

# MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

## Marketing Demolition

### Principles

- Show me that I'm in the right place, and imply the benefit I'm looking for first. Many modern gurus make websites where the prospect is not clear they're in the right place.
- Address my SPECIFIC emotional pain or desire. Most gurus are far too generalized.
- Talk to me like a person. All copy should be written one-to-one, first person tone. It should look like one guy typed this, not a huge corporation
- Help me trust you. Use proof, showing that you understand them, and other tactics to build trust.
- Leave me better off than you found me. Give quality **freeline** content in all your marketing messages.

### Design elements

- Read the book "The Non-Designer's Design Book"
- Include a dominant visual element
- Follow "reading gravity" — people start reading at the upper left, and go down to the bottom