

THE MASTER COURSE

POSITIONING, DE-POSITIONING AND THE WEAPONIZATION OF MARKETING AND ADVERTISING

COMPETITIVE ADVANTAGE FOR MARKETERS & AGENCIES

**MARTY MARION'S MASTER POSITIONING
COURSE CURRICULUM & PROGRAM DETAILS
COURSE STARTS THURSDAY, OCT 1, 2020**



ABOUT MARTY MARION

With over 40 years of experience as a principal and senior executive (think 'Mad Men') for some of the world's largest ad agencies, and having directed highly successful branding, strategic and digital marketing for numerous major brands in almost every niche, I have a unique combination of positioning science and digital marketing expertise that can make a huge impact on your bottom line.

If you're serious about taking your agency or brand to a higher level, growing market share and overtaking your competitors, I'd love to share my knowledge with you and help you achieve the full revenue potential your brand or agency is capable of. This is by far not beginner level stuff you've heard a million times. This is a fast track to unlocking serious success.



SO WHAT HAVE I DONE?

Over my 40-year career in advertising and marketing, I've created or consulted to the launch and advertising strategies for TENS OF BILLIONS OF DOLLARS in advertising programs for some pretty serious agencies and brands. Just a few include:

- ▶ EVP, Worldwide Director of Strategy and Business Development for Grey Advertising / Grey Direct
- ▶ EVP, Worldwide Director of Brand Marketing for DMB&B
- ▶ Strategic Consultant to Ogilvy & Mather, The Martin Agency, McCann-Erickson, J. Walter Thompson and many other "Mad Men" agencies in NY, London and Tokyo
- ▶ Launch strategy for Viagra (Pfizer with agency Cline, Davis & Mann)
- ▶ Positioning strategy for Budweiser, GEICO, 3M, Pfizer, Glaxo, Bayer, Johnson & Johnson, The New York Stock Exchange, Universal Studios, Kraft Foods, London Stock Exchange, Proctor & Gamble
- ▶ Member of the Agency Leader's Council of the Direct Marketing Association of America and 2-Time Clio Award Winner / Finalist for Excellence in Copywriting and Advertising

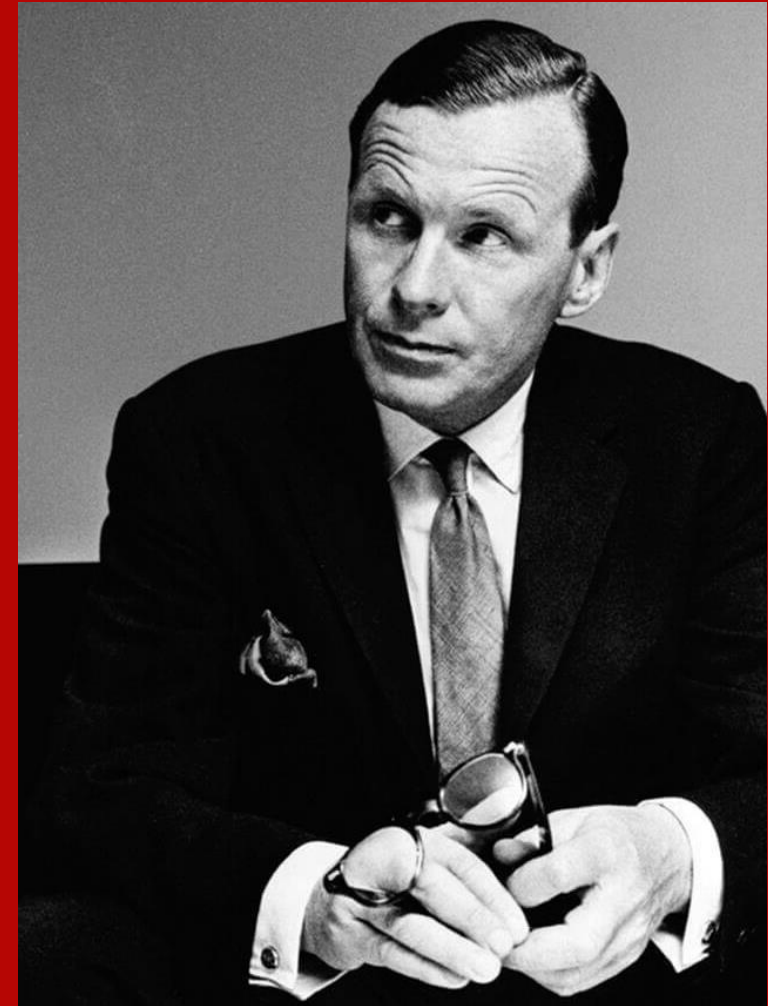
Yeah, and a whole lot more... but enough about me. **What is this going to do for YOU?**

