



# The Four Winning Elements of a Marketing Campaign with Ron Reich



What makes a good marketing campaign good? Business expert Ron Reich identifies the marketing campaign elements that work together for success.



**Ron Reich**

**James:** James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 884. Today, we're talking about four elements of a winning marketing campaign. To do that, I brought along a special guest, Ron Reich, welcome to the call, Ron.

**Ron:** Thank you so much for having me. I'm super excited to be here, it really is an honor to be talking to the one and only James Schramko on this podcast.

## A little bit of backstory

**James:** You're a bit kind there. Now, in terms of history, I think it's really interesting the way we met. At the time, I was coaching [Ryan Levesque](#). And as he was growing through this hyper growth phase, we actually, in the time we were working together, he went from a million dollars a year to \$10 million a year. So that was pretty exciting for both of us. And he's a smart guy, and he's got lots of access to other smart people.

And he's had other coaches as well, I just want to put that out there. I'm not taking full credit. But I was certainly involved in that. And as part of what I do with my clients, I was really immersed in what he was doing. And I went to his Texas workshop, we did this [Ask](#) boot camp, or something like that. And then we also did a mastermind event, and I was invited to speak there.

I think I put together a presentation at his request, on team building. Now, when I went to the workshop, you were one of the instructors. One of the previous guests, [Steve Mastroianni](#), was one of the other instructors. So, same sort of meeting point. But I've also seen you involved in his marketing campaigns, I think you were something like the affiliate manager for his Ask Method.

**Ron:** Yeah, my technical title was his marketing director. So the quick story there is, so this is interesting. I hired him as my coach, back in 2012, actually, so again, before he was quote, unquote, Ryan Levesque. I talked to him every week for, like, three years. And then when he started the elite program, which I know you helped him start, he brought me on as a sub coach to coach his mastermind people.

And then eventually, we worked really well together, he needed help with his launches, and before I knew it, I was his full-on marketing director, and I ended up doing that for a couple years.

**James:** You were. Now, I remember we had some conversations there, and I was really, greatly in awe of your marketing chops, as the copywriters say, your skills. You really love copywriting, you have a knack for it. I've seen your posts on social media, they're extremely compelling and persuasive.

## Expect in this episode...

Today, we're talking about four elements of a winning marketing campaign. And I feel that you are most definitely qualified to talk about that. You also, I think, had a dog site. You're a pet lover, and they used that example in the workshop. So you've had a lot of experience actually implementing these techniques.

And this is really important, because there's a lot of people out there who coach and support people, but haven't actually done it themselves. They're like theorists, I'll call them. I love that we have a practical application. You've literally built out these segmented funnels, you've done launches, you've supported affiliate launch campaigns from the side of the product owner.

You have deep skills. You've worked with lots of the people who were at the high level in the programs there. I've seen your Rolodex of clients who are real advocates of you. I wanted to get you on the show because you're also in the SuperFastBusiness world. We get to chat about your own strategy and where you're going with things. And I'm excited by what you do and how you do it. So thank you for coming along and sharing.

We're going to talk about the four elements of a winning marketing campaign from the perspective of someone who's been in the trenches. And as a fellow coach, you have been working closely with other people and seeing them put together, in some cases, I've noticed from who you've been helping, some of them are sort of having their first go at it, which I think is like absolutely, like the hardest thing ever. You know, doing startup campaigns is just brutal. And if you can pull them off, then you're as much a superhero as Batman there in the background, I can see a little figurine.

**Ron:** Yeah, yeah, great stuff. Cool. So yeah, so again, yeah, I really appreciate you saying that. Yeah, it definitely worked. I started out for the first 10 years, actually the first eight years of my career, selling my own information products, mainly in the dog training space, and also in the dating and relationship space.

Then I kind of graduated to working with people like Ryan Levesque, people like [Todd Herman](#), people like Selena Soo, behind the scenes in their business, and now I'm really focusing on helping primarily experts and thought leader type people, helping them really, really scale their businesses as well. So yeah, definitely seen it all from all the different vantage points. And yeah, I'm excited to get into it. You want to get into the four elements now?

