enough courage to plunge into the uncertain world of business. While I tried to integrate my passion into my corporate role, it was like trying to mix oil and water.

My passion needed wings, not cubicles.

In a eureka moment, I pondered, "Why not start a side business?" That way, I could lay the foundation while still holding onto my job's security. Driven by this vision, I immersed myself in research, seeking the best strategies for my venture. And in January 2012, amidst Egypt's volatile post-revolution climate, I took the plunge and resigned from my corporate job. Many questioned my decision, especially given the responsibility of my two-year-old daughter. But deep down, a driving question propelled me forward, "Could a fixed salary provide the life I envisioned for my family?" The answer nudged me towards the limitless potential of entrepreneurship.

Now, I cherish the freedom that entrepreneurship has granted me, not only allowing me to offer quality education

to my three children, Maleeka, Adam, and Bilal but also to live on my terms.

Riding on the success of my first venture, in 2015, I founded another business called 'Chess Your Child', merging my passion for chess with character development for children.

My written works expanded, with The Pharaohs' Code being joined by four more books, including the bestselling business novel "Al Ostora Saba'a" or "The Legend Seven".

Expanding my entrepreneurial horizons, in the challenging pandemic landscape of April 2020, I unveiled '30YRS', a digital advertising venture which became profitable from its inception.

And in 2022, I was honored with the gold International Stevie Award for Best Entrepreneur of the Year, a testament to my dedication and hard work in the entrepreneurial world.

Today, I'm not just an advocate for entrepreneurship; I'm its passionate ambassador. It is filled with challenges, yes, but also unmatched freedom and fulfillment.

## **Concluding Thoughts**

In the symphony of entrepreneurship, the frequency we resonate at determines not only the success of our ventures but the authenticity and impact of our journey. This entrepreneurial frequency isn't just a theoretical concept; it's

a tangible energy, an undercurrent that runs through the most impactful leaders and change-makers of our time.

It's essential to recognize that this frequency isn't achieved through mere business strategies or financial acumen alone. It's a deeper alignment, a synchronization with one's innermost drives and desires. Passion serves as the fuel, that raw, burning desire that ignites our drive. It's the fire that keeps us moving even when the road gets tough, drawing us towards fields that truly captivate our spirits.

Yet, passion alone, as potent as it is, needs direction. That's where the calling motivation steps in, offering purpose and clarity. It reminds us of the 'why' behind our actions, ensuring our journey isn't just driven by enthusiasm but also by a profound sense of purpose.

Lastly, to truly make a mark, one needs to rise as a beacon of thought leadership. It's not enough to merely do what you love; the world needs to hear your unique message, a testament to your distinct perspective, experiences, and insights. Thought leadership is the flag we plant on the peaks of our achievements, signaling to others our expertise and vision.

In wrapping up, remember that the entrepreneurial journey isn't about mimicking successes or following well-tread paths. It's about tuning into that unique frequency that exists within each of us, harmonizing our passion, motivation, and message. By achieving this alignment, we don't just succeed in the world of business; we lead, inspire, and create legacies that echo through time.

As you chart your own entrepreneurial journey, remember this: It's not just about the hustle or the idea. It's about finding, understanding, and resonating at your unique founder frequency. When you do, the entrepreneurial universe doesn't just listen; it echoes back with opportunities and avenues previously unimaginable.

You are not just starting a business; you are composing a symphony. Make sure it's one the world will remember.

So, as you turn this page, ask yourself: Are you ready to resonate?



# The Secret Whispers: The Hidden Forces Directing Our Purchase Decisions

Entrepreneurship stands as a journey where one crafts solutions, creates opportunities, and fosters connections. Yet, one mistake often stands in the way of success for many new entrepreneurs: a lack of focus on who the customer really is.

## **A Common Entrepreneurial Oversight**

Imagine the excitement of conceiving an idea—a product or service you believe is groundbreaking. You pour countless hours, funds, and resources into nurturing it, only to unveil it and hear... crickets. The world doesn't seem to share your enthusiasm.

This is a scene all too familiar in the business world. Often, when asked who the product is intended for, the answer from the enthusiastic business owner is: "EVERYONE!" But let's pause and ponder: Is this the most effective approach?

Let's draw a parallel from our daily lives. When thinking about relationships, would one's answer to the ideal partner be, "anyone who likes me!"? This scattershot approach seems impractical and overly optimistic, even in personal relationships. Similarly, in the business realm, an "everyone" approach can be a setup for heartbreak and financial loss.

## **Dangers of Aiming Too Broad**

Some products do appeal to a broad audience. But attempting to cater to everyone can often dilute the impact of what's being offered. In a vast sea of competitors, businesses can easily get lost if they don't have a unique anchor—a specific niche or customer base that they cater to exceptionally well.

When a business tries to be everything to everyone, it often ends up being special to no one. The product or service becomes generic, failing to meet the specific needs and desires of any particular group. This lack of focus can hinder the development of a loyal customer base. Without loyalty, customers easily jump ship when a new, shinier offer appears.

## **Apple's Mastery in Customer Focus**

Consider Apple as a classic case study. Despite being more expensive and sometimes offering fewer features than competitors, Apple's products have a loyal fan base. Why? Apple has expertly identified its target customer and built products tailored for them. Their combination of sleek design, an interconnected ecosystem (think Music, App Store, Apple TV), and reliability has created not just customers, but fans—loyalists who eagerly await their next release.

Steve Jobs, Apple's iconic founder, once brilliantly remarked, “Our job is to figure out what they're going to want before they do.” This approach, understanding and anticipating customer desires, is a beacon for businesses everywhere.

## **Specificity Does Not Equal Limitation**

When speaking of narrowing focus, it doesn't mean restricting business potential. Being specific in targeting doesn't imply catering to a small market. At Passion Point, for instance, catering to professional engineers with 5+ years of experience looking to start a business is not limiting—it's specific yet broad.

Similarly, at Chess Your Child, aiming for mothers with kids aged 8-12 who want to enrich their child's character through chess doesn't limit opportunities. It simply refines them. Targeting such specific segments can allow for deep understanding, catered solutions, and a loyal customer base.

The heart of successful entrepreneurship lies in knowing and understanding the customer—the real hero of every business story. With a keen understanding of one's target audience, entrepreneurs can craft solutions that resonate deeply. In doing so, they not only stand out in a crowded marketplace but also ensure the longevity and relevance of their ventures.

By demonstrating that a business understands its customers, serves them exceptionally well, and dominates a specific segment, entrepreneurs can make their ventures irresistible to investors.

## **Tuning into the Customer's Purchase Frequency**

Let's dive deeper into the heart of business success: understanding your customer's purchase frequency. By tapping into this, you achieve resonance, connecting more deeply and effectively with your customers.

### **What's Purchase Frequency?**

Think about the gentle ebb and flow of sea waves. When you're at the beach, you can anticipate when the next wave will come. You watch as each wave approaches the shore, cresting at its peak, and then receding. This natural, rhythmic cycle is consistent and predictable. Similarly, in the world of business, there's a pattern to when and why customers decide to make purchases. Just as waves have their intervals, customers have their 'purchase frequency' – the

regular intervals at which they feel the urge to buy. Recognizing and aligning with these intervals can be the key to riding the wave of business success.

Simply put, purchase frequency tells us how often a customer feels the urge to buy something. Why does this matter? Because understanding this rhythm helps you know when to make your move, when to present your product or service.

## **Why Do We Buy Things?**

Buying isn't just about needing things; it's about emotions. People buy for two main reasons:

**1. To Gain Pleasure:** This could be the joy from tasting delicious food, the excitement of wearing a new dress, or the happiness from a new gadget.

**2. To Avoid Pain:** This is about solving problems or challenges. For example, buying an umbrella to avoid getting wet in the rain or medicine to cure a headache.

Sounds simple, right? But there's more to it.

While the above reasons are true, they don't tell the complete story.

Imagine you're a fisherman on a serene lake. Your success in catching fish depends on three things: the right moment to cast your line (timing), the hunger of the fish (tension), and

where you place your bait in the water (positioning). In the world of business, it's not much different. There are three pivotal elements to consider if you aim to tune in seamlessly with a customer's purchase frequency: Timing, Tension, and Positioning.

**Timing:** Just as in music, timing is everything in business. The magic often happens during a specific life event or a pivotal moment, when the urge or necessity to buy is at its peak. This is what we call the "purchase threshold". Just as a conductor knows exactly when each instrument needs to play its part, you need to be aware of when your customer's desire for a product or service peaks.

**Tension:** The driving force behind any purchase is a need or a desire – the emotional undercurrents that dictate our choices. Think of tension as the emotional strings that pull customers toward a decision. This can be the magnitude of their pain or their aspiration for pleasure. As Daniel Priestly, bestselling author and award-winning entrepreneur aptly puts it, "people buy to resolve tension." The stronger the tension, the more likely they are to purchase.

**Positioning:** Now, understanding the moment (Timing) and the motive (Tension) isn't enough. The final, crucial step is ensuring that you, or your product or service, are positioned as the ideal solution at this threshold moment. It's about making sure your brand is the first violinist in the orchestra, taking center stage when the climax of the piece arrives, resolving the tension and leaving a lasting impression.

Master these three elements, and you will find that resonating with your customers becomes an art form, harmonious and impactful.

## **Timing is Everything: Uncovering the Perfect Buying Threshold**

Think about it. Why do some desires or pains push us to buy immediately, while others don't?

Here's the thing: we all have a limit. A point where the desire for something becomes too strong or the pain too unbearable. This is the 'threshold'. If your wish for a chocolate cake crosses this threshold, you'll probably end up buying it. If the pain from a toothache crosses this threshold, you'll rush to a dentist.

In business, this threshold is crucial. It's the point where a potential customer says, "I need this NOW!" Knowing this threshold and positioning your product right there is the key to sales success.

Finding that golden moment when customers are primed and ready to buy isn't solely about extensive market research or strategic thinking. Sure, they play a role, but sometimes it's also about being at the right place at the right time, with a sprinkle of luck. Let's dive into some practical tools and the art of timing, illustrated by brands that got it spot-on.

## **Keep Your Ear to the Ground**

Make it a daily routine to listen to your target audience. This can be achieved by joining online groups, following hashtags related to your niche on social media, or attending seminars and webinars. The key is to stay updated with their conversations, grievances, and aspirations.

Netflix. When Blockbuster was the king of movie rentals, Netflix noticed a growing online community frustrated with late fees. They tapped into this pain point and offered a subscription model with no late fees. It was the perfect timing as the internet was becoming mainstream, and they rode that wave to global dominance.

## **Spot Trends and Patterns**

Use tools like Google Trends, BuzzSumo, or industry-specific news sites. This way, you'll be updated about what's buzzing in your field, and more importantly, what's about to buzz.

When the casual footwear market was booming, Crocs launched a comfy, quirky shoe that fit the era's relaxed lifestyle trend. Despite the divided opinion on their aesthetic appeal, they became wildly popular. The timing couldn't have been more perfect.

## **Test and Iterate**

Don't wait for the perfect product or service. Launch a minimal viable product (MVP) and gauge the market's

reaction. This iterative approach can help you fine-tune your timing based on real feedback.

Initially launched as "Burbn," a check-in app, it didn't gain much traction. But when they noticed users were more interested in the photo-sharing feature, they pivoted, and Instagram was born. The rest, as they say, is history.

Now, here's the kicker. While these tools and strategies can increase your chances of hitting the prize, a portion of this timing magic is luck! That unpredictable, beautiful moment when stars align, and your offering resonates perfectly with what the market craves. But remember, luck favors the bold. You increase your chances of stumbling upon such moments by being active, persistent, and passionate about making your dream come true.

In the words of the Roman philosopher Seneca, "Luck is what happens when preparation meets opportunity." So, prepare well, and when the time is right, even if accidentally so, you'll know!

## **Tapping Into Tension: The Powerhouse Behind Purchase Decisions**

In the realm of business, if there's one factor that determines the level of desire for a product, it's tension. It's the distance between where we are now and where we want to be. And the greater that distance, the stronger the tension and the urge to bridge that gap. This distance can be based on many

things – from how we look, to how we feel, to our status in society, or our security for the future.

