

NAKED



MARKETING



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What people are saying about Naked Marketing...



"You need to read Naked Marketing twice. Once to absorb the great marketing advice Danny is giving you. Twice to see how he just expertly demonstrated the very principles you just learned."

Brian Clark, CEO, Copyblogger Media
Author of Entroproducer

"This manifesto will show you how to make yourself attractive to the one person who is dying to buy from you. Through naked and sexy analogies, you will learn how to incorporate marketing that really works into your business. It's a short, easy, and very powerful read."

Gini Dietrich, CEO, Arment Dietrich
Author of Spin Sucks, co-author of Marketing in the Round



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Before you start, let's make a deal:

This manifesto is intentionally short.

The pages are small, and the print is large.
In other words, I'm not asking for a lot of
your time.

What I would like, though, is your attention.

So let's make a deal.

YOU PROMISE to read (not skim!) this manifesto, and give me a real
chance to teach you something that might help your business.

I PROMISE to keep it short, get straight to the point, and make it all
relevant, fun, and entertaining.

Does that sound fair?

I thought so. Okay, let's jump right in!



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What's Naked Marketing, anyway?

Marketing is a daily struggle for entrepreneurs and business owners.

No matter how hard they try, they just can't seem to get it right, and they're left with no customers, and no money (or at least, not enough of either).

These are hard-working, resourceful people. They're out there, day in and day out, looking for solutions. Looking for the missing piece of the puzzle.

And they aren't finding it, for one simple reason:

Marketing has gotten too complicated!  Tweet

A Google search for “marketing” returns 2.42 *billion* results, and Amazon.com lists *over 432,000* books in their “Marketing & Sales” category.

Which makes sense – if you do that kind of search for any broad subject, you'll find an equally large quantity of information.

Except that in most cases, there's a “Go-To” resource to get you going, that most of the experts agree on as the best place to start (see the sidebar on the next page for some examples).

Are they the only books on their respective subjects? Hardly.



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Are they the *best* books on their respective subject? The most in-depth, or the most advanced? Some of them are, and some of them aren't.

But in all cases, if you ask a dozen experts what book to read if you could only read one book on a subject, most would point you to the same single go-to book.

So what's the single "Go-To" book for MARKETING? 

Not viral marketing, social media marketing, email marketing, word-of-mouth marketing, referral marketing, joint-venture marketing, copywriting, branding, display or search advertising, shoestring marketing, buzzmarketing, B2B marketing, or any of the other sub-niches of the marketing world... what's the one book that's going to start you off with a strong understanding of what marketing really is and how it really works?

The answer is that *there is none*.

Some "Go-To" Book Examples:

Eugene Schwartz's *"Breakthrough Advertising"* (Copywriting)

Garr Reynolds's *"Presentation Zen"* (Presentation Skills)

Tim Ferriss's *"Four-Hour Workweek"* (Lifestyle Design)

Patrick Lencioni's *"Five Dysfunctions of a Team"* (Team Building)

Randy Komisar's *"The Monk and the Riddle"* (Entrepreneurship)

Marcus Buckingham's *"First, Break All the Rules"* (Management)

Robin Sharma's *"The Monk Who Sold His Ferrari"* (Personal Development)

Peter Shankman's *"Can We Do That?"* (Public Relations)

Dan Poynter's *"Self-Publishing Manual"* (Independent Publishing)

Robert Cialdini's *"Influence"* (Persuasion)

Malcolm Gladwell's *"Blink"* (Rapid Cognition)

Sonja Lyubomirsky's *"The How of Happiness"* (Happiness Psychology)



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Or at least, if there is, I can't think of it, and neither could any of the experts that I asked – and I asked a lot!

Sure, there are college textbooks and primers, but they don't teach you marketing – they just fill your head with business school concepts and frameworks (just like the [4Ps of Marketing](#), that everyone's heard of and nobody really understands).

No, to piece together a sense of what marketing is really about, you need to read a lot of books, and sift through a lot of ideas. Which is a shame, because marketing really isn't that complicated.

It's actually pretty simple.

Marketing solves the same problem for every business, everywhere. They all have to take total strangers who've never heard about them before, and turn them into loyal customers. All of the marketing frameworks out there – the [Chain of Conversion](#), the 4 Ps, or any of a thousand others – are just about figuring out where you are on that spectrum, and fixing whatever part of it might be broken.