**James:** We will. And just before we do that, I'm going to drop a link to your website here. It's [ronreich.com](#). That's who I'm chatting with on episode 884, [ronreich.com](#). And Ron coaches other people, like I do. He's doing it at a high level. So if you hear something you like, maybe get in touch with him. So Ron, should we start with the first element?

### **The all-encompassing concept of your campaign**

**Ron:** Yeah, let's get into it. So the first element is the idea. And one thing I want to mention, there's these four elements that we're going to go over, and I want the listeners, I want you to listen to this, think about them, it's like a mixing board, in the sense that there's, like, four levers. And ideally, we want them all to be at level 10. That would be ideal.

And as we'll get into this, just realize that sometimes if you're good on one, then you can be less good on the other, and you can still have a winning campaign. So think of them kind of like ingredients that all kind of amplify the same recipe.

So the first element is the idea. What is the overall, people call it the big idea, or the all-encompassing campaign, or all-encompassing idea of your marketing campaign? And just another thing here is that, we're type of in the context of a specific marketing campaign, like a specific ad campaign, or a specific launch, or even a specific email sequence or whatnot.

But you could take all these same four elements and think about them in the context of your overall brand, just, I want you to realize that. So the idea, what we're talking about here is again, what is the overarching concept? And typically, this is actually, it's an idea, it's a piece of information that ideally gives people, when they hear it, it's going to give them an insight, it's going to give them something, it's not just a tagline, which a lot of people kind of confuse this with, it's not just an angle.

### Some examples of great ideas

I have a couple of examples. So a great one, a great idea, one of them, an excellent idea, the idea of [Work Less, Make More](#), from our own James Schramko.

**James:** Sounds familiar.

**Ron:** Yeah, right. Exactly. So that is an idea. That's really interesting, the idea that you can work less and make more is counterintuitive. People have to think about that. Well, is it really possible? Then, when they read your stuff, they'll see that, yeah, actually, it is possible. And that is one thing that makes you stand out.

Another, just a couple, probably one of the most famous, or probably, in the internet marketing space, one of the most valuable ideas, is from Russell Brunson. The idea, you're just one funnel away from financial independence. That is such a great idea because he's making that statement, and then it implies a lot. It's like, it makes people feel like, Oh, wow, it's easy to make a lot of money, for example.

Another idea, which I want to talk about, just another example, is another one of our friends who you've had on the podcast, and another one of my clients, a guy by the name of Todd Herman, created the 90-day year. This is the idea, you can get a year's worth of work done in 90 days.

So again, these are all, it's having this overarching angle. And this can really, really make your brand sing, it can really, really make a specific campaign sing. And the thing here is that this is not easy, to really come up with an actual idea. Anybody can come up with a headline, anyone can come up with an angle, but these, really ideas, that it's an actual piece of content that really kind of hits people over the head and makes them think, if you can really nail something like this, it can be groundbreaking for your campaign.

**James:** It's a good one. The Russell one seems like an adaptation of the copywriter one, you know, that you're one great sales letter away.

**Ron:** Yeah, one great sales letter, yeah, exactly.

**James:** And like, there's a concept there really, it's like seeing what's worked well in the industries or related industries before and seeing if there's an adaptation of it. I didn't actually name work less make more, I have to give credit to [Kelly Exeter](#) for that one. But it was a way of trying to articulate what it is that I was trying to achieve with my book and what I help people with, and as you know, I'm constantly working on that for myself, like, where is the next leverage step for me, and what will the next iteration of it look like, the innovation?

I'm constantly refining the model, which is how we got to talking, really. I'm like, Ron, you're one of the few people on the entire planet that I'll actually feel comfortable about sending someone to get help, you know, like, because there's a lot of people out there who I wouldn't, and pretty much almost everybody, actually.

**Ron:** Thank you very much. I'm very flattered.

**James:** And because of the pedigree of your work, and I wasn't intending a pun there, but the pedigree of the minds, the great minds that you've been sitting behind under the radar and underground, I can actually really relate to that. We've been operating at a level that's one layer back from the fame and fortune, to some extent. We still got our little fortunes, but...