Let's take a deep dive into the core desires that stir humans into action. If we categorize these desires, we can zero in on seven major categories that create significant tension. These categories are timeless, prevalent, and resonate with nearly everyone:

1. Desire for More Money
2. Desire for Better Health
3. Desire for Social Status
4. Desire for Comfort and Ease
5. Desire for Better Appearance
6. Desire for Connection and Belonging
7. Desire for Success and Legacy

Let's delve deeper into these categories and see how businesses have masterfully utilized them:

## **1. Desire for More Money**

At its core, the desire for more money resonates deeply with humans due to its promise of greater security, freedom, and potential pleasures. While it's easy to understand this longing in terms of material acquisition, the underlying factors are more intricate and psychological.

Historically, possessing resources, which in today's society equates to money, meant survival. Those with more resources could access better food, shelter, and protection.

Over time, as societies grew complex, money took a central role, shaping our lifestyles, choices, and aspirations. While the immediate threat of survival has diminished in many parts of the world, the instinctual drive to amass resources, and hence money, remains.

Brands understand this appeal and construct narratives around it. The finance sector, particularly, is inundated with platforms promising higher returns on investments. For instance, wealth management apps emphasize the potential growth of savings. Real estate companies market homes not just as living spaces but as 'valuable assets'. Their campaigns often underscore the potential appreciation of property value, tapping into the desire for financial growth.

Outside of investment, the luxury sector also plays into the desire for more money, albeit indirectly. Luxury brands, whether they are from fashion, automotive, or travel industries, symbolize the kind of lifestyle one can access with greater wealth. For instance, owning a Rolex isn't just about telling time; it's about making a statement regarding one's financial status and the accompanying lifestyle.

Interestingly, money also has profound psychological effects. Because it's not just about the money; it's about the transformation of life that money can promise.

Various tensions can amplify this desire, pushing individuals to pursue it with even more urgency.

Here are some examples:

**Loss of Stable Income:** Imagine someone who's been laid off from a steady job. For years, they've been used to a regular paycheck, affording them a certain lifestyle. Suddenly, with the loss of that income, there's a heightened stress and urgency to replace it. They are now under immense tension to find a new job or a new source of income to sustain their way of living.

**Unexpected Expenses:** Life is unpredictable. Someone might find themselves facing a sudden, large expense, such as a medical emergency or urgent home repairs. Without sufficient savings, this creates a swift, pressing need for money, intensifying the desire to increase one's income or find alternative sources of money.

**Upcoming Life Milestones:** Think of a couple expecting a child. The imminent arrival of a baby can amplify the desire for more money due to expected medical bills, child care, education, and other future expenses. This impending life event can create a tension between their current financial situation and their perceived future needs.

**Comparative Status:** Social comparison, especially in this era of social media, can greatly influence an individual's perception of wealth and success. Seeing peers or even strangers live a seemingly luxurious lifestyle can lead to feelings of inadequacy. This "gap" between one's current state and the perceived societal standard can be a driving tension, urging someone to earn more to match up or surpass.

**Retirement Concerns:** As people age, there's an increasing awareness and concern about having enough for retirement. Especially for those who may have started saving late, the urgency and tension around this future need can be palpable. They might feel the need to intensify their wealth accumulation efforts to ensure a comfortable retirement.

In all these scenarios, the distance between the current state (lack of money) and the desired state (having more money) creates tension. And the urgency to resolve such tension, due to immediate needs or future anxieties, further magnifies the desire for more money.

## **2. Desire for Better Health**

Health, in many ways, is the truest wealth. The aspiration for better health isn't just about living longer; it's about living a life that's free from pain, suffering, and limitations. A life where one can fully engage with the world, enjoying the richness of experiences and the pleasure of relationships without being hampered by physical or mental constraints.

From an evolutionary perspective, the desire for health is hardwired into us. Those who were healthy had a better chance of survival and passing on their genes. They could hunt, gather, evade predators, and care for their offspring more effectively. In modern terms, good health equates to a higher quality of life, letting us actively participate in our roles —be it as a parent, professional, friend, or a hobbyist.

The wellness industry is a testament to our collective pursuit of better health. From organic food labels to fitness bands that monitor heart rates and sleep cycles, companies position their products as gateways to healthier lives. Consider the rise of Fitbit and other fitness trackers. They don't merely count steps; they offer a vision of a more active, health-conscious life. Their success isn't just in their technology but in how they align with our deep-rooted desire for better health.

The pharmaceutical and supplement industries are also deeply embedded in this desire. Vitamins and supplements, often advertised with promises of boosting immunity or providing essential nutrients, tap into our fear of disease and our hope for longevity. Similarly, skincare brands often move beyond beauty, advocating for protection against harmful UV rays or the benefits of hydration, subtly interweaving health and appearance.

Our quest for health isn't just physical. The growing attention to mental health, and the increasing popularity of mindfulness apps like Headspace or Calm, reflect our expanding understanding of health. They respond to a societal realization that mental well-being is as crucial as physical vitality. This holistic view of health, recognizing the intricate connection between mind and body, showcases the profound depth and breadth of our desire for better health.

Numerous tensions can escalate this pursuit, amplifying our motivation and urgency to achieve optimal health.

Here are some examples:

**Sudden Health Diagnoses:** Few things intensify the desire for better health as immediately as a sudden health scare or diagnosis. Imagine someone diagnosed with a lifestyle-related disease like diabetes. This unexpected wake-up call creates a sharp tension between their current health state and the aspiration for a healthier life, prompting urgent lifestyle changes.

**Aging & Its Associated Changes:** As individuals age, they may begin to experience the natural decline in energy, strength, or mental acuity. Recognizing these changes and the gap between their former and current health can lead to a heightened desire to regain or maintain youthful vitality, pushing them to explore various health regimes, diets, or supplements.

**Witnessing Health Struggles in Loved Ones:** Observing a family member or a close friend battle a health issue, especially if it's related to lifestyle choices, can be a jarring experience. It acts as a mirror, intensifying the desire to make preventive health choices to avoid similar challenges.

**Societal Beauty & Fitness Standards:** With the media spotlight on the so-called ideal body images and fitness levels, individuals often feel the pressure to conform. The discrepancy between one's current physique and these "ideal" standards can lead to an urgent desire for better physical health, fitness regimes, or even drastic measures like surgeries.

**Impact on Daily Functioning:** Simple day-to-day activities can bring health concerns to the forefront. Struggling to climb a flight of stairs, feeling consistently fatigued, or being unable to play with one's kids due to health limitations can cause a significant tension. These daily reminders of one's health constraints push the urgency to find resolutions, be it through medical intervention, lifestyle changes, or both.

In each instance, the tension originates from recognizing a gap between one's current health state and a desired, healthier state. The inherent urgency to bridge this gap, driven by immediate concerns or future aspirations, intensifies the pursuit of better health.

### **3. Desire for Social Status**

Humans are inherently social creatures. From the earliest tribal communities to the sprawling digital networks of today, our position within our social group has influenced how we see ourselves and how others perceive us. The desire for social status is deeply embedded in our psyche, often driving our behaviors, aspirations, and choices.

Historically, social status was linked to one's role in the community or tribe, perhaps based on strength, wisdom, or resourcefulness. Today, while those factors still play a part, symbols of wealth, education, and taste also shape our status. Designer brands like Gucci or Louis Vuitton don't just sell products; they sell a symbol of luxury, exclusivity, and elevated status. When someone carries a bag with a

recognizable luxury symbol, it's not just about fashion; it's a silent proclamation of their place in society.

The automobile industry also plays to this desire, where the car one drives often serves as a perceived marker of their social rank. A Tesla, for instance, isn't just an electric vehicle. To many, it signifies a combination of environmental consciousness, technological savviness, and affluence. On the other hand, brands like Ferrari or Rolls Royce stand as icons of opulence, success, and prestige.

Social media platforms, particularly Instagram, have amplified our awareness of and aspiration for social status. People often curate their online personas to portray a life of travel, luxury, and aesthetic appeal.

The 'influencer' phenomenon, where individuals amass followers and earn based on their perceived lifestyle and status, underscores our culture's value on social standing. Brands collaborate with these influencers because their endorsement carries a weight of authenticity and aspiration.

However, it's essential to understand that the desire for social status isn't purely materialistic. It's also about feeling valued, respected, and acknowledged within a community or peer group. Achieving a significant professional milestone, gaining recognition for a charitable endeavor, or even being a pillar in one's community all play into this innate need for esteem and recognition. The platforms or symbols might change, but the underlying drive for social validation remains consistent across cultures and generations.

The following are scenarios where tension around this desire becomes particularly pronounced:

**Social Media Comparison:** In the digital age, platforms like Instagram, Facebook, and TikTok allow us to peek into others' lives, often presenting curated highlights. The gap between their existing lifestyle and the portrayed one of others amplifies the urgency to elevate one's social status.

**Reunions & Social Gatherings:** Events like school or college reunions can be a hotbed for status comparison. When one hears about classmates' professional achievements, personal milestones, or material acquisitions, it can stir feelings of being left behind or not measuring up, intensifying the drive to enhance one's own social standing.

**Peer Pressure & Cultural Expectations:** In many cultures, there's an implicit ladder of success markers – from the kind of car one drives to the neighborhood they reside in. Falling behind in these societal markers can lead to feelings of inadequacy and a heightened desire to 'keep up with the Joneses'.

**Job Titles & Professional Recognition:** In the corporate world, job titles often equate to levels of respect and influence. Being passed over for a promotion or watching peers rise faster can lead to a sharp tension between one's current position and the desired status. This may fuel ambition and an intensified pursuit of accolades and recognition.

**Exclusive Memberships & Clubs:** Being denied entry into an elite club or not being part of a privileged group can spur a strong feeling of exclusion. The stark divide between being 'inside' and 'outside' can magnify one's desire to belong and be seen as a valued member of elite circles.

The emotional weight attached to social status is powerful. When individuals perceive themselves as lacking or trailing behind in this invisible race, the tension and urgency to climb the social ladder and gain recognition can dominate their motivations and actions.

#### **4. Desire for Comfort and Ease**

Our modern world, with its constant hustle and rapid technological advancements, amplifies our innate desire for comfort and ease. The drive to reduce friction, simplify tasks, and improve our overall quality of life is deeply ingrained in human nature. This has given rise to innovations and market shifts that specifically target and cater to this longing.

Consider the rise of the home automation industry. Companies like Nest or Philips Hue create products that allow users to adjust their home's temperature or lighting using just their voice or a simple app. The goal? To make daily life a tad bit more convenient, allowing individuals more time and energy for other pursuits or just pure relaxation. It's not just about controlling one's environment but about shaping it effortlessly to one's liking.

The booming food delivery industry is another testament to our yearning for comfort and ease. Brands like Talabat or UberEats have capitalized on the simple idea that after a long day, many would prefer the comfort of their couch over venturing out to a restaurant or cooking. What's better than having a world of culinary choices delivered right to your doorstep with just a few taps on a smartphone?

Even our entertainment consumption echoes this desire. Streaming platforms like Netflix and Spotify give users access to vast libraries of movies, shows, and music without the need to leave their homes or purchase individual titles. The idea is to provide a seamless, hassle-free experience, eliminating the barriers between us and our preferred forms of relaxation.

Beyond these, there's also a growing trend of businesses offering "subscription box" services for a variety of products, from clothing to gourmet foods. Companies like Blue Apron deliver gourmet meal kits right to the door, eliminating the need for grocery shopping and meal planning. Stitch Fix sends personalized clothing selections based on one's style preferences. These services aim to simplify decision-making, ensuring that people get what they want without the perceived hassle of making constant choices.

In essence, our longing for comfort and ease is a manifestation of our desire to optimize our existence, to make the most of our time while reducing unnecessary complexities. In a world that often feels overwhelming, any product, service, or idea that promises a bit of respite, a

moment of ease, resonates deeply with our core human desires.

Here are scenarios that heighten tensions around this desire:

**Hectic Daily Routines:** In our fast-paced world, many juggle demanding jobs, family obligations, and personal commitments. Racing against the clock daily can be exhausting. This constant rush creates a palpable tension between the chaotic present and the yearning for a more relaxed and manageable pace of life.

**Technological Overwhelm:** With the influx of apps, notifications, emails, and the constant barrage of information, many feel overwhelmed. The irony is that technology, which promised to simplify life, often complicates it. The tension arises when one struggles to keep up with tech's demands versus the desire to disconnect and enjoy straightforward, tech-free moments.

**Physical Discomfort:** Living in spaces that are too cramped, too noisy, or not ergonomically designed can heighten the longing for comfort. The tension between enduring an uncomfortable living or working situation and wanting a more conducive environment can be a daily struggle.

