

Advertise your Sizzle!

Class 200 121020



It has been said that we buy what we WANT, and we justify it with what we NEED. A WANT is different than a NEED. A WANT is tied to an emotional desire. A yearning or craving for something that we may or may not need but satisfies us at a deeper level.

**WHY DO THEY NEED IT?
WHY DO THEY NEED YOURS?
WHY DO THEY NEED IT NOW?**



We may NEED transportation, but we WANT the red Ferrari.

We may NEED food, but we WANT a Steak and Ice Cream.

Advertising your business is all about promoting to your customers' and potential customers' WANTS!

What is the story that you tell your prospects and customers? What does your logo say to them? What does your brand sing? What is your message and is it emotionally memorable?

You've got a great deal of competitors out there. Are they touching your customers' hearts and minds? Are they inviting them to feel good about leaving you and doing business with them?

Whether you are selling yourself, a product, or a service, there are 6 reasons that people buy what you're selling and 3 questions that you must answer in your ad!

These principals apply to print advertising, trade show signage, social media posts, email marketing, and every other way that you present yourself in front of your prospects and customers.

In this class, we will evaluate your message, your method, and the vehicles you use to connect with your audience. Prepare to learn how to Advertise your Sizzle!



The Master Happiness methodology is all about "Learning while Laughing." You will have fun but will be expected to actively participate in order to get the absolute most out of these sessions. Lessons are a combination of lecture, impromptu presentations, and some homework. The class size is extremely limited so that every attendee can get their individual questions and concerns answered.

This class is taught in 8 - 1 hour sessions. And like all educational presentations by Master Happiness, LLC, these sessions adjust based on the needs and progress of the participants.

Marty Jalove is an International Life & Business Coach and an Award-Winning Public Speaker. Marty would like to help you uncover your Passion, Mission, and Evolution so that you can truly Master Happiness.



Master Happiness, LLC • www.MasterHappiness.com

Smile@MasterHappiness.com • WeChat ID: MartyJalove • [linkedin.com/in/martyjalove](https://www.linkedin.com/in/martyjalove) • www.MasterHappiness.com/theseecret