## Can anyone come up with a big idea?

But can anyone come up with an idea, or do they just have to be blessed with great idea genes?

**Ron:** You know, to be totally honest, you know, it's funny you mentioned it. I never even made the connection yet with Gary Halbert, you're one great sales letter away from a fortune, I didn't even make the connection between the Russ. It just goes to show you, and I'm an advanced marketer who's been around for a while.



So to answer your question, can someone come up with a big idea? So of course, anyone can come up with a great idea. But the catch is, the actual truth of the matter, is that there are formulas we can give you, and you can kind of try to use some of these formulas. But the truth of the matter is, it's like having a great offer. The way you know you have a great offer is when you have a great offer. The way you know you have a great big idea or a great idea is when you have a great idea.



And so, the way you really come up with it, it's by testing things out with your audience, putting messages out there, seeing what lands, and before you do that, you know, hypothesize some ideas, like if you have, you know, your mastermind partners who you could brainstorm with. And then I've actually, I've done a two-day seminar, which is just about helping people come up with these kinds of big ideas.

And you know, sometimes things land, sometimes they don't. Actually, here's one story, one of my clients, a woman by the name of Patty Lehman. So this was a couple of years ago, we did this three-day seminar, a big part of it was helping people figure out their big ideas. And there was, I think, about 12 high-level entrepreneurs, really, really good people.

And we spent three days really going through this training on this. And Patti ended up coming up with a, she shows people how to sell from, like, a spiritual standpoint, and the idea that she came up with was, you don't have a selling problem, you actually have a receiving problem. And that was the idea that she came up with that she ended up running with, and she's writing a book about it. And it really helped her catapult her business.

The point I'm getting at is that in that three-day seminar, that was like, the one idea that came about at the event that really ended up going places, all the other ones, I can't think of anything else that really ended up standing out. So in answer to your question yeah, it's about doing the work, and it's about testing things out there. And then, hopefully, eventually you'll land on something. But the good news, it's good if you have one, but you don't have to have a great idea just to have a winning marketing campaign.

**James:** Well, that's a relief. You know, I do stuff like I publish a new training every single month, and then over seven years, I get to see which ones got the most views or the most reactions, or when I ask people why they're here, or what do they think about, they keep saying the same things, you know, I know you for [OwnTheRacecourse](#), or I know you for whatever.

So those big ideas are out there and they marinate. I do think OwnTheRacecourse really is, potentially a book title for me, because it's more relevant than ever before now, this concept of owning assets, you know, owning and controlling your own assets is just huge.

**Ron:** I was just thinking about this. Relatively recently, the whole like, Facebook, Instagram blackout for like half a day or whatever, when that happened, I was like, I know James, he's smiling, he's laughing somewhere or whatever.

**James:** I'm getting tagged by 300 people at that time. I actually posted on Facebook, I said what did I miss? It was fun.

Okay, so what's element number two?



**Personality can make up for a lot**

**Ron:** So element two is the expert. So, in order to have the first element, you want to have a winning idea, the second element is being a winning expert. This is we talking about who is the - I mostly work with personal brands, experts, coaches and those types of people. Who is the personality that is the brand, because that can make up for a lot?

The whole idea here is that, you know, legendary marketer Dan Kennedy talks about how money leads to status. And really, the more you can make yourself a celebrity, the better off you're going to be. The more authority you have, the better off you're going to be. And these days, there's so many different channels out there, it's easier than ever to really become what I call a micro celebrity to a very specific target audience.



And so what I'm getting at here is that the truth of the matter is, this is ordinarily called a secret, but if you have enough celebrity and authority with your audience, you can get by with kind of like C-level marketing, or you can definitely get by with B-level marketing.

**James:** Oh, I'm proof of that. This is like the ultimate C-level podcast, really, it's just got longevity going for it, and a consistent standard of where we're going. I'm not a Joe Rogan famous, there's no doubt about that. That's really interesting. This is a common theme. I've had, just some of the previous episodes, almost the same conversation. I think I'm at a point now where we've been hiding behind the business name a little bit too long and should turn up the personal authority.