**Complex Decision Making:** Today's consumer market offers a myriad of choices for even the simplest of purchases. This abundance can lead to decision fatigue, where picking a product or service becomes a daunting task. The tension here is between the desire to make the best choice and the

yearning for simpler options that don't require exhaustive research.

**Unmet Leisure Needs:** In an era where work-life balance is a popular discussion, many people find themselves unable to detach from work, even during supposed leisure times. Endless work calls, emails, and the blending of home and work environments, especially with remote working scenarios, intensify the craving for genuine leisure. The tension arises when one's personal time, which should be used for relaxation and hobbies, constantly gets invaded by work demands, contrasting sharply with the desire for peaceful moments of comfort and ease.

When life's complexities and challenges amplify, the pursuit of comfort and ease becomes more than just a preference; it becomes a refuge. The tension created by current hardships and the aspiration for simplicity can lead to profound lifestyle shifts, as individuals seek to bridge the chasm between their present and their ideal.

## **5. Desire for Better Appearance**

Our appearance has always been a crucial aspect of human identity and self-expression. Since ancient times, people have adorned themselves with jewelry, clothing, and other accessories to enhance their beauty, signify social status, or express individuality. The emphasis on appearance isn't merely superficial; it stems from deep psychological and evolutionary roots.

From an evolutionary standpoint, a well-groomed and fit appearance could have signaled health, vitality, and the capability to provide or care for a family. This notion was ingrained into our ancestors' psyche, making them more likely to choose mates based on these physical cues. Even today, in a vastly different and complex societal structure, many individuals still associate a good appearance with confidence, success, and health. This is not to say that appearance is the only metric for these qualities, but it's undeniably a factor in how people perceive themselves and others.

Fashion brands have thrived by tapping into this deep-seated desire. Companies like Zara, H&M, or Gucci don't just sell clothes; they sell an image, a promise of transformation. They offer consumers the opportunity to embody a particular aesthetic, be it elegance, edginess, or sophistication. These brands understand that for many, clothing is not just about covering the body but about presenting a certain image to the world.

The cosmetics industry is another behemoth built largely on the desire for better appearance. Brands like Sephora, L'Oréal, and MAC promise enhancement, transformation, and even empowerment. A swipe of lipstick or a dash of cologne isn't just a routine; it's an act of self-affirmation. The industry's vast array of products caters to every conceivable need, ensuring that individuals feel their best, regardless of age, skin type, or personal style.

Fitness and wellness sectors also play into this desire. Gyms, personal trainers, and diet plans often emphasize not just health benefits, but the aesthetic ones. The rise of fitness influencers and models on platforms like Instagram showcases a blend of health and appearance goals. They emphasize the importance of feeling good and looking good, often intertwining the two.

The pursuit of a better appearance is more than just vanity; it's a complex interplay of biology, psychology, and societal influences. For brands and industries, understanding this desire means recognizing the deeper needs and aspirations that drive individuals. It's about acknowledging the intertwined relationship between self-worth, confidence, and how one presents oneself to the world.

Here are sample scenarios that amplify tensions around this desire:

**Personal Life Changes:** Life events, like a breakup or a job change, often act as catalysts for personal transformation. For instance, someone might feel the urge to get a new hairstyle, invest in stylish clothes, or join a gym after a breakup, not just for personal growth but also to boost their self-confidence and signal a fresh start.

**Special Events:** Upcoming events, be it weddings, reunions, or milestone birthdays, can intensify the desire for a better appearance. The urgency here is time-bound: there's a specific date by which someone might want to lose weight, clear up their skin, or find the perfect outfit. The anticipation

of photographs being taken and shared can ramp up the need to look one's best.

**Comparison with Peers (Yes, again!):** In the age of social media, where everyone seems to put forth their best version, a quick scroll through Instagram or TikTok can lead to feelings of inadequacy regarding personal appearance. When someone sees peers or influencers with what they perceive as flawless skin, trendier outfits, or perfect physiques, they might feel the urgent need to improve their appearance to match up.

**Media and Celebrity Influence:** Magazines, movies, and television shows often promote a certain beauty standard. If someone's appearance doesn't align with this often-unrealistic standard, they might experience an intensified desire to change. For instance, after watching a movie where the lead actor has a chiseled body, someone might be driven to seek a similar physique.

**Personal Feedback:** Sometimes, offhand comments or direct feedback from friends, family, or even strangers can trigger a desire to improve one's appearance. For instance, a casual remark about someone looking tired or older can make them urgently seek skincare treatments or cosmetic procedures.

It's crucial to remember that while these tensions can serve as motivators, true beauty and self-worth come from within. Seeking improvement is commendable, but it's equally important to embrace and appreciate our unique attributes.

## **6. Desire for Connection and Belonging**

Humans are inherently social beings, and our desire for connection and belonging is deeply ingrained in our DNA. From the earliest days of our existence, being part of a group was essential for survival. Groups offered protection, shared resources, and mutual support. Those who were isolated often faced greater risks, and thus, over time, we evolved a strong instinctual drive to connect and belong.

In modern times, while our survival no longer depends on being part of a tribe, the emotional and psychological need for connection remains as potent as ever. Loneliness or the feeling of being out of place can lead to feelings of anxiety, depression, and other mental health challenges. Conversely, feeling connected and accepted by peers can boost our self-esteem, happiness, and overall life satisfaction. That's why moments like sharing a meal with family, having heart-to-heart talks with friends, or being part of community events can be so fulfilling.

Brands and businesses recognize this innate desire and have crafted experiences that foster a sense of connection and belonging. Starbucks, for instance, doesn't just sell coffee; it promotes a "third place" environment, a space between home and work where customers can connect, collaborate, or just relax. Their stores are designed with communal tables, cozy seating areas, and an ambiance that encourages people to linger and connect.

Social media platforms, despite criticisms, thrive primarily because of this desire. Facebook, or Instagram provide virtual spaces for people to share their lives, stay updated about their loved ones, and find communities that share similar interests. These platforms give users a sense of being part of something bigger, whether it's a fandom, a movement, or just a circle of friends.

Another powerful example can be seen in sports. Teams like Liverpool don't just have fans; they have communities of die-hard supporters. These supporters wear the team's colors, congregate in stadiums, and experience collective highs and lows. For many, supporting a team is more than just about the game; it's about being part of a larger family.

The desire for connection and belonging reminds us that, at our core, we yearn for meaningful interactions and a sense of place in the larger tapestry of human existence. In an increasingly digital and sometimes fragmented world, these genuine connections become even more precious. Businesses and brands that understand and cater to this innate need not only succeed but also play a part in making the world feel a little less lonely.

The following are possible tensions that amplify this yearning for connection:

**Loneliness and Isolation:** In our modern, digitized world, many individuals face profound loneliness. Even when surrounded by people or staying digitally connected, there

can be a feeling of emptiness. This loneliness intensifies the desire for genuine connections and belonging.

**Relocation or Moving:** Moving to a new city or country brings about challenges. One is thrust into an environment without familiar faces, routines, or landmarks. The immediate need then becomes to find a group or community to which one can relate and find comfort.

**Changes in Life Status:** Major life events such as becoming a new parent, going through a divorce, or retiring can alter one's social circle drastically. Such transitions push individuals to seek new communities or groups that understand and support their new phase of life.

**Feeling Misunderstood:** Everyone has had moments where they feel out of place or misunderstood. This sensation drives the quest for environments or communities where one's thoughts, beliefs, and feelings are echoed and validated.

**Loss of a Significant Relationship:** The end of a deep friendship, romantic relationship, or the passing of a loved one can create a vast void. This loss intensifies the yearning to connect with others who can provide empathy, comfort, or even just a shared experience to help navigate the grief and emptiness.

The longing for connection and belonging is deeply ingrained in our human nature. The tensions highlighted above not only

underscore its importance but also emphasize the diverse avenues through which this desire manifests.

## **7. Desire for Success and Legacy**

The yearning for success and the desire to leave a lasting legacy have been driving forces for many individuals throughout history. Whether it's an artist wanting their work to be remembered, a leader striving for impactful reforms, or an entrepreneur building a long-lasting enterprise, this intrinsic motivation is deeply rooted in the human psyche.

The notion of success is often intertwined with our perception of self-worth. When individuals achieve their goals or receive recognition for their accomplishments, it reinforces their sense of purpose and boosts self-esteem. This has been evident in the classic tales of inventors like Thomas Edison or innovators like Elon Musk. Their relentless pursuits weren't just about personal achievement; they were about bringing something valuable to the world. Their legacies, whether it's the light bulb or the electric car, continue to shape the world long after their personal successes were first realized.

Brands, understanding this profound human desire, often position their products as tools for success. For instance, luxury watch brands like Rolex or Patek Philippe don't just sell timepieces; they sell symbols of achievement and timeless legacy. Their marketing campaigns emphasize that owning such a watch isn't just about telling time; it's about

celebrating significant milestones in life and passing on something of value to the next generation.

The world of academia and publishing also resonates with this desire. Platforms like Harvard Business Review or books like "How to Win Friends and Influence People" by Dale Carnegie cater to individuals' aspirations for professional success and influence. They offer insights, strategies, and wisdom that promise not just immediate success but long-lasting impact.

In the digital age, the idea of legacy has also taken on new dimensions. Platforms like LinkedIn, which started as a networking site, now allow professionals to establish thought leadership, share expertise, and build a digital legacy. People want to be remembered, recognized, and respected for their contributions, and these platforms give them the avenue to do so.

The desire for success and legacy is a testament to the human spirit's ambition and the wish for one's life to have lasting significance. While the definitions of success vary across cultures and individuals, the fundamental desire to make a mark, to be remembered, and to pass on something of value remains universal. Brands and platforms that tap into this deep-seated aspiration can forge stronger bonds with their audiences, offering not just products but pathways to fulfillment.

Here are tensions that might amplify this desire:

**Fear of Being Forgotten:** The idea that one's life might not matter much can be really scary for many people. This fear is one reason why people strive to make lasting impacts, either in their personal or professional spheres, to be remembered by generations to come.

**Seeing Peers Succeed (Yes, again and again!):** Witnessing friends, colleagues, or acquaintances achieve great feats can stir up feelings of inadequacy or a yearning to accomplish more. The "comparison" game, especially in the era of social media where achievements are broadcasted, can heighten this tension.

**Mid-life Crisis:** Around middle age, many undergo a period of self-reflection. It can be a time where people analyze what they've accomplished and what marks they've left behind. If there's a feeling of underachievement, the urgency to chase success and leave a legacy intensifies.

**Cultural and Family Expectations:** In many societies and families, there's an expectation to achieve certain milestones - be it in business, education, or societal contributions. The pressure of living up to these expectations can urge individuals to pursue success with more fervor.

**The rapid rise and influence of young entrepreneurs and influencers:** Seeing younger individuals achieve monumental success and leaving a mark can create a feeling of being left behind, pushing people to want to build their own legacy more urgently.

In the grand scheme of life, the desire for success and legacy is a testament to our wish for significance. It's a push towards ensuring that our journey leaves footprints, making a difference in our unique way.

The intensity of our tensions is often magnified by the perceived gap between where we currently stand and where we yearn to be. When there's a vast distance between our present situation and our ideal state the tension grows stronger. Furthermore, when the urgency to bridge that gap is high, the feelings, the need, and the drive are amplified.

These seven categories of desires and tensions are not mere theoretical constructs. They're the very essence of successful advertising and can be recognized in almost every successful brand's messaging.

Take Apple, for example. Their products are not just about technology. They tap into social status offering a symbol of innovation, prestige and modernity. Also, Apple users often rave about the "ecosystem," a comfort zone where everything just works together seamlessly.

Another example is Dove. With their 'Real Beauty' campaigns, they appeal to the tension in personal appearance, urging women to recognize and embrace their natural beauty.

Tension is a powerful motivator, a driving force behind many of our purchase decisions. The most successful brands recognize this and craft their messaging around these core

desires. By understanding and harnessing tension, businesses can resonate deeply with their target audience, driving sales and fostering brand loyalty.

In a world filled with advertising noise, those who can speak directly to the heart of human tension will stand out. As Napoleon said, "There are two motives to action: self-interest and fear." Understanding these motives, and the tension behind them, can be the key to crafting a message that not only sells but also creates lasting brand connections.

## **Channeling Desires: Mastering Positioning for Effortless Sales**

Imagine you're thirsty and searching for water. If someone offers you juice, you might be interested. But if they offer you cold, refreshing water, you'd take it without a second thought. That's the power of positioning.