And that's what Naked Marketing does, too. Without any complicated business school language or weird frameworks – just simple words like “sexy”, “desire”, and “honest” – words that we've all understood since we were teenagers.

Naked Marketing will teach you how marketing really works, without the frills, and show you how to make your marketing better.

So let's get started.



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What will Naked Marketing teach you?

Who do you want to see Naked? *Naked looks great... but not on everybody. You've got a type that turns you on, and so do your customers. Do you know who they are? Are you theirs, and are they yours?*

Naked is Sexy. *Sexy grabs attention and interest. Does your marketing make you look sexy, and does it make you look sexy to the people that you really want to attract?*

Naked is Desirable. *When your prospects see you naked, does it evoke the desire that you want it to? If not, then I'll show you how to fix it!*

Naked prompts Action. *At some point, you have to stop flirting and make your move. You have to actually ask for a commitment.*

Naked is Rewarding. *Naked Marketing isn't about one-night stands, it's about great experiences that turn into long-term business relationships. So... is it good for you? Is it good for them, too?*

Checklist: How to Look Great Naked. *Theory is great, but what you really want is practice. In this last section, you'll learn how to take Naked Marketing theory and turn it into effective marketing practice.*



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Naked Marketing Insiders: Real Live Businesses Bare All!

Want to see how Naked Marketing applies to real businesses?

How about special training materials that are too hot for us to post publicly? Or Naked Marketing audits of real live businesses? Or a chance to *win a free Naked Marketing Makeover for your business?*

Here's how you can get it all, for free:

1. Browse over to list.ly/go/naked
2. Give a “like” to Naked Marketing Insiders (first item on the list!)

That's it. Only two simple steps for you to get exclusive, unlimited, lifetime VIP access to the Naked Marketing Insiders club.

So what are you waiting for?

Visit list.ly/go/naked, give us a “like”, and join the club!



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Who do you want to see Naked?

Imagine the most attractive person in the world.

What do they look like?

Are they tall and lanky with big brown eyes and a strong chin? Tiny and curvy with long golden hair and a button nose? Are you picturing something else altogether?

Are you likely to picture the exact same person as *anyone* else?

Not even a little.

Everyone has a “type” that they find attractive – a combination of hundreds of different traits and features.

This is great, because it means that *there is someone for everyone*. And when you find them, you can’t wait to see them in their birthday suits.

Just as we each have our unique personal tastes in romantic partners, we also each have a specific type of customer that is an especially good fit for our business. It will never be *everyone*, though, and that’s a good thing.

Getting naked in your marketing isn’t about showing your goods off to the entire world – it’s about finding the [ONE person](#) who will appreciate them the most.



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The first step in Naked Marketing is to figure out *who* you want to see naked – in other words, finding that one perfect person who drives you wild.

Professionally speaking, of course.

The Dangers of Streaking

Are you wondering why you shouldn't just cast as wide a net as you can?

It's because trying to speak to everyone is doomed to fail.

When your net is too wide, and you try to reach as many different people as possible with your messaging, the results aren't pretty; the messaging gets diluted, the right people *don't* get what you're saying, and even if the wrong people *do* get it, it doesn't matter, because they aren't interested anyway.

Either way, you won't get much business out of it.

Picture this classic college movie scene: It's the big football game against Enemy School. Everyone's excited and enthusiastic, and the game is going great! Hero Team is going to win!

Then at half-time, or the coffee break, or whatever, some fraternity pledge or local funny guy takes some unfortunate initiative, strips down, and streaks across the field for all the world to see.



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Cue the black censor bars, and cut to screaming fans feeling outraged, or laughing until they spit Gatorade.

That's what you call "a diluted message".

At best, all streaker-boy has done is surprise people and piss off the administration. He may or may not get in trouble, but no one is ever going to take him seriously.

His message was put on display to far too many people, and no one reacted the way he probably wanted them to.

Contrast this with the *Ten Things I Hate About You* classic love song scene where, in the same setting (arena) one person (a very dapper Heath Ledger) orchestrates a massive, laser-focused message (complete with marching band) meant for just one girl (surly-with-a-heart-of-gold Julia Stiles).

She couldn't help but pay attention and respond positively to his message.

Heath got the girl, and the streaker got suspended.

Are you starting to get what I'm saying?

It Seemed Like a Good Idea at the Time...

Okay, let's be real for a minute.