I notice you're running ronreich.com, so you already recognized this. And the people who you've been working with, like we're talking about, you know, you're mentioning names, we actually know who those people are, we know who Ryan Levesque is, we know who Russell Brunson is, we know who Todd Herman is, we know who Selena Soo is, because they have that personal celebrity in the market.

And it'd be fair to say that they could come out with an average proposition, but their super fans are just going to devour it no matter what. It's like people who are into a movie franchise and occasionally, like, Fast and Furious 37 might not be as good as the others, but they'll still watch it anyway, right?

**Ron:** They're gonna watch it, yeah, 100 percent.

**James:** They're probably up to there by now, I don't know.

**Ron:** Yeah, yeah, absolutely, yeah. People are just fascinated. I think nine just came out.

**James:** Amazing.

**Ron:** Yeah, exactly. And the thing is, though, the thing that's really exciting, is that it truly is easier than ever to become a celebrity to your target audience, to a small audience. And again, even if you're looking to get, I know some people listening to this, they have more kind of mass market kind of offers, or they might be selling software, they might be selling e-commerce, or, of course, there's expert type people as well and everything else, what I'm getting at is that, you know, to become a celebrity for 1000, a few 1000 people, you know, even 10,000 people in this day and age, it's not that difficult.

And then if you're selling higher end offers, like a lot of the people that we work with, if you have, like, 50 to 100 people that see you as a rock star, that can be a multiple six-figure, even seven-figure business. So again, it really is easier than ever to be that celebrity.

**James:** Okay, Ron. What about element number three?

## How do you do what you do?

**Ron:** Okay, so element number three, this is the instrument. So first one was the idea. Second one is the expert. The third one is the instrument. So this is what copywriters, marketers, this is what you'd call your unique mechanism, your proprietary mechanism. This comes from Eugene Schwartz, this idea of market sophistication that as markets get more and more sophisticated, it's not so much about what you're promising, it's more about how you do what you do.

So for example, in our general space of business coaching, helping people grow their business, there's kind of three different things people generally want in the marketplace. They want more money, they want more freedom, and they want more impact. And depending on the version, you know, who you're talking to, they might weigh those things differently.

So the example here is that everybody who sells business, taught themselves to be business owners, is selling that, is selling some version of that. So these days, it's not enough to be, I'm going to show you how to make \$100,000 a month. It's got to be, I'm going to show you how to make \$100,000 a month through Facebook ads, or through membership sites.

So for example, with you James, I know you help with a lot of things, but when I was initially finding out about you, like membership sites and recurring revenue, that's a big part of your mechanism. A lot of times, you're making the case that, I'm going to show you how to work less, make more through membership sites.

**James:** You've just sort of listed my category of books, [Work Less, Make More](#), and the next one is on memberships, and the next one is from six to seven figures.

**Ron:** There we go. Yeah, 100 percent. It all adds up. So you being the example there. And then our buddy, Ryan Levesque, he's teaching people, I'm going to show you how to make a lot of money, I'm going to show you how to have freedom, but his thing is through surveys and quizzes, through the [Ask method](#), for example.

So the idea here is that, it's just going to make it easier for you if you have a more specific mechanism of why you do what you do. And there's two versions of that as well. There's kind of like what I call the general path. That's kind of like, generally, I'm going to show you how to make money through surveys and quizzes, or generally, I'm going to show you how to make money through membership sites. Then you will have your specific tool, that's like your specific proprietary system.

So in Ryan Levesque's case, he has generally his surveys and quizzes. And then specifically, he has the Ask method, which is a unique tool. So there are other people teaching surveys and quizzes, but he has that unique tool. And so yeah, these days, if you're in a more competitive market, you do need to, oftentimes it's not enough just to have the general path, you really need to create your own proprietary system, your proprietary mechanism to help you stand out.

**James:** And what is that for you, Ron? I've noticed you talk about A players. Would that be your instrument?

**Ron:** So I have a few different instruments, but one of the ones that I talk about a lot is, a big thing that I help people do is go from six to seven figures as well. And I have what I call my Genius Profit System for going from six to seven figures in GPS, and that I actually found from actually looking at, like reverse engineering, my own businesses, people I've worked with, and just looking at people at large, like the people who have gone to six to seven figures the fastest.