A mistake many businesses make is trying to sell something that the customer isn't actively looking for. It's like offering an ice cream to someone searching for a hot coffee on a cold day. It doesn't resonate.

Your focus shouldn't be on convincing them. Instead, show them how your product is a better fit for what they're already searching for. It's about alignment, not persuasion.

One of the most profound ideas in marketing is the concept of 'channeling' as described by Eugene Schwartz in his

legendary work, "Breakthrough Advertising". Schwartz emphasized that you cannot create desire in your customers. Instead, the marketer's task is to channel existing desires onto new products. In essence, to understand the existing "purchase frequency" or the timing at which customers are most likely to buy, and then present your product as the ultimate solution to fulfill that existing desire.

Imagine a river. The water (representing consumer desire) flows strongly and consistently. You cannot alter its course suddenly. But with the right channels or paths, you can direct that water to flow in a specific direction or to a new destination. That's the power of channeling.

Now, let me share with you a personal experience that embodies this principle.

### **The Chess Your Child Odyssey**

When I conceived the idea of "Chess Your Child", I saw chess not just as a game, but as a tool for character building. As I envisioned it, chess would foster qualities like patience, foresight, strategy, and resilience in children. But there was a catch. The market had no established private academies solely focused on teaching chess for kids as a character-building instrument. While the absence of competition might seem like a golden opportunity at a first glance, it also implied no evident demand. Conversations with members of the chess community revealed that many had ventured into this domain but met with failure. The overarching sentiment was cautionary, and naturally, concerns sprouted in my mind.

However, I remained steadfast in my conviction, remembering the principles of channeling. The task was clear: I needed to identify a robust, existing desire in the market and channel it towards my chess academy. The underpinning question was, were parents actively looking for ways to bolster character development in their children? If yes, could chess be presented as an innovative and superior solution?

In 2015, my observations of the market brought centers like KidZania to my attention. These character development hubs were witnessing a surge in popularity, underscoring the fact that parents were indeed willing to invest in shaping their children's character. The presence of such centers indicated not just demand but also demonstrated purchase power. The timing was ripe; the threshold had been identified. All I had to do was position chess as an effective and unique character-building tool.

With this insight, "Chess Your Child" was launched. The success was overwhelming, but it wasn't surprising. People inherently revered the intellectual and moral virtues of chess. They recognized its potential influence on young minds. By channeling an existing demand towards my unique solution, I had tapped into a deep well of parental aspiration.

This synergy of timing (channeling existing desires at the right threshold moment), understanding the magnitude and nature of the underlying need or want (the tension) and positioning (presenting chess as a prime character

development tool) set the stage for the incredible success of "Chess Your Child".

By mastering this trifecta, you can tune into the natural purchase frequency of customers and achieve sales that feel nearly effortless.

### **Seizing Opportunity in Crisis: The Rise of 30YRS**

In the midst of the unprecedented global pandemic in April 2020, I saw an opportunity and founded 30YRS, a digital advertising agency. With businesses scrambling to find their footing online as physical storefronts were closing, the timing was impeccable. People weren't just looking to adapt to the online realm; they were desperate to thrive amidst the chaos, or at the very least, survive. This heightened urgency was palpable, as the desire for financial stability and adaptability skyrocketed.

To further set ourselves apart, 30YRS offered a unique value proposition that was unheard of in the competitive landscape of digital advertising: a money-back guarantee. Our promise was simple but compelling, "Increase your sales with our services, or get your money back." This guarantee didn't just represent confidence in our abilities; it was an assurance to businesses in turbulent times.

As businesses faced uncertain futures, the choice became clear. Why risk funds with other agencies that couldn't promise results when 30YRS was offering a risk-free solution? Our proposition resonated powerfully with our

target audience. In a world full of uncertainties, we offered a beacon of surety.

The response was nothing short of astounding. What started as an agency born out of a global crisis quickly became one of the leading Facebook advertising agencies. Our rapid ascent wasn't just because of our guarantee but because we genuinely understood the pulse of the moment. We recognized the urgent needs of businesses and provided a solution that spoke directly to their deepest concerns.

While others saw a global pandemic as a setback, for 30YRS, it was an opportunity to shine and lead the way in digital advertising.

In our journey through this chapter, we've painted a vivid picture. Picture each potential customer with a dual-sided checklist. On one side, dreams they hold dear, aspirations they yearn to achieve. On the opposite, challenges they want to overcome, hurdles they aim to leap over. But here's the thing: they don't rush to put a tick next to each item. Instead, they linger, awaiting that specific moment, that compelling nudge – the threshold we delved into.

To genuinely weave your brand into their narrative, you must ask and answer:

1. What dreams and challenges populate their list?
2. Of these, which ones are they actively pursuing or addressing right now?

When you have these answers, the art of selling undergoes a transformation. It's no longer about unveiling something brand new to their eyes. It's more about presenting an enhanced, more appealing version of what they've already set their sights on.

To truly tune into this song of consumer desires, imagine it as a harmonious symphony made up of three instrumental notes: timing, tension, and positioning. It's a dance of understanding when to approach them, feeling the pull of their desires and problems, and placing your solution in the perfect light.

By mastering this trio, you aren't just another voice in the crowd; you become the guiding note leading the melody. As we turn the page to our next chapter, remember this symphony and let it inform every business move you make.

# Sealed with a Yes: Crafting Deals That Delight

In our journey so far, we started by looking at the founder – the person at the center of every business idea. Think of the resonance formula like a music band. The founder is the lead singer, setting the tone.

First, we talked about the founder's passion. It's that strong feeling that starts the business dream. It's not just liking what you do but loving it so much that it's all you think about.

Next, we looked at the calling motivation. This is the big reason behind the business. It's more than just making money. It's about seeing a problem and wanting to solve it because it matters.

Then, there was thought leadership. In a world with so many businesses, this is how a founder stands out. It means having fresh ideas, unique message or new ways to solve problems. It's being a leader and not just another follower.

After the founder or the lead singer, we met the customer – the audience. They're crucial because without an audience, even the most passionate songs go unheard.

First up, there was the purchase threshold or the right timing. It's like the audience arriving at a concert. The excitement in the air is palpable. This is the moment when they're most ready to hear the music. Similarly, for a customer, there's a perfect time when they're most ready to buy. And just like a concert, if the music starts too early or too late, the magic is lost.

Then, we delved into tension and core desires. Think of this as the emotions and feelings the audience brings to the concert. Some come with a heavy heart, some with joy, and some seeking an escape. In the business realm, customers have deep wishes and dreams, as well as strong feelings of wanting something different or better. This is their tension, their emotional baggage. Understanding this allows the offer to directly touch their heart.

Lastly, we explored positioning, which is all about channeling those emotions towards a particular solution or outcome. At a concert, when the band plays a melody that the audience relates to, there's an instant connection, a spark. Similarly, in business, when the product or service is presented in a way that directly speaks to the customer's desires and tensions, that's when the real magic happens.

## **Harmonizing Passion and Desire: The Power of the Perfect Offer**

At the heart of our musical narrative, after the lead singer and the audience, lies the song itself – the offer. This is where the magic truly unfolds. If the founder is the passionate voice and the customer the eager ear, the offer is the beautiful song that bridges them, making everything harmonious.

Imagine a world-renowned singer and a massive audience waiting in anticipation. However, instead of a mesmerizing song, the singer starts reciting the alphabet. No matter the voice's passion or the audience's readiness, without the right song, the magic dissipates. This is precisely how essential the offer is. It's the song that makes the heart race, evoking emotions and memories, just like a business offer does for the customer.

Take the classic example of Nike. Their founder, Phil Knight, had an intense passion for sports and believed that everyone is an athlete. The customers? They were everyday people, athletes and non-athletes, with a deep desire for quality athletic wear and a yearning to push their limits. But what created the magnetism, making Nike a globally beloved brand? It wasn't just the shoes; it was the offer - the promise of "Just Do It." This simple phrase encapsulated Knight's passion, recognized the customers' desires and tensions, and channeled it into a clear message. It wasn't just about buying shoes; it was about believing in oneself, pushing

boundaries, and achieving greatness. The resonance was profound, and the audience was hooked.

Or consider the story of LEGO. A simple idea of interlocking bricks transformed into an offer that resonated deeply with both kids and adults. The founder, Ole Kirk Christiansen, had a passion for creating quality play experiences. The customers? Kids eager for imaginative play and adults yearning for nostalgia and connection with their childhood. LEGO's offer was more than just toy bricks; it was a promise of endless creativity, a tool to make any world one could dream of. The product bridged the founder's vision and the customer's desire, creating a tune so enchanting that it's loved globally.

Think of the offer as a magnet. On one side, you have the founder's passion and purpose; on the other, the customer's desires and tensions. The offer is that magnetic force that pulls both ends irresistibly close. Just like a magnet can't work if one of its poles is missing, the resonance can't be achieved without an offer that matches the founder's frequency with the customer's.

But it's not just about matching frequencies; it's about amplifying them. Imagine a chef in a kitchen. The founder's passion is the unique recipe, the knowledge of combining ingredients in just the right way. The customer's desire is the hunger, an eager anticipation for a delicious meal. The offer? It's the captivating presentation on the plate coupled with an exquisite taste. When done right, you create an experience

that's not only satisfying but memorable, leaving everyone craving for more.

In essence, the offer is the bridge, the glue, the amplifier. It's what brings everything together in perfect harmony. When the offer is perfectly tuned, mirroring the founder's passion and aligning with the customer's desires, that's when brands become legends, when songs become anthems, and when businesses truly resonate.

## **Crafting the Resonance Offer**

The resonance offer is like a three-layered cake, each layer complementing the other to create a delectable whole. At its base, we have the Promise. This isn't just any promise; it's a BIG BOLD Promise, crystal clear in what it offers and delivers. It tells the customer exactly what they'll get, and it's so clear that they can almost see or feel the end result even before they purchase.

Layered on top of this promise are the Perks. Think of these as delightful extras that come with the core offer. They are like the cherries and sprinkles on a cake, adding value, joy, and more reasons to buy. Perks make an offer hard to resist, as they amplify the value of the main promise, often surprising and delighting the customer.

Finally, sealing the deal is the Proof. Now, a cake is no good if it doesn't taste as good as it looks, right? In the same way, an offer needs to reassure customers that what they see (the promise and perks) is precisely what they'll get. The proof

does this by showcasing testimonials, guarantees, credentials, or certifications. It removes doubts and builds trust, ensuring the customer feels secure in their decision to buy.

Together, these three elements - Promise, Perks, and Proof - form the backbone of an offer that not only attracts but deeply resonates with the customer, creating an almost magnetic pull towards the brand.

## **The Big Promise That Makes You Stand Out**

In a busy market, where lots of businesses try to get customers' attention, it's the big promise that makes a difference. What's a big promise? It's like a strong handshake, firm and clear. It tells customers, "We mean what we say!" It's so brave that other businesses might think twice before copying it. And for customers? It sounds so good they might wonder if it's real.

Think about Domino's Pizza and their promise: "Delivered in 30 minutes or it's free." This isn't just saying, "We're fast." It's a clear, brave promise. They are so sure of their speedy delivery that they're ready to give the pizza for free if they're late. This makes people trust Domino's. They think, "If Domino's is making such a big promise, they must be really good at delivering fast!"

But here's the trick. This promise doesn't just sound good; it also feels real. If Domino's just said, "We're the fastest pizza delivery," it would sound like any other claim. By adding "or it's free," they show they're serious. They put their money where their mouth is.

Lots of businesses make promises, but only a few make big, brave ones. And even fewer keep them. That's why when a company does make and keep a big promise, people remember it. They talk about it. They become loyal customers.

But there's a balance. The promise should be big, but not unbelievable. If it sounds too good to be true, people might think it's a trick. The key is to find that sweet spot where the promise is big enough to grab attention and believable enough to build trust.

Some of the world's most recognized brands have built their reputation on the strength of their promises. These brands didn't merely make a promise—they wove these commitments into the very fabric of their offerings, solidifying customer trust and setting industry standards.

Let's take a closer look at how some of the top brands masterfully used their bold promises to set them apart in the market.

## **Powerful Promises: Brands That Set the Bar**

### **Zappos**

**Promise:** “Free returns for 365 days.”

Zappos' promise ensures customers that they can shop with confidence. Buying shoes or clothes online can be a gamble, but with a full year to return any item, customers feel more comfortable trying out new products. This promise highlights Zappos' focus on customer satisfaction and eases the worries of online shopping.