FROM THE MASTERS TO ME, AND NOW, FROM ME TO YOU

Early in my advertising career I had the incredible fortune to learn directly from the greatest masters of advertising and marketing... legends like David **Ogilvy**, William **Bernbach**, Ted **Bates**, Malcom **Forbes**, Jay **Chiat**, **Trout & Ries**, George **Wiedemann** and many more.

They personally taught me the strategies and tactics they used to create, advertise and market the biggest brands in the world; secrets reserved only for 'insiders'.

Over 40 years, I've refined, evolved and perfected these techniques and the science of positioning that isn't taught anywhere else. My **Master Course** will bring it all home for you, your agency, and your clients. **Imagine what you can do with this knowledge...**



**WHAT
THE MASTER COURSE
IS ALL ABOUT**

ABOUT THE MASTER COURSE

Every leading brand in every single niche *is* the leading brand because of the science of positioning.

Positioning controls how consumers and clients behave and make buying decisions towards your brand or agency and gives you complete control over consumer and client decision-making and purchasing of your products and services. Positioning ends the guesswork in marketing, messaging and advertising.

Positioning is the foundation that informs all digital and offline marketing and messaging across all channels.

You need it. The Master Course in Positioning is for brand owners, agencies, media-buyers, ad creators, advertisers, consultants, SEOs, marketers, and content developers. ***But only if you want to win big.***



MASTER COURSE DETAILS

- 1. 24 Weeks of Advanced 90-Minute Live Teaching Calls**
 - ▶ 36 Hours of Intensive Master-Level Strategies & Tactics
- 2. Full Audio & Video Recording for Unlimited Replays**
 - ▶ Plus Downloadable PDF Files for Every Lesson
- 3. Membership in 2 of Marty's Private FB Groups**
 - ▶ Connect With and Learn More From Marty & Other Experts
- 4. An Intensive PRIVATE 1-on-1 LIVE Consultation Call with Marty**
 - ▶ For Advanced Strategies, Tactics and Implementation of Positioning for Your Specific Agency, Clients or Brand
- 5. Marty's Private Email for Personalized Guidance**
 - ▶ Reach Out Anytime For Additional Help or Support
- 6. Real Tactical Training, Not Just Teaching**
 - ▶ Immediately Actionable Steps with Every Lesson
- 7. An Unprecedented 100% Guarantee of Your Investment**
 - ▶ You Profit From the Course or it Costs You Nothing
- 8. No 'Guru' Mumbo-Jumbo**
 - ▶ No Meaningless Bullshit, Upsells, or Hidden Agendas

100% MONEY-BACK GUARANTEE

These are strategies and tactics that will change the way you and your agency do all of your acquisition, marketing and client work forever. What is the value of 1 new client? Or 10? Or 100?

I will be teaching you the EXACT strategies and tactics I have deployed for the world's most successful agencies and brands over 40 years that have generated more than \$25 billion dollars!

Everyone who has ever taken one of my courses or private trainings has profited. And if you do the work, you will too.

That's why **I GUARANTEE it, with a truly unprecedented 100% money-back guarantee.**

This is a simple, no-nonsense guarantee that takes ALL the risk out of enrolling in this program.

Here's how it works:

If, within 90 days of completing the Master Course, you don't generate revenue in excess of the course fee, I will refund you 100% of your entire fee.

BUT WAIT, THERE'S MORE!

AND... to ensure that you get the absolute maximum benefit, in addition to the 36 hours of live training by me, **every member who takes this Master Course will ALSO GET an intensive private consultation live call with me.** Just you and me.

On our private call we can discuss any aspect of your positioning challenges, work on crafting your perfect Positioning Platform or Category Class, or any other aspect you may need help with or specific guidance – for you or a client. My private consultation calls are legendary, if I may say so myself.

These private consultation calls are no-nonsense, get-to-work, intensive working sessions for your brand, agency or your clients.

And they are regularly \$1,500.

Every member of the Master Course gets one private live Zoom or Skype call to be scheduled on an individual basis. **And yes, you can invite your partners to join this call if you'd like.**

WHO IS THE MASTER COURSE RIGHT FOR?