What I found is that there's three engines that they have, which I call, there's the high-ticket engine. And that includes having high-ticket offers as well as building out your back end, which obviously, you know about better than anyone. And then the launch engine, and the launch engine in this context, what I really mean is, we need to have a promotional, doesn't even mean big launches...

**James:** It's the rocket boosters on the ship that gets it out of the Earth's atmosphere, right?

**Ron:** Exactly that, and doing those on a regular basis, because if you're doing more campaigns...

**James:** Well, they're reusable now, these rocket ships.

**Ron:** Very good. Reusable rocket ships, I like that.

**James:** Feel free to use that.

**Ron:** Thank you, I appreciate that.

And then the third one is the evergreen engine, which is, we want to have our evergreen marketing, our evergreen marketing systems of getting leads and customers on a regular basis. And evergreen doesn't necessarily mean like an evergreen funnel, it could actually be organic marketing.

So for example, your podcast, this is part of your evergreen engine.

**James:** It's what I call my sustainable process.

**Ron:** Yes.

**James:** Before I knew it was sort of an eco-friendly term, I was always thinking of, I want to have a sustainable business model that I can just keep doing. I want it to chug along for 10 years like a diesel locomotive. But I'll have to replace that with solar at some point. I'm kind of solar-powered now. I've moved closer to the sun. So I'm getting even more solar and more surfing.

**Ron:** Yeah, yeah, great stuff. Great stuff.

**James:** Okay, so element number four.

## **Nail the emotion for your target market**

**Ron:** So element number four is, this is the emotion. I wouldn't call this a hack, but kind of a hack is that, one thing if you look at, like, the best marketers and the best copywriters, what you'll find is that oftentimes, they're not technically, like, better at, like, wordsmithing than the people who are, like, a level below. They're really better at usually just really going deeper with their emotions and really, really nailing the emotion and getting into the minds of their target market.

And the more you know your target market, the better off you're going to be. And most people, they just don't go deep enough in this. It's not so much about going to that surface level, obviously. And it's not even talking about, what is their pain? What's keeping them up at night? You also want to be thinking about, how is that really keeping them stuck? Or thinking about something that caused that.

It's not so much about, oh, they want freedom, they want to make more money, but why do they want it? What really is that going to get them? What are their internal drivers? And then when you connect that with your brand, and you know, all these other things we're talking about, that can have exponential power.

So kind of going back to a couple of our examples we chatted about before, so for you, so the James Schramko, Work Less, Make More, I think a big thing that you do a really great job of is that, so generally that message, it's about freedom, of course, by having more time, but you do a really, really great job, like when you talk about how you spend your time surfing, you do a really, really great job of painting the picture of, what is that free time going to do for that?

And then you have a big message, it's one of those things where I really resonate with you is that, you have, how do I say this, you have this very kind of like, this no-BS approach, that's truly about letting other people kind of create their own reality and let them not be so influenced by other people.

**James:** You mean like contrarian or?

**Ron:** Yeah, so what I mean, is that like, for you like, yeah -

**James:** Less compromise.

**Ron:** Yeah, yeah. Not compromising, and this idea is that like, it's really about living the life that you want to live and creating your own life without compromise. And of course, the way you do that is through business. And that, there's something really like, deeper there, there's something really personal about it.

**James:** You know, when people realize how oppressed they are, how almost all their actions are done because of something that they were programmed at a young age, probably by their parents, or peers, or whatever, and when they can actually break out of that, that's when the freedom comes, that's when they realize, Hang on, well, I can push on the accelerator here and steer the steering wheel, and go my own path.



**Ron:** Yeah, yeah. For sure.

**James:** And so many people are just scared. I like that idea that your friend had about, they don't have a selling problem, they have a receiving problem. I think most people are just fitting into society and not realizing they have a choice. So it's choosing freedom and taking that path less traveled. It's so rewarding. And yes, I do live it.