### **Southwest Airlines**

**Promise:** “No change fees.”

Travel plans can often be unpredictable, and having to pay a hefty fee to adjust flight details can be daunting for passengers. Southwest Airlines recognizes this pain point and promises "No change fees." This assurance builds a relationship of trust with their customers, letting them know that flexibility is part of the ticket they purchase. It emphasizes Southwest's commitment to prioritizing passenger convenience over potential revenue from change fees, thus setting them apart from many other airlines that charge hefty fees for flight changes.

## **FedEx**

**Promise:** "When it absolutely, positively has to be there overnight."

FedEx's promise is not just about delivery—it's about reliability. For businesses and individuals who need urgent deliveries, this promise not only assures punctuality but also peace of mind. It positions FedEx as the go-to courier for urgent shipping needs.

## **Orkin**

**Promise:** "We'll get rid of your pest problem, or we'll keep coming back until we do."

Orkin's promise tackles one of the primary pain points in pest control: recurrence. By committing to solve the problem without additional charges, they guarantee peace of mind and ensure customers that their homes will be pest-free.

## **Geico**

**Promise:** "15 minutes could save you 15% or more on car insurance."

Geico's catchy promise emphasizes both time-efficiency and cost-saving. It's a direct invitation for potential customers to see the value Geico can offer them.

## **TOMS**

**Promise:** "With every product you purchase, TOMS will help someone in need. One for One."

TOMS doesn't just sell products; they promise a positive impact. Customers aren't just buying a product; they're contributing to a greater cause.

## **IKEA**

**Promise:** "Low price but not at any price."

IKEA assures that while their prices are competitive, they don't compromise on ethical practices or quality. This underscores their commitment to both value and values.

## **Walmart**

**Promise:** "Everyday low prices."

Walmart's promise is simple and direct: they guarantee customers consistent affordability, ensuring that they don't have to wait for sales to get a good deal.

## **Target**

**Promise:** "Expect more. Pay less."

Target's promise cleverly sets them apart from other retailers. They assure customers of a superior shopping experience without the hefty price tag, emphasizing both quality and affordability.

## **Papa John's Pizza**

**Promise:** "Better Ingredients. Better Pizza."

Papa John's lays out a straightforward equation for the consumer. They promise that by starting with superior ingredients, the end result will be a superior pizza. This not only sets them apart from competitors but also emphasizes their commitment to quality.

## **Perks: The Hidden Delight in Offers**

In the world of marketing and sales, you'll often hear the term 'value-added', and while it sounds like a jargon-laden phrase, its concept is beautifully simple. It's about giving a little extra, going beyond the main product or service. This 'extra' is what we call the 'Perk'.

Imagine going to a bakery to buy a muffin. The muffin is delicious - moist, fluffy, everything you'd want. Now, imagine if with every muffin you bought, you got a free cup of freshly brewed coffee. That coffee is a perk. It may not be the main reason you came to the bakery, but it sure does make your visit feel a bit more special. And the next time you think of

grabbing a snack, you'd probably head back to the same bakery. That's the power of a perk.

Perks can take a myriad of forms. They can be tangible, like that cup of coffee or an added accessory with a purchase. They can be intangible, like a complimentary consultation or free shipping. But whatever form they take, perks always serve two main purposes:

### **1. Enhancing Value without Diluting Brand Worth**

The primary product or service remains the hero. By adding perks, businesses are not trying to divert attention from their main offering but merely trying to augment it. For instance, if you're selling high-end skincare products, giving away a sample of another product not only lets customers try something new but also showcases the breadth of your product range.

### **2. Building Loyalty and Encouraging Repurchase**

Perks act as delightful surprises that exceed customer expectations. When customers feel they're getting more than they paid for or expected, they're more likely to return. A cosmetics brand offering a makeup pouch with purchases over a certain amount doesn't just give away a pouch; they offer convenience. The customer recalls this added convenience every time they use that pouch, reinforcing a positive association with the brand.

Let's delve deeper into the realm of perks by looking at its different manifestations:

**Tangible Freebies:** These are physical goods that customers get alongside their primary purchase. A classic example would be the toy inside a cereal box. While a parent buys the cereal for its nutritional value, the toy acts as an incentive for kids, making breakfast time less of a chore for parents.

**Services:** Service-oriented perks come in various forms. If you're buying a laptop, a store might offer free setup assistance, ensuring you get started without any hitches. Some online courses, on the other hand, might offer a one-on-one consultation session or Q&A webinar as a perk.

**Exclusivity:** This is a psychological perk, tapping into the human desire to feel special. By offering something that's limited edition or giving early access to loyal customers, brands make their patrons feel a part of an elite club. A brand might release a product to their member base before launching it publicly. This not only makes members feel valued but also creates a buzz around the product.

**Loyalty Points and Discounts:** A favorite in the retail world, loyalty points or future purchase discounts are perks that encourage repeat business. Every purchase adds points, and these points can be redeemed later. It's like a constant loop of give and take, ensuring the customer keeps coming back.

**Knowledge and Information:** In the age of the internet, information is a valuable commodity. Brands, especially in

the tech and B2B sector, often provide whitepapers, e-books, or exclusive webinars as perks. These not only enhance the brand's image as a thought leader but also provide genuine value to the customer.

Perks, while auxiliary to the main offering, play a crucial role in the resonance of the overall offer. They subtly communicate a brand's commitment to customer delight. They say, "We care about you, and we're willing to walk that extra mile to make you happy." When crafted thoughtfully, perks don't just amplify an offer; they turn it into an experience, an experience that resonates, lingers, and brings customers back time and again.

Let's explore how some of the world's leading brands have mastered the art of offering perks that not only complement their core offerings but also forge stronger relationships with their customers.

## **Sephora**

This beauty retail giant has always been ahead of the curve when it comes to customer experience. With every purchase, Sephora offers free samples. This is a win-win for both the company and its customers. Consumers get to test new products without any commitment, while Sephora gets a chance to introduce customers to products they might purchase in the future. This tactic not only builds loyalty but also drives future sales.

## **Amazon Prime**

Amazon Prime members enjoy a plethora of perks from free same-day shipping to access to exclusive movies and TV shows on Prime Video. This service is about much more than quick deliveries; it's about enhancing the overall customer experience. These perks keep members hooked, increasing their loyalty to the brand.

## **Dropbox**

When Dropbox started, they offered extra storage space for users who referred their friends. This perk not only incentivized users to spread the word about Dropbox but also offered genuine value in return.

## **American Express**

Their Platinum Card members get access to airport lounges, hotel upgrades, and a concierge service. These exclusive perks make traveling more comfortable and luxurious for cardholders, making the card more valuable.

## **Airbnb**

Many hosts offer "Superhost" status, providing guests with local tips, breakfast, or other unique experiences, elevating the traveler's experience beyond just accommodation.

## **Spotify Premium**

Aside from an ad-free experience, Premium members sometimes get early access to albums or exclusive content, tapping into the exclusivity perk.

## **Netflix**

While its primary service is streaming, the "Download and Go" feature is a perk, allowing users to download certain shows and movies and watch them offline. This greatly enhances the viewing experience for those on the move.

## **Apple**

When purchasing certain Apple products, customers sometimes receive a free one-year subscription to Apple TV+, providing additional value to the purchase.

## **Subaru**

With their vehicles, Subaru offers a "Badge of Ownership," a set of unique badges reflecting the owner's passions and hobbies. This fosters a sense of belonging and brand loyalty.

## **PlayStation Plus**

Subscribers not only get access to online multiplayer gaming but are also given free monthly games, adding value to the subscription.

These brands have recognized that in today's competitive marketplace, it's not enough just to have a great product or service. By adding perks that resonate with their customers, they amplify the value of their core offer, ensuring that they stand out in the crowd. It's these delightful additions that often tip the balance in their favor, making customers choose them over competitors.

## **The Seal of Authenticity in Your Offer**

In the world of sales and marketing, saying something doesn't necessarily make it true. It's one thing to claim that you're the best, but it's another entirely to prove it. This is where the magic of 'Proof' enters, acting as a crucial pillar in the resonance offer. While the 'Promise' may draw a customer in and the 'Perks' can sweeten the deal, it's the 'Proof' that truly seals the deal.

Imagine you're at a crossroads. Two vendors are selling you the same product. One tells you it's the best and leaves it at that. The other not only tells you it's the best but shows you testimonials, certifications, real-world results, and even offers you a guarantee. Which one are you likely to choose? The second, of course!

Proof operates on a simple but vital human instinct: trust. We inherently trust experiences, credentials, and tangible evidence more than mere words. Our brains are wired to seek out patterns and evidence that confirm what we hope to be true.

## Types of Proof

**1. Testimonials:** One of the most straightforward types of proof. Real comments from real customers can be potent. These testimonials, especially if they're detailed and relatable, offer potential customers a glimpse of the experience they might have.

**2. Before-and-After Photos:** Especially prevalent in industries like fitness, beauty, or home renovation, these types of visuals show potential results. They're undeniable evidence that a product or service works.

**3. Certifications and Awards:** These act as a third-party validation of a brand's quality and expertise. If a trusted organization has given their stamp of approval, it reassures customers.

**4. Case Studies:** Detailed analyses of how your product or service solved a particular problem. They're concrete, they're relatable, and they show potential customers the kind of results they can expect.

**5. Demonstrations:** Live demos or video demonstrations of a product in action can show its value and functionality, dispelling doubts about its claims.

**6. Guarantees:** This is the brand putting its money where its mouth is. If a company is willing to offer a money-back

guarantee, it means they're pretty sure their customers won't need to use it.

**7. Numbers and Data:** Hard stats can be very convincing. If you have impressive numbers (like "Over 1 Million Satisfied Customers" or "Proven to Work 3x Faster"), they can serve as compelling proof points.

**8. Press and Media Mentions:** Being featured in reputable media outlets can enhance credibility and show that a brand is recognized and validated by others.

**9. Free Trial:** By allowing potential customers to experience firsthand the value and utility of an offering, brands essentially say, "We believe in our product so much, we're willing to let you try it for free." This removes a significant portion of the risk for the consumer. If they don't find value, they haven't lost anything. On the other hand, if they love it, they're more inclined to invest in the full version or a longer subscription. It's the ultimate "seeing is believing" approach in the business world, providing consumers with tangible proof of a product's worth before they make a financial commitment.

## **The Ethics of Proof**

While proof can be a powerful tool in convincing customers, it's essential to approach it with honesty. Misleading customers with fake testimonials, altered photos, or dubious

claims can backfire massively. Not only is it unethical, but in many places, it's also illegal.

Moreover, today's consumers are savvy. They can often sniff out when something doesn't seem quite right. Trust, once lost, is challenging to regain. Brands that are caught bending the truth or outright lying about their proof points might find themselves facing not just a loss of sales, but a PR nightmare.

A brand's credibility is its currency. When a brand promises something, and there's ample proof to back up those claims, it establishes a relationship of trust with its customers. On the other hand, a lack of proof or, worse, false proof can damage a brand's reputation, sometimes irreparably.

In recent years, with the surge of online shopping and digital services, customer reviews have taken center stage. Platforms like Amazon, Yelp, or TripAdvisor are built on the foundation of user reviews. A slew of negative reviews can mean the death knell for products or services, while positive reviews can skyrocket them to success.

'Proof' is not just about showing customers that they can trust a brand, but genuinely earning that trust. It's a contract of sorts - the brand promises value, and the proof is the brand's way of saying, "You can believe us." In the grand orchestra that is the resonance offer, 'Proof' is the note that reaffirms everything the brand stands for, ensuring that customers not only come to you but also stay with you.

Companies that not only state their value but back it up with undeniable evidence rise to the top. So let's delve into some brands that have masterfully integrated 'Proof' into their offers, assuring customers of their quality and results.

## **Apple**

### *Specific Facts and Figures*

Apple, the tech giant, has never been shy about touting its products' prowess. For instance, when introducing a new chip for their devices, they often provide specifics like "3x faster" or "50% more energy efficient." These precise figures not only give consumers a clear picture of what to expect but also show Apple's confidence in its technological advancements.

## **Dyson**

### *Patents and Technology Demonstrations*

Dyson is known for its innovative products, and the company frequently showcases its patented technology. Demonstrations, especially during product launches, highlight how their devices are different (and superior) to conventional products in the market.

## **Proactiv**

### *Before-and-After Photos*

The skincare brand Proactiv, which targets acne, extensively uses before-and-after photos to showcase real results from real users. These images allow potential customers to see

the transformation and feel hopeful about achieving similar outcomes.