This probably isn't the first thing you've ever read about marketing, and I'm sure you've heard the whole "one message to one audience" spiel before.



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Well, you're not the only one; most business owners and marketers have heard it at least once, and probably many times.

So why do so many people and businesses persist in putting out diluted messages targeted at everybody and nobody?

They do it because they're afraid of missing opportunities. 

The fear is that if we speak to too few people, someone who might want our stuff would never know about it, and won't ever buy.

Which makes sense, except that how effective is it really for an unqualified prospect to say "Hey, a naked guy!" instead of having the person who's exactly your type thinking quietly to themselves: "Would you look at that perfect human being? I have to get to know them!"

It may be counter-intuitive, but the more people you try to talk to (or get naked around) the fewer will respond positively.

Think about that streaker again. Sure, he bared all for the world to see, but what impact did that really have?

A few spit-takes, and some unpleasant attention from an uptight college dean.

Is that really what you want from your marketing?

I thought not.



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You're a sharp business person, and you know that good marketing creates the same sort of reaction that occurs when you undress for a new lover the first time.

Their eyes widen, their breath catches in their throat, and their skin tingles with anticipation of more and better things to come.

You can't get that kind of reaction from everybody, and certainly not from a whole crowd of people at once!

The first step to making this happen is figuring out *exactly* who you want to see naked, and even more importantly, who will want to see *you* the same way!

Make it a Private Showing

When you connect with the right person, magic happens. This is true in relationships, and it's true in marketing.

You already *know* who you find attractive. You also know who is most likely to find *you* attractive.

But you probably don't know it *enough*.

See, there's knowing something in the "I know it when I see it" sense, and that's usually what we mean when we talk about love at first sight. We didn't go looking, we just stumbled right into it.

That's fine – but you can't count on it!



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We all deserve a lucky break now and then, but you can't build a business around having one! 

The first stage of any business's sales funnel is attention and attraction (more on that soon, when we get to Naked is Sexy), but you can't just get that attention by shucking your pants and wagging around hoping the right people will notice!

That's just going to get you crazy stares, and trouble with the authorities.

Before you even begin to cast your net – before you create a marketing plan or write an ad – you need to know *exactly* who you're fishing for.

Which person is the very best fit for your business? 

Who would benefit the most, be the happiest customer, and gladly evangelize your virtues to the world?

Just who, exactly, do you want to see Naked?

Figuring out exactly who you want to see naked is an exercise in customer profiling. Target market identification. Finding your [ONE person](#).

The language is different, but it all means the same thing: figuring out who you want to do business with, and what makes them tick.

You need to know everything about them, from descriptive information that you'd find on a census report (like age, sex, family status, income, etc.) to the stuff going



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on inside their head (what do they care about, what do they love, what are they afraid of, etc.). These are demographics and psychographics, respectively, and you need to know all of it if you want to get naked with the right customer!

Don't just make a list of attributes, either. Give them a name, and a back-story. They need to be a part of your life, and your number one priority when you do any kind of marketing.

No detail is too minor, because, after all, you can't just find *them* smoking hot... they have to feel the same way about *you*, too!

And you can't make yourself irresistible to them without knowing exactly who they are, and what takes their breath away.

Now, of course, knowing your type is just the beginning. There's a lot left to do.

The first step is to *find* your ONE person and get their attention. 

Which brings us to Naked is Sexy...

Customer Profiling Primer

Demographic profiling is all the info that you'd expect to find on a government census report: 

- ♥ **Age** – How old are they?
- ♥ **Sex** – Male or female?
- ♥ **Income** – How much do they make?
- ♥ **Location** – Where do they live?
- ♥ **Marital/family status** – Single? Married? With kids? How many?
- ♥ **Employment** – What do they do for a living, and where do they do it?
- ♥ **Education** – Where did they go to school, and what did they study?

Psychographic profiling is all the stuff that you'd confide in a loved one, or maybe a therapist: 

- ♥ **Interests** – What do they like to think, read, and talk about?
- ♥ **Fears** – What are their concerns? What keeps them up at night?
- ♥ **Values** – What do they care about? Vote for? When they think of a better world, what does it look like?
- ♥ **Wants** – What do they want?



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Naked is Sexy

When you're running a business, you want people talking.

About you.

About your offer.

About the wonderful value that you create for your customers.

You want people talking because even though your end goal may be to turn strangers into customers, that only happens if you start by *getting their attention*.