The Master Course is NOT beginner-level material. Of course I'll cover all the basics, because you need a strong foundation. But that will go quickly, and we'll be jumping into the intensive advanced strategies and tactics immediately.

The Master Course is exactly planned for maximizing revenue growth quickly and sustainably for:

AGENCIES

You'll learn how to decisively defeat competitors to sign more high-value clients faster than ever.

AGENCIES, AD BUYERS & CONSULTANTS FOR YOUR CLIENTS!

I'll teach you exactly how to 'transfer', adapt, and deploy positioning science for **YOUR CLIENTS** so THEY will see massively increased success and love you even more (and stay with you longer and pay you more too!).

SEOs

You'll learn the massive power that positioning and de-positioning brings to organic search ranking for higher CTR and higher conversions.

**THE MASTER COURSE
CURRICULUM
AND LESSONS**

THE MASTER COURSE CURRICULUM

Lesson 1: The Core of Positioning & De-Positioning

YOU'LL LEARN: What is Positioning; What is De-Positioning; A New Model of Understanding Competitive Advantage; What Every Leading Brand Does The Same; The Core Tools of Positioning Masters; Q&A Session

Lesson 2: The Positioning Platform

YOU'LL LEARN: What is the Positioning Platform and How is it Used; Why the Positioning Platform is so Critical for Advertisers and Marketers; The Structure of a Powerful Positioning Platform; Stated vs Implied Positioning Elements; Example of a Perfect Positioning Platform; Q&A Session

Lesson 3: The Positioning Matrix™

YOU'LL LEARN: What is the Positioning Matrix™ and How is it Used; What are the 4 Essential Elements; What are the 4 Marketing Environments; What are Hybrid Marketing Environments; Completing the Positioning Matrix and Weighting the 4 Essential Elements; Q&A Session

COURSE CURRICULUM

Lesson 4: Category Classes, Why They Always Win, How to Create Yours

YOU'LL LEARN: What is a Category Class; Why Creating a Category Class is the Most Powerful Tactic for Positioning and De-Positioning; Different Types of Category Classes; Why USPs, Niching Down, and the 'Big Idea' Lead to Failure; A Review of Category Class Examples, and an Analysis of Why They Work; Q&A Session

Lesson 5: 'Brand' vs 'Branding'; Competitor vs Competition (Yes, They Are Different!)

YOU'LL LEARN: Why 'Brand' is Not 'Branding', and 'Branding' is Not 'Positioning'; The Critical Difference Between Competitors and Competition; Why You Need to Position Against Competitors and Competition Differently; How to Identify Your Real Competitors (it's Not Who You Think); How to Evaluate Your Current Brand and Positioning Signals; Q&A Session

Lesson 6: Doubt And Dissatisfaction - The Two Critical Movers, How to Create Them

YOU'LL LEARN: The Concepts of Binding, Un-Binding, and Re-Binding; Using Doubt and Dissatisfaction: The Only Two Tactics to Move Your Targets From the 'Old' Way (Your Competitors) to Your Way; The Question Tactic to Stimulate Consideration; Real Life Examples Of Doubt And Dissatisfaction In Advertising; Q&A Session

COURSE CURRICULUM, CONTINUED

Lesson 7: Brand Positioning Ladders and the Variance of Positioning Influence

YOU'LL LEARN: The Relative Power of Different Types of Influences and Influencers; Why Personal Experience is Critical and How to Generate it; The Four Types of Needs and Desires That Control the Buying Decision' How To Accelerate Consumers and Clients to Make Buying Decisions; Q&A Session

Lesson 8: Brand and Positioning Traps You Are Making; How to Avoid Them; How to Fix Them

YOU'LL LEARN: What are Brand Traps; Why Brand Traps Can be Appealing and Fatal; The Brand Extension Trap; Real Life Example of the Brand Extension Trap; The Tagline Trap: Is Yours a Trap or a Treasure; How to Avoid these Traps, and How to Fix Them if You're Already in Them; Q&A Session

Lesson 9: Controlling The Decision-Making Process - Part 1

YOU'LL LEARN: Why Problem Recognition is the Key to Consumer and Client Buying Decisions; How to Stimulate Problem Recognition Faster and Decisively; The 4 Categories of Needs, Pain Points and Desires; How to Insert Your Brand Into the Consumer and Client Decision-Making Process; What is the Beauty Contest Effect and How to Win It; Q&A Session