## **Tesla**

### *Real-World Performance Data*

When Elon Musk talks about a new Tesla model, he often dives deep into its performance data. Facts like "0 to 60 mph in under 2 seconds" not only sound impressive but also establish Tesla's dominance in electric vehicle technology.

## **Fitbit**

### *Clinical and User Data*

Fitbit, a brand synonymous with fitness tracking, often shares aggregate user data to showcase the effectiveness of its products. By presenting statistics like "users increased their daily active minutes by 22%," Fitbit offers compelling evidence of its utility.

## **LEGO**

### *Awards and Recognition*

LEGO, the iconic toy brand, frequently mentions awards it has received over the years, solidifying its position as a leader in the toy industry. This kind of third-party recognition serves as powerful proof of the brand's excellence and innovation.

## **Duolingo**

### *User Progress Reports*

Duolingo, the language-learning app, showcases user progress reports and success stories. When potential learners see others achieving fluency or passing language proficiency exams, it serves as tangible evidence of the app's effectiveness.

## **Bose**

### *Technical Specifications*

Bose, known for its audio products, often delves into the technical specifics of its devices. By presenting data on sound frequency ranges, noise-canceling capabilities, and more, Bose assures customers of its products' superior sound quality.

## **Gillette**

### *Demonstrations and Comparisons*

Gillette, a brand that has long stood for shaving precision, regularly showcases demonstrations of its razors in action. By comparing its product's performance with competitors in real-time, Gillette ensures its customers of the superior quality they're investing in.

## **GoPro**

### *User-Generated Content*

GoPro, a leader in action cameras, leverages user-generated content as its primary proof. Showcasing thrilling videos shot by actual users not only validates the camera's performance but also builds a community of loyal enthusiasts.

## **L'Oreal**

### *Clinically-Tested Results*

L'Oreal, a giant in the cosmetics industry, often supports its product claims with clinically-tested results. Statements like "87% saw more vibrant skin" provide consumers with a clear expectation of the product's potential benefits.

## **Grammarly**

### *Real-Time Error Detection Demonstrations*

Grammarly, the writing assistant tool, often showcases real-time demonstrations of its error detection capabilities. By allowing potential users to see the tool in action, they get a clear sense of its value.

## **Microsoft Office**

### *Free Trial*

Microsoft offers a free one-month trial of its Office 365 suite. This allows users to test out Word, Excel, PowerPoint, and other tools without any commitment. The idea is that by the end of the trial, users have become so integrated and reliant on the software that they opt for the paid version.

## **The Heartbeat of the Resonance Offer**

In our journey through business and its many facets, it's clear that standing out isn't just about having a good product. It's about making a connection. The offer stands as the connection between a brand and its customers. That resonance offer is built from three strong pillars: Promise, Perks, and Proof.

Together, these three pillars hold up the offer, giving it the power to resonate. They make sure that when a customer sees an offer, they don't just see a product. They see a brand that understands them, values them, and is ready to serve them. This, in essence, is the magic of the Resonance Offer. And as we've seen throughout this chapter, when this magic is at play, businesses don't just sell; they connect, engage, and thrive.

If our journey thus far was about setting the stage and getting the actors ready, the next chapter is about making sure the audience knows about the show and is eager to attend. Every brand has a story, an essence that defines it, and an offer that validates it. But how do we ensure that this story doesn't remain an unsung tale? The answer lies in advertising. In the upcoming chapter, we'll dive into the world of advertising, where your brand's message meets the world, and where resonance becomes a shared dance between you and your audience. Join us as we uncover the strategies, tools, and secrets to making your brand's voice heard in a crowded marketplace. Ready to turn on the spotlight? Let's dive in!



# The Irresistible Call: The Art of Resonant Advertising

Think of your business as a flashlight in a big, dark room. You've built it to be strong, reliable, and helpful. But if you don't turn it on, nobody will see the way. Advertising is like pressing that switch. It lights up the room, showing people what you offer and guiding them to you.

## **Why Advertising Matters**

Consider a world where all the inventors, thinkers, and creators kept their innovations hidden, thinking the world would come knocking at their doors. Without the crucial step of announcing and promoting these innovations, many groundbreaking ideas would remain undiscovered.

Advertising plays this pivotal role for businesses. It's the flare you send up into the sky, letting everyone know you're here, you have something special, and they need to pay attention.

It's not enough to have a stellar product or service. In today's crowded marketplace, where countless businesses jostle for attention, you need a strong voice to make yourself heard. Advertising provides you with that voice, and more importantly, it ensures your message reaches the right ears.

But advertising isn't just about being loud or flashy. It's about effectively communicating your brand's essence, its promise, its value. This communication is paramount in creating that resonance with your audience. Remember, it's not only about making people aware of your brand; it's about making them feel something for it. This feeling is what differentiates casual browsers from loyal customers.

Resonance is about aligning frequencies, getting in sync. While our previous chapters delved deep into the intricate dynamics of how a brand harmonizes with its core identity and its audience, advertising is the spotlight shining bright on that harmony. It's the messenger that ensures a brand's unique tune is heard and remembered amidst the myriad of melodies playing in the market. It allows a brand's distinct vibe to reach, captivate, and stay with countless potential customers out there.

Think of your favorite story. Before you could enjoy it, before it could touch your heart, you needed to hear about it first. Someone had to tell you or show you. In the same way, even the best brand stories need to be shared, and advertising is the storyteller.

When done right, advertising doesn't feel pushy. It doesn't yell. Instead, it whispers right into the heart, making one feel seen, understood, and valued. It's a conversation, a two-way street where a brand speaks and listens, fine-tuning its message based on what it hears back.

In the vast sea of businesses, products, and services, it's easy to feel like a small fish. But even a small fish can make big ripples with the right kind of splash. And that splash is your advertising campaign.

Through this chapter, we'll dive into the myriad ways advertising can be crafted to resonate, to echo the heart of your brand and the hearts of your audience, forming a connection that's not easily broken. It's the final step in the dance of resonance, bringing everything full circle and ensuring your brand not only stands out but also stays in the minds and hearts of your customers.

## **The Myth of Sole Reliance on Word of Mouth**

Many entrepreneurs and businesses often hold on to the belief that a great product or service will speak for itself. They think, "If I build it, they will come." While there's undeniable merit in creating a stellar product, relying solely on organic word of mouth to promote it can be an unreliable strategy, especially in today's fast-paced digital age. Let's debunk this myth and shed light on why word of mouth, although powerful, isn't the be-all and end-all.

## **Reach and Speed**

Consider the trajectory of many startups. They launch, gain a small group of customers, receive positive feedback, and then... wait. They wait for word of mouth to spread, believing that satisfied customers will do all the advertising for them. While this can happen, it's often a slow burn. Paid ads, on the other hand, can reach thousands, if not millions, in a short span.

## **Control over the Narrative**

When you rely on word of mouth, you have zero control over the narrative. Customers might share incorrect details, underplay your strengths, or focus on aspects that are trivial in the grand scheme of things. With advertising, you're in the driver's seat. You decide what the message is and how it's portrayed. Apple, for example, could have just relied on the buzz of their innovative products, but their controlled, consistent advertising campaigns turned them into a cultural phenomenon.

## **Targeting Precision**

Word of mouth is like casting a wide net, hoping to catch a few fish. Paid advertising, especially in the digital realm, is more like spearfishing. Platforms like Facebook or Google allow you to target specific demographics, ensuring that your product or service reaches those who are most likely to be interested in it.

## **Maintaining Top-of-Mind Awareness**

The market today is volatile. A customer might love your product today but get swayed by a competitor's flashy new feature tomorrow. By advertising consistently, you ensure you're always on top of your potential customer's mind. Coca-Cola, despite being a globally recognized brand and a word-of-mouth giant, continues to advertise. Why? To ensure they remain the first name you think of when you're thirsty.

## **Word of Mouth's Limitations**

There's a ceiling to word of mouth. Without external stimuli like ads, the cycle of recommendations can come to a halt. Even viral products have a life cycle, and what's trending today might not be tomorrow. Fidget spinners were everywhere at one point, largely due to word of mouth. But without sustained advertising, their relevance quickly faded.

## **Validating Word of Mouth**

When someone hears about your product from a friend, they're likely to look it up online. If they find well-crafted ads and a strong online presence, their trust in your product is solidified. It's a stamp of validation. Tesla, a brand built largely on buzz and word of mouth, still benefits immensely from the online ads and promotional content they've placed strategically across platforms.

## **Overcoming Skepticism**

Today's consumers are savvy. If they hear about a product only from friends or acquaintances, they might wonder, "If it's so good, why haven't I seen it advertised?" Advertising lends credibility and establishes your brand as a serious player in the market.

Word of mouth is undeniably a strong marketing tool, but it's just one tool in the toolbox. Relying solely on it is like trying to build a house with only a hammer. Paid advertising, with its reach, precision, and control, is essential to truly make your product or service shine in today's crowded market. If history and the success trajectories of top brands have taught us anything, it's that a balanced mix of organic promotion and strategic advertising is the key to unparalleled growth.

## **The Growth Hacking Mirage: Why It's Not the Ultimate Answer**

Growth hacking has been the darling of the startup world for some years now. It's a term that originated in Silicon Valley and represents the idea of using clever, cost-effective strategies to grow a business. A few success stories have propelled growth hacking into the limelight, making some believe it's a superior alternative to traditional paid advertising. However, while growth hacking can be a potent strategy in specific contexts, it's not a universal solution.

Let's dive deep into why relying solely on growth hacking might not be the golden ticket everyone believes it to be.

### **Not One-Size-Fits-All**

Growth hacking strategies that worked wonders for one business might not work for another. Dropbox's referral program or Airbnb's integration with Craigslist are often cited as exemplary growth hacks. However, these were unique solutions tailored to specific challenges those companies faced at the time. What worked for them might not work for a completely different business model or target audience.

### **Short-Term vs. Long-Term**

Many growth hacks are designed for quick wins, and while they can provide an initial boost, they might not guarantee long-term, sustainable growth. Paid advertising, on the other hand, when done right, offers more predictable and steady results over the long run. It's the difference between a sugar rush and a balanced meal for your business.

### **Brand Perception**

While growth hacks aim at rapid user acquisition, they might sometimes come across as too aggressive or gimmicky, which can harm the brand's reputation in the long run. Paid advertising allows for more controlled, consistent branding, ensuring your business is perceived in the right light.

## **Scalability Issues**

Growth hacks can sometimes become victims of their success. A strategy that works well when you have 1,000 users might backfire or become unmanageable when you have a million.

## **Dependence on Platforms**

Some growth hacks are dependent on platforms or systems that the business doesn't control. For instance, a tactic that exploits an algorithm on a social platform can be rendered useless overnight with a simple algorithm change. Paid advertising is more transparent, with businesses knowing the rules of the game and having formal avenues for redress or adjustments.

## **Narrow Focus**

Growth hacking often zeroes in on one metric, be it user acquisition, activation, or retention. While tunnel vision can sometimes lead to breakthrough innovations, it can also lead to missed opportunities in broader market positioning, brand-building, or customer loyalty, areas where traditional advertising shines.

## **Expertise and Knowledge Gap**

Effective growth hacking might require a unique blend of skills, including coding, market analysis, and creative thinking. Not every business has access to such talent. In

contrast, the world of paid advertising is more established, with a plethora of agencies, consultants, and tools available to guide businesses, especially newcomers.

Growth hacking is an exciting realm, offering innovative and sometimes ground-breaking ways to grow a business. However, it's essential to remember that it's just another tool in the vast arsenal available to businesses. Dismissing the proven power of paid advertising in favor of exclusively pursuing growth hacks can be a risky move. The smartest businesses often leverage both, using growth hacking for innovative boosts and paid advertising for consistent, scalable growth. Balance, as in many areas of business, is key.

## **Advertising as an Investment Machine**

When we talk about expenses in a business, there's often a knee-jerk reaction to view advertising as just another line item on the expense sheet. It's seen as a necessary evil, something you have to spend money on to let people know about your products or services. But here's a perspective shift: what if we don't see advertising as a cost, but instead as one of the most powerful investments available to a business?

Imagine you found an unusual ATM. For every dollar you put in, it gave you back three, four, or even ten dollars. Would you consider your initial dollar as an expense? Of course not! You'd see it as an investment, and probably the best one

you've ever made. That's precisely how direct response advertising can function when done right.