So... how do you get people talking? By being sexy, of course!  Tweet

And what better way to be sexy than to get naked? ;-)

As I explained in the last section, Naked Marketing isn't about baring all to everyone, but rather about baring *just enough* to the *right* person.

It's all about giving them that irresistible, tantalizing first look that can lead to so much more...



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Sexy Gets Talked About (and Sexy Doesn't Always Mean SEXY!)

Despite the double- and triple-entendres that fill this manifesto, **sex isn't the only way to get attention, or even the best way.** 

The best way is the way that will capture the undivided attention of the person you're looking to attract, and intimate knowledge of your target customer is the key to figuring out exactly what gets them going.

It's been said that [all publicity is good publicity](#), but that isn't always true. People will happily sing your praises when you delight them, but they'll just as readily curse your name if you offend.

This means a lot for your marketing.

If your message hits the right person in the right way, they're going to tell everyone they know about it – and if that person is the right person for you, odds are good that their friends will be, too.


The trick is to be sexy in a way that is just right for them – that gets them to stop, take notice, and tell their friends...

Peeling Back the Layers: Why Naked is Sexy

In his book [Buzzmarketing](#), Mark Hughes identifies six “buttons” that you can press to get people chatting and paying attention.



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The six buttons are the taboo, the unusual, the outrageous, the hilarious, the remarkable, and the secrets. 

They're all powerful ways of getting attention and "being sexy", but choosing the right button to push depends on knowing your audience. Whether it's bathroom humor and fart jokes, a stubble-faced man with purple lipstick, [safe sex ads](#) that make you giggle uncontrollably, or anything else that is bound to get people talking – some people will love them, and some people will find them highly offensive...

There is Such a Thing as Too Much!

Have you ever seen an ad campaign that went a little too far for your tastes? 

My assistant Megan remembers a particularly gruesome campaign. It was by a Canadian French-fry company called New York Fries, and this particular campaign included a somewhat controversial tray liner with the words "Our fries

The Six "Buttons of Buzz"

Here's the super-quick run-down of Mark Hughes' six "Buttons of Buzz":

The Taboo. Sex, lies, and bathroom humor – this is all the stuff that we feel we *shouldn't* be talking about.

The Unusual. Some things grab our attention because they're so unexpected.

The Outrageous. See Lady Gaga. Stuff that shocks the wrong people, and makes the right people go nuts.

The Hilarious. This is the realm of funny videos and pictures of cats that go viral to hundreds of millions of people.

The Remarkable. Like the unusual, but as much "great" as it is "different".

The Secrets. Both kept and revealed – once information has a "classified" stamp on it, we just need to be in the know!

These six "Buttons of Buzz" are described in wonderful, insightful and entertaining detail in Mark Hughes' [Buzzmarketing](#). Do yourself a favor and pick up a copy!



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are always fresh. Like your sister.”

Some people got a kick out of the ad, thinking it was funny or charming.

Others were less than thrilled.

One older woman visited the shop with her granddaughter, and that little girl read the liner and asked “What does that mean, Nana?”

Grandma shot daggers at the staff and mumbled something about big sisters taking lots of baths.

It was embarrassing for everyone.

What some people might find hilarious, others may find distressing or downright offensive. 

Clearly, this ad wasn’t meant for families or small children, but rather for teenagers and young adults who watched the Sopranos and enjoy a good off-color joke.

Which is fine, except that at least half of the customers of New York Fries are families with young kids who like French fries!

New York Fries pulled the ads eventually, after numerous complaints, but the whole mess could have been avoided if they’d been a little bit more careful about whose attention they should have been courting in the first place.

Naked is good, but it has to be the right naked for your audience, and for you, too...



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Sexy Feels Right for Everyone!

Marketing can always be made sexy if you know what it is that your target audience finds sexy, but it's not enough for it just to float *your audience's* boat – it's got to work for *you*, too!

You see, the sexiest thing of all is confidence.

You won't be confident naked unless you like your body, and yourself. The same is true with marketing; everyone who sees your messaging will be able to tell if you aren't comfortable... and if you aren't comfortable, they won't be, either.

You can have the sexiest marketing campaign in the world, but if you don't find it sexy yourself, you might as well just cover back up. It's your attitude about yourself and your offer that will bring people past mere attention, and get them wanting to learn more.

So find the “sexy” that's right for all involved. That's when the real work begins...

And then you're done?