COURSE CURRICULUM, CONTINUED

Lesson 10: Controlling The Decision-Making Process - Part 2

YOU'LL LEARN: Inducing the Client Decision-Making Process; Information Discovery vs Consideration; Overcoming Pre-Conceived Beliefs; How Consumers and Clients Perceive Risk and Cost in Every Buying Decision and How to Play This to Win; Real Life Ads That Control the Consumer and Client Buying Decision; Q&A Session

Lesson 11: Controlling Perceptions, Beliefs and Interrupts

YOU'LL LEARN: Why Micro-Perceptions and Micro-Experiences Control the Buying Decision, and How to Create These; The Number of Steps in the Consumer and Client Decision-Making Process and Why You Can't Change This; The Impact of Timing Between Buying Consideration Steps and How to Accelerate it Effectively; Avoiding the 'River of No' Trap; Using Positioning to Get Consumers and Clients to Absolutely Say Yes; Q&A Session

Lesson 12: The Positioning Venn Systems

YOU'LL LEARN: Why Current 'Brand Lifecycle', 'Brand Building' and 'SWOT Strategies' are Wrong and Dangerous; Using the Positioning Venn System to Identify Your Ultimate Positioning and De-Positioning Opportunity; How to Make Sure You are Not Overlapping Your Competitors' Positioning; How to Use the 'Sweet Spot Venn' to Identify Where You Must Emphasize De-Positioning Over Positioning; Q&A Session

COURSE CURRICULUM, CONTINUED

Lesson 13: Positioning in Advertising and for Agencies

YOU'LL LEARN: How the Masters of Advertising Use Positioning to Create and Scale to Billion Dollar Brands; Examples of Ads That Changed the World; Real Examples of Facebook Ads That Work and Some That Failed, and Why Positioning Makes the Difference; The Tactic of Linear Connectivity in Advertising; How Agencies of Any Size Can Adapt These Strategies and Tactics for Massive Scaling Quickly for Your Agency and For Your Clients; Q&A Session

Lesson 14: Marty's Private Client Positioning Workflow

YOU'LL LEARN: A Step-by-Step Walkthrough of Marty's Personal Positioning and De-Positioning Workflow; A Detailed Explanation of Why You Need to Work Backwards, From the Outside-In to Win; The Exact Order of Steps You Need to Take to Craft Your Positioning Platform and Messaging to Eliminate Your Competitors; Q&A Session

Lesson 15: Ultra Advanced Positioning and De-Positioning Tactics

YOU'LL LEARN: The 4 Most Important and Powerful Advanced Strategies and Tactics to Achieve Positioning and De-Positioning To Eliminate Competitors Quickly and Decisively; What is the 'Question Mark' Tactic, and How to Use it; How to Adapt Your Current Brand Signals Without Having to Destroy Them and Start All Over; Q&A Session

COURSE CURRICULUM, CONTINUED

Lesson 16: Segmentation To Increase Conversion, Stimulation and Retention

YOU'LL LEARN: The True Definition of 'Segmentation' - It's Not About 'Targeting'; How Segmentation Improves Every Aspect of Your Marketing and Advertising; How Data-Driven Segmentation Saves Agencies and Brands Time and Money and Increases Both AOV and LTV; 13 Segmentation Models to Choose From (You Need More Than One); Creating and Using the 'Preference' Tactic to Achieve Your Most Critical Segmentation Data; Q&A Session

Lesson 17: Positioning and The Acquisition Phase

YOU'LL LEARN: The True Definition of 'Acquisition' - It's Not What You've Been Taught; Why You Must Out-Smart Competitors, Not Out-Spend Them and How to Do This Quickly; The Real KPIs for Acquisition That Actually Mean Something; How to Incorporate Positioning Into Acquisition Marketing Across All Channels; Q&A Session

Lesson 18: Positioning and The Conversion Phase

YOU'LL LEARN: What is the True Definition of 'Conversion' - It's Also Not What You've Been Taught; Why Conversion Must Be a Linear Extension of Your Acquisition Positioning Message; The Real Impact of Conversion on Both AOV and LTV; The Power of Positioning-Guided Conversion Tactics in SEO, PPC, Social Media and Influencer Marketing; Real Life Examples of Successful Acquisition-to-Conversion Positioning You Can Model From; Q&A Session