## **Direct Response Advertising: The Wealth Multiplier**

Unlike traditional advertising, which focuses on brand awareness, direct response advertising is laser-focused on getting an immediate action from the viewer. Whether it's signing up for a newsletter, making a purchase, or scheduling a call – the objective is clear and measurable.

Because of this sharp focus, you can directly measure the return on your advertising spend. If you've crafted your advertisement well, with a compelling offer and a clear call-to-action, and targeted the right audience, your \$1 ad spend might bring in \$4 in revenue. Or \$10. Or even more.

It's more than just earning more than what you spend; it's about predictability and scalability. If you know that for every \$1000 you spend on advertising, you get \$4000 in return, you've essentially got a wealth creation machine. Want to grow your revenue? Increase your advertising investment.

The magic behind direct response advertising lies in its measurability. Every penny spent can be traced to the results it generated, allowing businesses to refine and optimize continuously. It's agile, with quick feedback loops enabling real-time tweaks. This isn't a 'spray and pray' approach; it's surgical.

But there's a catch – to turn advertising into an investment machine, you need to master the art and science behind it. It requires understanding your target audience intimately, crafting compelling offers, and continually testing and optimizing.

While growth hacking and word-of-mouth have their merits, they come with unpredictability and often lack scalability. Direct response advertising, when done right, can be the reliable engine that powers business growth. By viewing advertising not as a cost but as an investment, businesses can harness its true potential for unparalleled growth and profit.

## **Sales: The True Measure of Advertising Success**

Often, the advertising world gets caught up in the glitz and glamour of creativity. While innovative and visually appealing ads can capture attention and even bag awards, the real question remains: Are these ads driving sales? At the end of the day, the primary purpose of advertising is not to win accolades but to generate sales. This is the benchmark against which its success should be measured.

Imagine crafting a visually stunning advertisement that tells a gripping story and even tugs at the heartstrings of its viewers. But, if after watching that ad, the viewers don't feel compelled to buy the product or service, then the ad, no matter how creative, has missed its mark. It's like designing

a beautiful car that doesn't run. It may catch the eye, but it won't get you anywhere.

Moreover, when advertising leads to sales, it's not just about boosting the bottom line. Each sale can signify a solution to a customer's problem, a need met, or even a dream realized. This is how businesses make a tangible difference in people's lives. Through the products or services they sell, businesses can impact individuals, communities, and even societies at large.

Furthermore, increased sales equate to increased profitability. With more funds at their disposal, businesses can invest in research and development, expand their offerings, and grow in scale and reach. This ripple effect means that effective advertising, aimed at driving sales, not only benefits the business but also the broader community it serves.

In essence, while creativity and innovation in advertising are commendable, they should never overshadow the core objective: to sell. Because when an ad sells, it doesn't just generate revenue; it amplifies the impact and reach of a business, fulfilling its true purpose in the marketplace.

As we glide through the vast realm of advertising, it's essential to pin down what truly elevates an advertisement from being just another message among thousands to something that resonates deeply, becoming almost iconic in its reach and impact.

Imagine a magnet. At its core, it has a power that attracts certain things and repels others. This attraction and repulsion, in the world of advertising, is built on three essential principles. These principles transform an ordinary message into a beacon that guides and captivates its intended audience.

First, there's the power of the **Big Idea**. It's that central, compelling concept that ties everything together, acting as the heart and soul of the advertisement. Think of Apple's 'Think Different' campaign; it wasn't just about selling products, but an entire mindset, a new way of looking at the world.

Next, we have **Polarization**. Contrary to what many think, trying to appeal to everyone often results in connecting with no one. True resonance occurs when an advertisement speaks directly to its intended audience, even if it means not resonating with others. This laser-focused approach ensures that the message feels personalized, intimate, and deeply relevant to those it's intended for.

Lastly, the principle of **Clarity** takes the stage. In a world overflowing with information and claims, clear, direct, and specific messages stand out. Avoiding vague promises and instead being transparent and straightforward ensures the audience isn't left guessing. It tells them precisely what to expect, building trust and removing barriers to action.

Each of these pillars, when implemented effectively, ensures that the advertisement doesn't just pass by the eyes and

ears of the audience but embeds itself in their minds and hearts.

## The Power of the Big Idea

At the heart of every memorable advertisement lies a powerful concept, an idea so potent and simple that it instantly captivates and resonates with its audience. This is the 'Big Idea'. It's the secret sauce that makes certain advertisements stand out like landmarks in the vast landscape of advertising history.

Think about how stories have been passed down through generations. The most memorable ones weren't just tales; they encapsulated a powerful, central message that resonated deeply with listeners. In the same way, advertisements that pivot around a Big Idea do more than just sell; they tell a story, convey a message, or introduce a groundbreaking thought.

Let's dive deeper with a few examples:

**Apple's iPod:** *"1,000 songs in your pocket"*

This wasn't just about showcasing a product; it was about encapsulating an entire revolution in the way we consumed music. Before this, music was bound by CDs, tapes, and devices that could only store a limited number of songs. With these five words, Apple didn't just sell an iPod; they sold freedom, convenience, and a whole new era of music enjoyment.

**Nike:** *“Just Do It”*

Rather than focusing on the technical specifications of their shoes or the design, Nike tapped into the mindset of every athlete and aspirant. This Big Idea was all about pushing through barriers, procrastination, and doubts. It was a call to action not just for sports but for life.

**De Beers:** *“A Diamond is Forever”*

At its core, this wasn't just about selling diamonds. It was about equating the longevity and unbreakable nature of a diamond with the eternal bond of love and commitment. This Big Idea reshaped how generations viewed engagement rings and gifts of love.

**Volkswagen Beetle:** *“Think Small”*

In an era where everything in the automotive world was about being bigger and more powerful, Volkswagen turned the tables. This was more than just about car size; it challenged the status quo, urging people to appreciate simplicity, efficiency, and the charm of the understated.

**Dove:** *“Real Beauty”*

Rather than portraying the conventional, often unattainable standards of beauty prevalent in the beauty and fashion industries, Dove chose to celebrate every woman's unique beauty. The Big Idea here was to challenge societal beauty norms and to make every woman feel beautiful in her skin.

This message was powerful, relatable, and resonated deeply with its target audience, transforming Dove from just another soap brand to a champion of self-esteem and positive body image.

**MasterCard:** *"Priceless"*

MasterCard emphasized the experiences and memories that money can't buy, which put them in a unique space in the credit card market.

**Red Bull:** *"Gives You Wings"*

It wasn't just about an energy drink; it was about ambition, adventure, and reaching new heights.

**Coca-Cola:** *"Open Happiness"*

Coca-Cola shifted from being just a beverage to an emotion, a moment of joy and refreshment.

**Airbnb:** *"Belong Anywhere"*

Instead of just being a service to find places to stay, Airbnb sold an experience and the feeling of being at home anywhere in the world.

The strength of a Big Idea lies in its ability to break through the noise. In a world filled with advertisements vying for our attention, those built around a compelling central idea are the ones we remember. They resonate because they touch

something deep within us, whether it's a universal truth, a shared experience, or an unspoken desire.

Moreover, a Big Idea is timeless. While specific ad campaigns may come and go, a Big Idea can shape a brand's messaging for years, even decades. It becomes the foundation upon which other campaigns are built, ensuring consistency and coherence across all advertising efforts.

For businesses looking to make a lasting impact, it's crucial to identify and articulate their Big Idea. It's not just about selling a product or service; it's about connecting with consumers on a deeper level, creating a narrative that they want to be a part of. It's the story, the mission, the vision that makes people think, feel, and ultimately, act.

## **Polarization in Advertising**

Imagine two magnets. When you try to push the same poles together, they resist and push away from each other. But when you flip one magnet around and introduce opposite poles, they snap together effortlessly. This natural force of attraction and repulsion is a perfect metaphor for polarization in advertising.

Polarization means being clear about who your brand is for and, perhaps more crucially, who it isn't for. It's about standing for something, even if that means turning some potential customers away. But here's the beauty of it: in doing so, you magnetically attract those who resonate with your message and your values.

Consider these examples:

### **Lululemon Athletica**

Originally, Lululemon positioned itself as a brand exclusively for yoga enthusiasts. Their marketing showcased scenes of serene yoga sessions, emphasizing the mental clarity and peace that comes with the practice. This laser-focused approach attracted a loyal following from the yoga community before they expanded to a broader audience.

### **Warby Parker**

Instead of appealing to the vast market of eyeglass wearers, Warby Parker decided to target millennials who were looking for affordable, stylish, and socially responsible options for eyewear. Their "Buy a Pair, Give a Pair" program, combined with their fresh and youthful designs, catered to a specific niche.

### **GoPro**

GoPro's marketing strategy revolves around extreme sports and adventures. Their advertising frequently features first-person perspectives of activities like skydiving, deep-sea diving, or mountain biking. By focusing on the adrenaline junkie niche, they've become synonymous with adventure recording.

## **Moleskine**

Marketed as the “legendary notebook,” Moleskine primarily attracts creative professionals, writers, and artists. By tying their brand to historic creatives like Van Gogh and Hemingway, they made their notebooks appealing to those who see their work as an art form.

## **Vans**

Originally started as a shoe for skateboarders, Vans targeted this niche group and became synonymous with skate culture. Their branding and advertising consistently reflect this skateboarding focus.

## **Fenty Beauty by Rihanna**

This cosmetic line was one of the first to emphasize inclusivity by launching a wide range of foundation shades. They targeted individuals who've been underserved by other cosmetic brands, particularly women of color.

## **Jeep**

Jeep doesn't just sell vehicles; it sells adventures. They specifically appeal to individuals looking for rugged, off-road experiences, distinguishing themselves from everyday city driving cars.

For a more grounded example, let's delve into a personal experience. In my efforts to achieve resonance with a

specific audience, I once spearheaded a campaign directed solely at professional engineers. After observing and analyzing our client demographics, we made an interesting observation: the most striking success stories emerging from our Passion Point programs were predominantly engineers. They seemed to possess a unique set of analytical and systematic skills that, when combined with our methods, yielded extraordinary results.

With this insight, the campaign was born. Its aim? To draw engineers towards our systems and methods, demonstrating the synergy between their inherent skills and our innovative approaches to create unparalleled, passion-driven brands.

The results were nothing short of spectacular. The campaign performed exceedingly well in terms of engagement and conversions. Engineers from diverse fields expressed their enthusiasm, shared their experiences, and engaged in discussions about the nexus of engineering and brand-building.

However, as with any sharply focused campaign, there was a flip side. The laser-focused targeting generated a substantial wave of criticism. We faced accusations of being exclusionary, discriminatory, and perpetuating the stereotype that engineers possess an unmatched ego. Many took offense, thinking that we were implying that only engineers could achieve success using our methods.

The backlash, while significant, underscored a vital lesson. Polarizing campaigns, by their very nature, will always have

their champions and their detractors. The aim is not universal appeal, but resonant connection with a specific group. In our case, it was engineers. And while the criticisms were loud, the positive impact of the campaign on our target demographic was undeniable. The increased engagement, conversions, and success stories reaffirmed our belief in the potency of targeted, polarized advertising.

This experience served as a vivid illustration of the power of resonance in advertising. It's a delicate balance, navigating between specificity and inclusivity, but when done right, the results can be profoundly impactful.

Remember, in trying to appeal to everyone, you might end up appealing to no one!

## **The Precision of Polarization: Catering to Many by Speaking to One**

Imagine you're an author who's penned a gripping romance novel. You know that romance enthusiasts will be smitten with it, so you place it prominently in the romance section of a bookstore. That's your target, your ideal audience. Now, someone who typically reads thrillers wanders into the romance section on a whim, picks up your book, and becomes enchanted by the blurb. They decide to buy it, despite it not being their typical read.

This analogy illustrates an important principle in marketing: targeting a specific audience doesn't restrict others from

engaging with your brand; it simply ensures that your core message deeply resonates with those who are most likely to become fervent supporters or, as we might call them, super fans.

When brands zone in on a particular audience, they're fine-tuning their message, crafting it to deeply resonate with a particular group's desires, needs, and aspirations. It's like aiming an arrow at the bullseye on a target. The bullseye is the primary objective, but the surrounding circles are still part of the game, representing other potential customers.

For instance, consider Jeep, a brand that powerfully promotes off-road adventures, rugged landscapes, and the thrill of the wild. Their advertisements often showcase their vehicles traversing challenging terrains, appealing directly to outdoor enthusiasts and adventure junkies. However, it's not just the adrenaline-seekers who buy Jeeps. Many people purchase them for their durability, design, or even status symbol, despite never driving off the paved road. Jeep's core message speaks to the adventurous, but its broader appeal isn't lost on the masses.

