

Subject line: A lesson from the “Jimi Hendrix of Marketing”

Hi {!firstname\_fix},

My favourite quote about Jimi Hendrix was by guitarist Steve Vai.

Steve said:

“I can play every note Jimi ever played. And I can play it exactly how he played it. But, what I can do, for the life of me, is figure out how he thought of those notes in the first place.”

I thought that was the perfect explanation of what made Jimi the greatest rock guitarist of all time.

But it also makes me think of Jay Abraham.

You see, like Jimi’s notes, Jay’s ideas are very simple. Once you hear them, they’re not hard to understand. In fact, they seem obvious.

In hindsight.

For example, I got one idea from Jay in the late ‘90s that, if I’d heard it 6 years earlier, could have made my employer at least £100,000,000.

It was incredibly logical... but, in a company with 5,000 employees, no-one thought of it.

Jay has a ton of ideas like that. But his most important idea is probably the “three ways to grow a business.”

The idea is twofold:

#1: There are three, and only three, ways to grow a business: get more clients, get them to spend more per purchase, make them purchase more times.

#2: If you grow all three simultaneously, the increases multiply like compound interest.

So, for example, if you have a company that has 1,000 customers who spend £100 a time, and buy an average of 10 times, you have  $1,000 \times £100 \times 10 = £1,000,000$ .

But if you increase each number by just 10%, you get  $1,100 \times £110 \times 11 = £1,310,000$ .

And, if instead of just 10%, you get 20% improvements, the numbers become:  $1,200 \times £120 \times 12 = £1,728,000$ .

That's how fast sales grow if you work on all three metrics.

Now, I took Jay's "3 ways to grow a business" and applied it to Google Ads – and found FIVE ways to grow profits.

Four that increase sales and one that decreases costs.

It's the same model I used to increase one client's PPC profits by 643% in just 7 months.

And that wasn't some brand new account that had never been optimised. They'd already been using Google Ads for 8 years and had worked with a couple of big name PPC agencies.

To find out all about this method, how it works and how to apply it to your own business, check out my book, ***How To Dominate Your Market With Search Engine Marketing***. It has all the details.

You can get a copy here.

All the best

Steve Gibson