No, not just yet...

Sex May Sell, But it doesn't do it Alone

Even if you know exactly what risqué picture will be right for you and your audience, you can't just slap it onto your eBook and call it a day!



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Sex sells because it speaks to our core desires; our need for closeness, deep connection and everything that comes with it.

But just because something sexy or naked gets your attention doesn't mean you're going to whip out a ring and propose on the spot. Can you imagine what would happen on a first date if you popped a question bigger than "can I see you again?"

The next step is to add substance to your marketing, so that potential customers will do what it takes to learn more.

Which brings us to Naked is Desirable...



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Naked is Desirable

What's the first thing you think of when you see someone naked (the *right* someone, of course)?

Generally, it's something along the lines of:

"I can't wait – this is going to be amazing!"

Being naked, in life and in marketing, creates expectations of great things to come. It also eliminates fears: of being alone, feeling unfulfilled, or of just having to do it all by yourself.

When you're with your special naked someone, you become laser-focused – there's nothing more desirable in the entire world, and all other considerations pale in comparison. Now, of course, you already know what this means in your personal life, but what about business?

What does it mean to say that you and your prospect are standing naked together, in a business context?

It means that you've already grabbed their attention by being exactly the kind of sexy that works for them. Now attention must turn into something more, and that's where desirability comes into the picture.



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It's not just physical form that gets your average person (or customer) going. 

Being gorgeous may get someone to buy you a drink, but to seal the deal, you're going to need more.

Maybe it's wit, or intelligence.

Maybe it's a sense of humor, or great taste in food.

The specifics will vary based on the tastes and predilections of the object of your affection, but in all cases, the goal is the same: you need to show that you've got more to offer than just the good looks that created the initial attraction.

So Much More than Just Looks...

People have been captivated by the human form as long as we've existed. In art, literature, politics and religion, it's always been an image that gets attention. But these days throwing it all out there just isn't enough.

It may get you through the first door, but it *won't* get you all the way home.

At some point, you have to stop with the flirting, and actually show them why it's worth their while to keep on hanging around – in other words, what you can offer them, and why they should want it.



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So what is the real value that you can offer to an interested lead that will then turn them into a very interested prospect?

We're not just talking about what you can present to a client; we're getting deep into the question of *why they should want it*.

Think for a moment about products or services that first attracted your attention, and then pulled you in deeper. What was it that made you more interested?

I bet it wasn't just shiny packaging or shocking copy. No, it was something more, something that hit on one of your hot spots...

The question is, what are those hot spots for your customers? 

If you've been following along through the Naked Marketing process, you should know your potential customer well enough to understand what it is that they really want...

Sexy Features, and Sexier Benefits

This is the part where we start talking about features and benefits, and some readers might think that they already know this stuff, so they can skip ahead.

But not you, right?

You realize that there might be more to it than meets the eye, and you just might learn something important by paying careful attention!




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Right? ;-)

All right then.

We'll start by defining our terms, and then we'll dive into what to do and when to do it.

This is advanced stuff, so keep reading!

In the simplest of terms, **“features” are what you actually buy, and “benefits” are what you really get.** 

Maybe you've heard the old saying that “people don't want a drill, they want a hole in their wall” – so does this mean that the smart Naked marketer only sell holes in walls, and no drills?

No, of course not.

Because it's a little more complicated than just [features vs. benefits](#). There's actually a whole spectrum of reasons why people buy, from the straight-up features on one end (“it's blue, it's portable, it's updated daily”), and the high-level psychosocial benefits on the other (“it will make you happy, people will admire it, it will foster

The Full Spectrum of Features and Benefits

Straight-up Features. These are the attributes of your offer. How many units, how big in size, how long it lasts, and what extra gew-gaws are included.

Functional Outcomes. This is what they'll be able to do with the features. “Nobody wants a drill, everybody wants a hole in the wall” – well, the hole in the wall is the functional outcome.

Financial Outcomes. How much money will they make or save by buying this particular offer versus somebody else's? (Or nobody's, for that matter?)

Experiential Outcomes. What will it be like to experience the offer? Will it be fun? Exciting? You might sell tickets to a stand-up comedy show with experiential outcomes (“you'll laugh 'till you cry!”).

Psychosocial Benefits. What will the purchase make you feel and say about yourself as a person? Think of Tide advertising – they aren't just selling the ability to clean stains out of your clothes, they're selling *you* as a good mother.