Or take the cosmetic brand, Fenty Beauty by Rihanna. It made waves in the industry by launching with 40 shades of foundation, catering especially to women of color who had long been underserved. While the brand specifically addressed this segment, it didn't mean only women of color bought Fenty. The brand's message of inclusivity and quality appealed to a vast spectrum of consumers.

Polarizing, in this context, doesn't mean excluding; it means emphasizing. This focused approach sends a powerful message to the target audience, making them feel seen, understood, and valued.

However, the ripple effect of such an approach is significant. By achieving a deep connection with one segment, a brand inadvertently creates a halo of trust and appeal around itself. Other segments, though not directly targeted, often find themselves drawn in by the brand's authenticity, dedication, and specificity.

Furthermore, it's crucial to understand that customers often buy products or engage with brands for reasons other than the core message. They might be influenced by word of mouth, the brand's reputation, a specific feature they find appealing, or even just personal curiosity.

While polarization in advertising champions the notion of going deep rather than broad, it doesn't shut the door on wider appeal. It's akin to casting a pebble into a pond; while the initial splash (your core audience) is intentional and direct, the ripples that radiate outward (the wider audience) are vast, encompassing, and equally impactful. So, by honing in on your ideal audience, you're not limiting your reach but amplifying it in a way that's both purposeful and expansive.

# **Clarity: The Guiding Light in the World of Resonant Advertising**

In the realm of advertising, amidst the razzle-dazzle of visuals, catchy slogans, and upbeat music, there's one component that often gets overshadowed yet is arguably the most critical: clarity. Without clarity, even the most visually captivating or emotionally stirring advertisements can miss their mark, leaving viewers with a sense of intrigue but no clear understanding of what's being offered.

Imagine you're given a gift wrapped in pretty paper, with shiny bits on it, and a nice ribbon. It looks good and catches your eye. But if you never find out what's inside, you're left wondering. In the same way, an advertisement without clear messaging is like that gift box – visually pleasing but functionally empty.

## **Direct, Straightforward Messaging**

The primary goal of any advertisement is to convey a message about a product, service, or brand. Clarity ensures this message isn't lost in translation. By presenting information in a direct and straightforward manner, brands can eliminate any ambiguities.

## **Removing Jargon**

For industries or products that are complex, there's a temptation to use industry-specific jargon. However, for the

average consumer, this jargon can be alienating and confusing. Clarity involves breaking down these complexities into digestible, understandable bites of information. If a viewer has to spend time deciphering the message, the advertisement has already lost a chunk of its efficacy.

## **Visual and Verbal Alignment**

While words convey the direct message, visuals play an equally important role in advertising. Clarity means ensuring that there's a harmony between what's being said and what's being shown. Misalignment between the two can create confusion and dilute the strength of the message.

## **Setting Clear Expectations**

In the realm of direct response advertising, where the goal is immediate engagement or action from the viewer (like making a purchase, signing up, etc.), clarity about what's being offered and what's expected in return is crucial. Hidden fees, ambiguous terms, or unclear benefits can tarnish a brand's reputation and deter potential customers.

## **Examples of Clarity in Action**

### **Dollar Shave Club's Launch Video**

The Dollar Shave Club is an excellent example of the power of clarity in advertising. Their launch video, which has since become the stuff of marketing legend, opens with the

company's founder, Michael Dubin, stating, "Hi, I'm Mike, founder of DollarShaveClub.com. What is DollarShaveClub.com Well, for a dollar a month, we send high-quality razors right to your door."

The video goes on with Dubin, using humor and wit, walking through a warehouse while explaining the simplicity of their business model and poking fun at expensive brand-name razors with unnecessary features. The catchphrase "Our Blades Are F\*\*\*ing Great" is a brutally honest claim that underscores the brand's confidence in their product.

There are a few elements of clarity in this campaign that made it resonate:

**Directness:** From the get-go, Dubin explains the value proposition of Dollar Shave Club without any ambiguity. You pay a small fee, and you get quality razors delivered to your door. Simple as that.

**Simplicity:** The entire business model is about cutting through the clutter (both literally in terms of razor quality and metaphorically in terms of the buying experience). There's no need to go to the store, no need to decide between countless nearly identical products, and no need to pay an arm and a leg for a good shave.

**Humor and Authenticity:** The use of humor in the video made it more relatable and memorable. It felt like a real person talking to you, not a faceless corporation. This

authentic touch made the message clearer and more trustworthy.

In the realm of advertising, where many messages can become lost in translation or buried under layers of jargon or unnecessary fluff, Dollar Shave Club's approach was a breath of fresh air. The campaign was so clear and effective that it garnered millions of views in just a few days and propelled the company to become a major player in the razor market. The immediate surge in subscriptions post the ad's launch was a testament to the effectiveness of straightforward messaging.

### **M&Ms: "Melts in Your Mouth, Not in Your Hand"**

M&M's, the colorful button-shaped chocolates, have a storied history of clear advertising messaging. One of the most iconic and long-standing taglines in the history of branding is their slogan, "Melts in Your Mouth, Not in Your Hand." Let's break down the clarity of this campaign:

**Direct Problem Solution:** At the heart of this slogan is a solution to a problem many chocolate lovers didn't even realize they had until M&M's pointed it out. It addresses the messy nature of chocolate, especially in warm conditions, and offers a solution – a chocolate candy that won't create a mess because of its protective shell.

**Easy to Remember:** The beauty of this tagline is its simplicity and rhythmic nature. The cadence of the phrase makes it catchy, ensuring it sticks in the minds of

consumers. This memorability ensures that people recall the brand and its unique selling proposition (USP) when they're in the candy aisle.

**Visual Reinforcement:** Over the years, the brand has reinforced this message visually in their advertising. Commercials often showed the candies being subjected to conditions that would melt ordinary chocolate but leaving M&Ms unchanged, visually driving home the point their slogan made verbally.

**Relevance Across Generations:** The tagline, by focusing on a clear and ever-relevant benefit, has ensured that the message remains timeless. Even today, when a person picks up a packet of M&M's, they know exactly what to expect, thanks to decades of consistent, clear messaging.

M&M's took a simple, straightforward message about their product's unique benefit and turned it into a decades-long campaign that resonated with generations of candy lovers. They demonstrated the power of a clear message that directly addresses a consumer benefit, making the choice of their product over others seem like the obvious one.

### **McDonald's: "I'm Lovin' It"**

McDonald's, the global fast-food behemoth, has always mastered the art of clear messaging. Their tagline, "I'm Lovin' It," is a testament to their understanding of straightforward and resonant messaging. Let's delve into the clarity behind this campaign:

**Immediate Emotional Connection:** At its core, "I'm Lovin' It" encapsulates the feeling McDonald's wants its customers to experience – a simple joy and pleasure in consuming their food. It doesn't delve into specifics about the food or the experience but communicates the overall positive sentiment associated with the brand.

**Universality:** One of the reasons this slogan became globally recognizable is its universal appeal. Joy, love, and the act of enjoying food are universal feelings that resonate across different cultures, languages, and demographics. By keeping it simple, McDonald's ensured their message had a global reach.

**Consistent Brand Experience:** Regardless of where you are in the world, the McDonald's experience is consistently communicated, both in the quality of the food and the atmosphere in their outlets. "I'm Lovin' It" reinforces this consistency. Whether you're in Tokyo, Paris, New York, or Buenos Aires, you're assured of a certain standard when you walk into a McDonald's, and you're reminded of this assurance with every repetition of their tagline.

**Memorability Through Music:** McDonald's took clarity to the next level by associating their clear message with a catchy jingle that was hard to forget. The "ba da ba ba ba" jingle became synonymous with the brand, further cementing their message in the minds of consumers worldwide.

McDonald's "I'm Lovin' It" campaign showcases how a brand can encapsulate a vast range of experiences,

emotions, and promises in a concise message. The clarity in their messaging not only communicates the joy of eating at McDonald's but also reinforces the global consistency and reliability of the brand.

## **Wrapping Up the World of Resonant Advertising**

We've traveled together through the big world of advertising, seeing how strong messages can make a big splash. We dove deep into the essence of the Big Idea, how game-changing messages anchor themselves in consumers' minds. We tread the edgy path of Polarization, understanding how brands create ripples by daring to be different, selective and, in the process, carve out their unique space. And we finished with the elegance of Clarity, the simplicity that often underpins the most impactful of messages.

As we come to the end of this chapter, it's essential to recognize that while the ultimate goal of advertising is to drive sales, its impact goes beyond that immediate transaction. Through advertising, we share stories, evoke emotions, and create lasting impressions. This process is how businesses form genuine bonds with their customers, turning a one-time purchase into a meaningful relationship.

So, as you reflect on the power of resonant advertising, think about the deeper connections you want to cultivate with your audience. And as we transition to our final thoughts, consider the lasting legacy you aim to leave with your brand.

I hope you're excited for the final epilogue. It's where we'll think back on everything we've learned and get ready to use these lessons in the real world. Get ready for the grand finale!



# Epilogue:

## Resonating Forward

As you close this book, I want you to imagine a quiet lake on a serene evening. When you toss a single pebble into it, ripples form, spreading outward, touching every corner of the water. Your brand, and the resonance it achieves, is much like that pebble, causing waves in the vast market, touching and influencing countless customers.

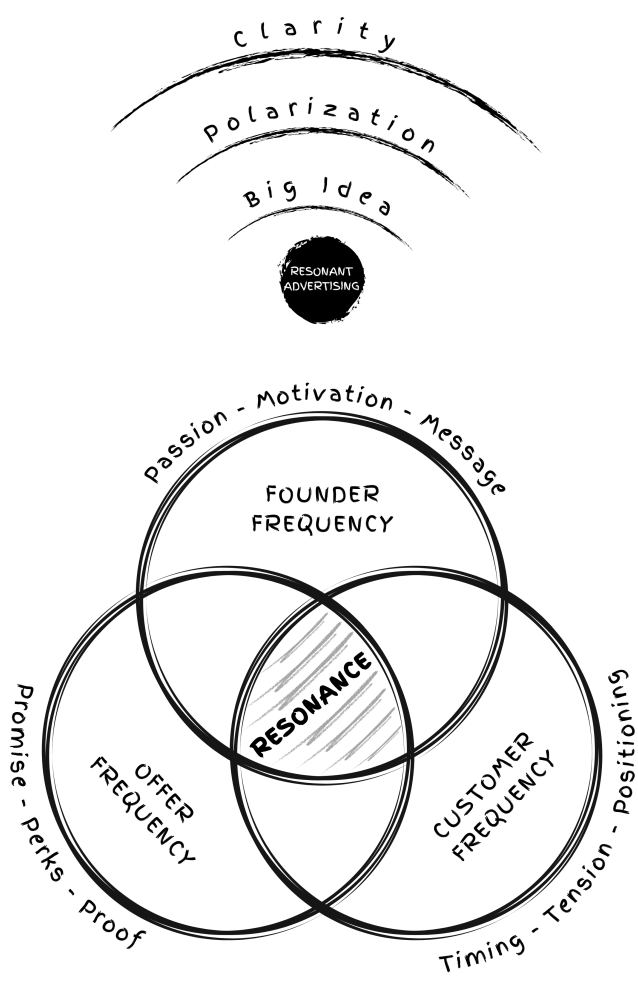
Throughout this journey, we ventured deep into the heart of resonance, uncovering its mysteries and learning its language. From the raw passion of a founder to the intricate dance of aligning with a customer's core desires, to crafting that perfect offer, we've stitched together the tapestry of resonance. With every thread you've added, the picture has become clearer, and the message more compelling.

But as with all great knowledge, it comes with responsibility. The power of resonance is not just to amplify sales or brand awareness; it's to touch lives, to make an impact, and to leave the world a little better than we found it. As you set out, carrying this wisdom, always remember to resonate with integrity, purpose, and genuine passion.

The resonance principle doesn't end when this book does. Much like that echo on a quiet night, it lingers, it persists,

and it keeps reminding you of the path you've chosen. The business world is ever-evolving, and your brand will have to adapt. But the foundational truths you've discovered here will always remain relevant.

And so, as you turn this final page, you're not just finishing a book—you're beginning a new chapter in your entrepreneurial journey. In the symphony of commerce, ensure your brand always hits the right note, always resonates. Remember, in a world full of noise, it's the clear, authentic, and resonant tones that are heard above all else. Safe travels on your journey ahead. May your brand always resonate true.



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