COURSE CURRICULUM, CONTINUED

Lesson 19: Positioning and The Stimulation Phase

YOU'LL LEARN: What is the True Definition of 'Stimulation' - Why It's More Successful When It's Guided by Positioning Science; Why Stimulation is Your Most Profitable Focus and Why it Makes All the Difference to Your LTV and ACOA; How Stimulation Can Be Created and Scaled Quickly and Consistently Through Positioning-Based Messaging; Real Life Example and Story of Massive Stimulation Success From Marty's Private Client Vault; Q&A Session

Lesson 20: Positioning and The Retention Phase

YOU'LL LEARN: What is the True Definition of 'Retention' - It's Also Not What You've Been Taught; Why Retention Failure Can Kill Your Brand, Service or Agency, and How to Avoid This; How to Plan for Maximized Retention and Maximized LTV From Day One; The Ultimate Secret to Maximizing Retention You've Never Heard Of; Q&A Session

AND NOW FOR SOMETHING COMPLETELY DIFFERENT

Lessons 21 through 24: The Weaponization of Marketing and Advertising

A series of 4 live training sessions I have used only with my private clients and have never taught before. This is an extremely provocative and controversial subject that can be massively powerful when used properly, or massively dangerous if used for manipulation or misdirection. **This module is ONLY available to Master Course Members.**

SPECIAL BONUS MODULE

THE WEAPONIZATION OF MARKETING & ADVERTISING

Following completion of the core 20 sessions of The Master Course in Positioning & De-Positioning, I am teaching 4 sessions of the most powerful and provocative training that I have only used with my private clients and have never taught publicly: **The Weaponization of Marketing & Advertising.**

What is the new role of truth in advertising? Are messages real or fake and how to tell? Or are they crafted to make you question and doubt reality, your opinions, or your beliefs? How are marketers, advertisers and brands both protecting themselves from weaponized marketing being used against them, AND how are they deploying it for their own benefit?



**WHAT SOME
LEADING MARKETERS
HAVE TO SAY**

A FEW WORDS FROM SOME VERY IMPORTANT MARKETERS



"Marty Marion is hands down the best strategic and operational brand positioning genius I have ever worked with. I invest in dozens of online and offline companies and have had my biggest successes when Marty gives his two cents. No one has a better understanding of how businesses and brands need to be positioned to thrive in today's marketplace. Working with him has put me way ahead of my competition on numerous ventures."

Sean M. Brown, CEO, Founder, Go VC, Co-Founder of AdLeaks



"Marty is an experienced SEO with a specialty in large e-commerce sites, but his secret sauce is a unique approach to how branding and positioning impacts all marketing channels. He was a principal of two of the world's largest ad agencies serving many well-known brands and has developed a math-based model called The Positioning Matrix he teaches to brands, agencies, marketers and consultants to help them gain advantage over competitors in their niche."

Steven Kang, Founder & Admin, SEO Signals Lab

A FEW WORDS FROM SOME VERY IMPORTANT MARKETERS



"I'm one of the top experts on selling on Amazon and Facebook, and I can tell you it's all about competition and competitive advantage. Marty Marion is the all-time master of branding and brand positioning for massive competitive advantage and he's my number 1 go-to pro for optimizing brand positioning to gain fast competitive advantage. This program gets my highest recommendation."

Steven Black, Founder & Admin, Unstoppable FBA



"For over 14 years, I have been professionally engaged with Marty Marion on a number of large and crucial brand and strategic marketing initiatives. He not only grasps the power and nuances of brand positioning for competitive advantage but has innovated powerful means to integrate this positioning science across all marketing channels seamlessly in delivering client brand dominance within their market niche."

Robert N. Samuels, Former General Manager, OGILVY

A FEW WORDS FROM MARTY MARION



"I didn't invent positioning, but I perfected it over a career of more than 40 years leading the largest ad agencies in the world and billion-dollar brands to understand HOW to achieve competitive advantage, and how to SUSTAIN and SCALE it, making it almost bulletproof against competitor attacks and changes in market dynamics.

*My **Master Course** will teach you how to absolutely eliminate competitors that are vying for the exact same target clients and customers that SHOULD and COULD be yours... and how to close higher value targets at lower cost, and increase CTR, CVR, AOV and LTV dramatically.*

You'll learn how to completely control how prospects perceive, believe and make buying decisions IN FAVOR of your brand and AWAY FROM your competitors.

*I am so confident this approach will work for your brand or agency, **I 100% GUARANTEE IT WORKS FOR YOU OR YOUR MONEY BACK.**"*

Get all the details and sign up at: MasterPositioning.com/positioning-master-course