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your creativity”). In between, you’ve got the functional, financial, and experiential outcomes of the purchase (“it’s reliable, it’s inexpensive, it’s fun”). So... which should you use? Which will matter most to your customer?

The answer comes from knowing who your customer is, what you’re selling, and why they want it...

Remember, It’s About Turning the Customer On to YOU!

Some “experts” talk as if you want to be selling “all benefits, all the time” – what a load of nonsense!

Think of this stage in the process as lighting the candles in the master bedroom, and queuing up some music on the stereo. What music you put on that stereo depends on the tastes of the object of your affection, and the mood that they’re going to respond to.

Is it romantic? Exciting? Wild? Sweet?

In romance, it depends on the situation, and so too with marketing. This part is as much an art as a science, but a good rule of thumb is that if you’re offering something at a low price, that isn’t a big commitment and that serves an explicit need, like a newspaper for example, then you can focus on features.

Would you take a company seriously if they were trying to convince you that their calculator will skyrocket your career, supercharge your confidence, and make you



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look like a supermodel? Of course not, that would be ridiculous. When someone shops for a calculator, they just want it to have the functions that they need, and fit in their pocket.

If you're selling something more expensive, that requires a greater commitment on the part of the customer (i.e. it costs more and they'll be stuck with it for a long time), and their need for it is more vague (like a new, high-end car), you should focus on psychosocial benefits.

Think of an ad for a beautiful, bespoke, Italian suit. The advertiser isn't going to just talk about how the pants cover your legs all the way to the ankle! No, they'll weave a story about the top-quality, organically sourced materials, the pleasure of having a made-to-measure item, and how impressed your family, friends and colleagues will be when you wear it to your cousin's wedding next month.

Do this right, and you'll tap into powerful desire in your prospect. Now make your move...

When to sell Features? Tweet

Low price. If the offer is cheap enough to be seen as a “throwaway”, then you can probably sell features. Think impulse buying at the checkout counter.

Low commitment. Something that gets used up quickly, like a stick of gum, can of coke, sandwich, or massage.

Explicit need. You know exactly what you're looking for: a new lightbulb to replace the old broken one, or a bread that's gluten free.

When to sell Benefits? Tweet

High price. This is going to hurt the wallet, or at least cost enough that careful thought is required before buying.

High commitment. You'll be stuck with the consequences of this purchase decision for a long time, like buying a house, or joining a gym.

Vague need. You know that you need a solution, but it isn't urgent, and you don't know exactly what. Like a college fund savings plan for your kids.



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Naked prompts Action

As great as Naked is, you can't just sit around and enjoy it indefinitely.

Sooner or later, you've got to make a move.  Tweet

This is it: The money shot. The real thing.

You're going to put it all out on the line and do something that many marketers are too afraid to do.

And if you do it right, you'll go all the way.

Are you ready?

Give them an opportunity to DO SOMETHING!

In marketing as in life, if you've got something to say, if you need something, if you want something – the best way to get it is to simply *ask for it*.

Yep. That's it.

Ask for your prospect to take an action that will bring your relationship to the next level, whatever that level might be.



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This might mean buying something from you, or moving *just a little bit closer* (by sharing your stuff, commenting on your work, emailing you, or signing up for your “inner circle” mailing list).

But you have to ask for it.

Give them a clear and unmistakable opportunity to raise their hands and say “yes”. 

What you mustn't do is dance around the issue, or pretend that you don't want anything from them. That's just silly and immature – like a guy asking a girl out, but saying that it isn't a “real” date.

Put it out there, and make your move!

But don't ask for something that you aren't *both* ready for...

Don't overstep! It's got to be the RIGHT something!

Whatever you ask for, it should be reasonable.

You don't have a good date and then ask for a wedding ring. If that happened to you, you'd run screaming in the other direction, certain that your next exchange with this wacko could involve handcuffs and a scalpel!

It's perfectly fair, however, to ask for a second date, and lean in for a kiss – and maybe even a bit more.



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But don't push it!

Sure, [Barney Stinson's "Naked Man" routine](#) might work once in a while, but not often, and when it blows up in your face, boy will it be messy!

The key is to have an appealing risk-reward ratio for your customer, which means that whatever you ask for will feel reasonable and "easy" in the light of the relationship you've already built.

And of course, the offer has to be good. But you knew that, right? ;-)

Otherwise, they won't take the action you're asking for, and you'll be left right back where you started: cold and alone.

