

# MARKETING SYSTEM THAT GIVES GUARANTEED RESULTS



## FINALLY WE'RE DOING THIS

THIS IS THE STARTING POINT OF YOUR JOURNEY TO GREAT SUCCESS.

A couple of years ago I completed a course on marketing through a Cambridge Professor, teaching the designer ways to utilize certain aspects in their designs, as a result the course had been knowledgeable and to this day still influences my designs for marketing. Furthermore, I have dedicated at least 2 hours per week on researching this topic.

This year, I started studying the material of an Australian company - King Kong. King Kong has helped shape a new way of thinking and growing your business. The material had been some of the most comprehensive I have worked with in all my years as a graphic designer/marketer.

I will be sharing FREE marketing material containing all the tips and tricks I have picked up through years of being a designer /marketer in South Africa. We will be discussing the topics further in more detail in separate modules.

Your business starts with marketing. Your business starts with us.

Each week / biweekly, we will discuss one module.

You will then have time to practice and research further, or in some cases need to implement the work discussed.

I would recommend you print out each module and keep safe for future reference.

# COURSE CONTENTS

course will consist of 10 main modules



1 Do you truly  
know your client?

2 Choosing your Social Media  
channels

3 Create attention  
grabbing headlines

4 Value based copy

5 Make your prospect  
an offer they can't refuse

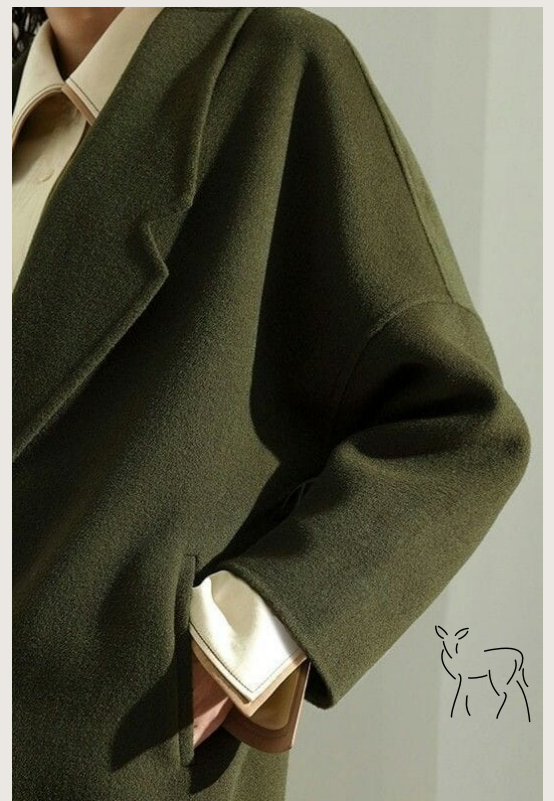
6 How to write a perfect  
advert

7 Organic marketing

8 How to write the perfect  
Google advert

9 How to turn complete  
strangers into clients

10 Final step  
– paid advertising



# BEFORE WE CAN EVEN START ON OUR JOURNEY, WE NEED TO PACK YOUR TRAVEL BAG!

Deer Friend,

Your decision to join us may turn out to be the smartest decision you've ever made.

Every sales-boosting concept you're about to learn has been tested and proven to work in almost every industry.

This will show you how to grab any reader by the jugular, and pull them into your sales message.

The fate of your business lies not just in having the best product or service but in your ability to market your product and service. The market does not pay you to have the best product or service. It rewards you for solving problems. The bigger the problem you solve, the more you will be compensated.

**Your focus should be on intimately understanding your market and your prospects' deepest desires, pains, fears, hopes and dreams. You need to know them better than any of your competitors.**

There are five major functions of business - product development, customer service, accounting, operations and marketing. Marketing should be given top priority, because without marketing you will not have sales, without sales, you will not have cash flow and without cash flow your business will die from lack of cash, which is the oxygen to any business.

WHY SHOULD YOU LISTEN TO WHAT I HAVE TO SHARE?

Good question. Nothing in life comes without hard work. Nothing is given to you. You don't get what you "deserve". You get what you push, shove, scratch and work your bud off for. I have battle scars of hard work, many hours of research and yes, learning is never ending, but I want to share what I have learned (and still learning) with you.

**Do not underestimate the power of this course, because it is free,** this is years of knowledge I will be sharing with you. So to answer your question, why am I sharing this with you? It is because I love my clients and want to see each and everyone succeed, and if you succeed so does Deer Graphics.

Before you commit, you need to understand, this will not be easy. It takes hard work and dedication from YOU. It will require you to believe 100% in your product or service, and it will require you to back that belief with a measurable investment.

Get into the zone where you can shut out all the noise, negativity, fear, distractions, and lies, and achieve all that you want in whatever you do.

In business and in life, there are multitude of factors outside of your control. How well funded your competitors are, the size and experience of their team, when they got started in business, their joint venture partners.

The thing that is within your control is how hard you work. In anything you do, to work hard takes no special talent, luck, or exceptional resources. You simply just have to be willing to put in the work and do it.



DEER GRAPHICS

# BUCKLE UP - WE'RE TAKING OFF!



**BUT, BEFORE YOU BUCKLE UP, Here is your first list of things you need to take with on your journey:**

Only 3% of your potential customers are ready to buy, and your competitors are going hard after them. The customers you need to target is the 97% who is gathering information and needs to be educated.

You must know exactly who your client is, I know you have an idea, but do you know what their needs are, what questions they are asking, what problems they need solved?

Only then you can design marketing material for your product / service that will bring in clients.

You need to educate your clients, don't just tell them about what you do, the benefits or your product etc.

You need to find out their biggest problem and solve it for them, changing the dynamics and psychology of your relationship between you and your potential customer.

To take your customer from "just looking" to "take my money" is by educating them and building trust. We will show you how.

Each step will be shared on Deer Graphics Whatsapp group in detail, make sure not to miss any of the material. If you've received this report and are not already on our WhatsApp group, please send **"JOIN"** your name and company name to 081 5499 404, so you don't fall behind on this exclusive training.

## Last Note:

You must understand there are choices in life and business. What do you spend your time on? What tasks do you focus on? What do you invest yourself in?

This is your investment, Deer Graphics is willing to share information for free. All you need to do is give your time. This is truly not a sales gimmick or a way to force you to buy anything.

Remember, there are absolutely no pressure on you, at any time you feel we are not sharing information that could be of value to you, you are more than welcome to leave the group.

We will miss you... But again these are the choices we have in life!