You see, you aren't the only one who's been getting naked. Your prospective customer has, too.

They're likely to be a little shy about it, and feel just a tiny bit vulnerable. If they feel that you might try and take advantage (even if your intentions are honorable), they'll run away and never look back.

As long as you're respectful of their vulnerability, and make an offer that's too good to refuse, you can look forward to a happy ending.

But... once in a while, they'll still say "no" – in which case...



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Don't chase – relationships are reciprocal!

What if you asked for an action, and they didn't take it?

Well, maybe you didn't do a good job up to this point, or you asked for too much.

Or, it could also be something entirely different – maybe they're just having a bad day, or they're dealing with too many other things.

Either way, the “nice guy” instinct would be to chase, apologize, and pander until you work up the courage to try again.


Resist that urge!

Yes, you should revisit the previous steps.

Did you identify the right customer? Did you really get their undivided attention? Did you hit all the right notes when you tried to evoke real desire?

And yes, you might want to think twice about what you'll ask for next time.

There are times when you can only figure out what a reasonable “ask” would be to try, and try again with different permutations.

But you absolutely mustn't chase – **the more you chase, the less attractive you become** (as we've seen in sit-coms throughout the ages, from Steve Urkel in Family Matters to Leonard Hofstadter in The Big Bang Theory).  Tweet



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If you did make a mistake somewhere along the way, you should acknowledge it, apologize if appropriate, and back off gracefully. That will reflect better on you than anything else that you could do in the situation – especially running after them begging for another chance!

Relationships are reciprocal, and if they aren't ready to take a step towards you, then you should back off until such time that they are.

But don't worry about it – if you follow this process, you'll have lots of other customers to satisfy...



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Naked is Rewarding

Naked Marketing isn't about one night stands. 

As fun as those might be, they leave something to be desired: a repeat performance.

Naked Marketing is about creating long-term relationships that satisfy both parties over and over again.

Which only makes sense, right?

When you've found a really good thing, you want to keep it forever, because both parties are amply rewarded for the time, energy, effort and trust they invested.

In romantic life, you get married.

In business, you become a long-term, satisfied, repeat customer.

Everyone benefits, everyone wins, and everyone has a good time doing it.

You've probably experienced this yourself – you took a chance on a new company, they got your attention, piqued your interest, got you to try them out, and bang!

One amazing experience later, you're a devotee for life.



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So now that you've made your move and they've made theirs, it's time to reward them for doing it...

Now it's time for the reward!

Your new customer has just taken an action, and is eagerly anticipating the fruits of their leap of faith. Now is the time to be extra-attentive! What you do here will set the tone for the rest of your relationship – or ensure that there *isn't* one.

You asked them to do something, and they did it – but they didn't do it out of the kindness of their hearts.

Nope, they did it because *you promised something*.

You asked for a commitment, and offered a reward for doing so.

It's time to pay up.

If you do a good job, you'll kick-start the cycle that will drive your relationship ever forward:

The magical marketing cycle of commitment and reward.

The onus is on you to make it worthwhile and rewarding for them *to keep on being your customer*. Endless generosity on your part may sound like a silly way to do business, but it really isn't, because a customer that has learned to expect great things from you will eagerly buy whatever you're offering.



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Now all you have to do is get to that sweet spot. How? By being over-the-top fantastic at every single thing that they see you do!

And don't think that it's enough to just meet their expectations. No, not at all.

You have to *exceed* them...

No such thing as “just as I expected!”

Nothing ever turns out just the way you expect.

Expectations are funny that way.

It's because expectations are so darned *specific*.

We have a sense of exactly what we think the outcome of our interaction will be. Whether that picture in our head is fuzzy or clear, conscious or hidden in the back of our minds, it's there.

And since expectations are so specific, odds are that you aren't going to nail them.

Not because you're good, and not because you're bad – just because it's like trying to throw a tennis ball at a pole on the other end of a field. Odds are you'll be a little bit to the left, or a little bit to the right.

And so it is with expectations.



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You probably won't meet them exactly. Odds are that you're either going to exceed them, or disappoint.

If you disappoint, it's game over. You're finished. Pack up and go home.

But if you exceed expectations, you'll have a customer for life.

So you'd better be damn sure that you exceed those expectations! Do everything in your power to make it happen. Everything.

I had such an experience with a service that I signed up for years ago.

It was a popular mailing list management software. After a conversation with a sales rep, I decided to sign up (they offer a \$1 trial, so they weren't asking for all that much).

I started playing around with the interface, and liked what I saw. It was intuitive, clear, and user-friendly.

Then, about three days after I opened my account, I received a personal phone call from a representative of theirs, asking how I found the product, and whether I had any questions or they could help me in any way.

I was blown away by the level of service.

The company is called AWeber. I still use them, and [happily recommend them](#) to anyone who asks.



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Now bring things to the next level!

Congratulations – you’ve exceeded their expectations, and earned their appreciation and respect.

But wait – this is not the time to roll over and go to sleep!

Once the deed is done and your prospect has become a customer, you should redouble your efforts to be interesting (and interested!), engaging, solicitous and friendly, *because you want it to happen again.*

And all you need to do for it to happen again is *offer and ask* – give them another opportunity to make an even deeper commitment, and reward them when they do.

Commitment, and reward.

Greater commitment, and ever-greater reward.

Just keep that cycle rolling, and watch your relationships get deeper, stronger, more intense, more powerful, and more profitable.

And that, in a nutshell, is Naked Marketing.



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Naked Marketing, Stripped Bare

Now it's time to start putting it all into practice with your business (and there's a checklist to help you do it all on the next page).

But if you only take one thing away from reading this manifesto, let it be this:

Marketing is simple.  Tweet

You start by knowing who you're talking to (*Who do you want to see Naked?*).

Then you get their attention (*Naked is Sexy*).

Then you make them an offer that they're going to love (*Naked is Desirable*).

Then you give them a reason and opportunity to commit (*Naked prompts Action*).

Then you reward them by *exceeding* their expectations, and repeat the cycle again, and again, and again (*Naked is Rewarding*).

Marketing is simple. Not always easy, but simple.  Tweet

Now go do it! :-)



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Checklist: How to Look Great Naked

Do you know who your ideal customer is? 

☐ Yes ☐ No

This is about finding your “type” – the ONE person that you’re dying to see naked, and who feels the same way about you, complete with demographic and psychographic profiles.

Are you getting your ideal customer’s attention? 

☐ Yes ☐ No

Are you “sexy” to them? Are you hitting the right “buttons of buzz”?
Are you hitting *any* “buttons of buzz”?

Does your ideal customer want what you’re offering? 

☐ Yes ☐ No

Have you found the right combination of features, outcomes and benefits to showcase in order to drive your customer wild?

Are you creating opportunities for them to commit? 

☐ Yes ☐ No

Are you asking them to take an action? Is it the RIGHT action?

Do you exceed expectations, and ask for more? 

☐ Yes ☐ No

Is there an ongoing cycle of commitment and reward to fuel the development of your relationship, and the growth of your business?



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Naked Marketing Insiders: Real Live Businesses Bare All!

Want to see how Naked Marketing applies to real businesses?

How about special training materials that are too hot for us to post publicly? Or Naked Marketing audits of real live businesses? Or a chance to *win a free Naked Marketing Makeover for your business?*

Here's how you can get it all, for free:

1. Browse over to list.ly/go/naked
2. Give a “like” to Naked Marketing Insiders (first item on the list!)

That's it. Only two simple steps for you to get exclusive, unlimited, lifetime VIP access to the Naked Marketing Insiders club.

So what are you waiting for?

Visit list.ly/go/naked, give us a “like”, and join the club!



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About Danny Iny

Danny Iny ([@DannyIny](#)) is a marketer, writer, and proud co-founder of [Firepole Marketing](#).

He's been an entrepreneur for longer than his entire adult life. He [quit school when he was fifteen](#) to start his first business, and has been doing it ever since.

Along the way he [ran the Montreal Marathon](#), [got an MBA](#), and [married the most wonderful woman in the world](#). He's also worked with companies of all sizes, from the very huge, to small businesses and entrepreneurs who are just getting started.

They call him [“The Freddy Krueger of Blogging”](#) for his prolific writing, both on Firepole Marketing, and [on most major blogs in the industry](#). He's also the author of several books, including [Engagement from Scratch!](#), which he co-authored with Guy Kawasaki, Brian Clark, Mitch Joel, and many other familiar faces in the marketing world.

In addition to all that, Danny is a super-friendly guy who makes a point of responding to every email and message – so [send him an email](#) and say hello!