I post about it on [my personal Instagram](#), I'm literally journaling what it means if you're not locked in an office for 40 hours a week, what does that life look like? And it's right to the core. I mean, obviously, surfing has just swept me up, and I've fallen in love with it. It's my thing. But it is the ideal metaphor, to say, you can do something outside of just grinding and hustling. Save the grinding for the barista.

**Ron:** Yeah, yeah, yeah. Absolutely. And when you're talking about this, I'm hearing in your voice right now is that there is something very visceral for that. But the people who are tuned in, they're really hearing that. It's not coming from a place of like, Hey, you know, you can be free. Let's go to the beach and drink martinis and drive around in our Ferraris. It really is about living that life without compromise and really just experiencing all that life has to offer and not be grinding out in the office, like you mentioned.

## **When people want the shortcut**

So yes, you do a great job of that and a lot of other great marketers do as well. Like, another kind of on the opposite side, going into one of our other examples, the Russell Brunson example, you know, you're just one funnel away from financial freedom. That motion he's getting at, it's kind of tapping into people's kind of greed, right?

**James:** It's another way of saying instant riches.

**Ron:** Yeah, exactly.

**James:** And people want the shortcut.

**Ron:** Exactly.

**James:** I wish it was as simple as being one funnel away. But there's so much more that goes into it, of course, but, you know, I have a really close partnership with [John Lint, 10XPRO](#). We have software that does funnels, we call them campaigns. And you can click on a campaign and be there instantly. But the reason for this episode, the four elements, is like, great, however, it's even better if you have an amazing idea that just sweeps people away.

If you have some credibility or trust that you can build or be the expert in this particular thing, that will definitely help your campaign. And if your instrument is unique or special, or can deliver some kind of magic, that would also be great. Ultimately, and you know this, probably as being a copywriter aficionado, the words on the page really make a huge difference.

Technically, it's easy to put the pages up. Much harder to make the pages do their thing. You know, like, I don't know if you did this, but I did, and a lot of my guests did. But when I first built out some web stuff online, I sat back waiting to get rich. And it didn't happen. It's so freaking hard. It's like 1000 times harder than what people say.

And that's where I have tremendous respect for what you do, because you're working in the field that I believe is probably the hardest. And that is getting the [offer that converts](#). I talk about it in my book, it's like, it's just a yes or no answer, whether you're going to be successful online, do you have an offer that converts? Yes, or no? And that's what this episode is about. This is about getting to the yes. If you want a yes, you have a great idea, you are an expert, you've got an instrument, you bring the emotion.

And I'm especially fired up about this today, because today I got an email from someone, and they're kind of like they're trying to say, well, you know, that nothing they're doing is working or whatever. And I'm like, it's not just a technical paint-by-number process, you know, there is some magic involved, and you need to think about these things, and go a bit deeper, and take on responsibility to solve these problems. It doesn't always just fall in your lap. And especially, some of the people who are trying to just market their product that they're in love with, and then they want to go and fit it to an audience, they're infringing a lot of these rules.



**Ron:** Yeah, absolutely. It's all about, you know, you've got to sell people what they want to buy. The market has all the answers, right? That's what it's all about. It's kind of the good news and bad news, is that the market does have all the answers. And so the bad news is that sometimes you could put something out to the market, and they might not respond.

### **Even the best marketers have their flops**

And like you mentioned, I think I heard this again from Dan Kennedy, anyways, maybe somebody else, but even the smartest marketers in the world, they're wrong 50 percent of the time, right, they put things out, they think this thing is going to win...

**James:** Even Evaldo in his 16-Word Sales Letter book, I think he's quoted something like 20 percent of his offers flop.

**Ron:** Yeah, there you go.

**James:** That's not an exact quote. But it's somewhere in that region. But even the world's greatest copywriters, a percentage of offers are just not going to - so even the smartest minds can't nail this 100 percent, so why would a hobbyist think they're going to crack it out of the box with no effort? Doesn't work that way.

**Ron:** Exactly. Yes. So a lot of people, they'll get a course. So as we know, most people who are not exactly who we hang out with, to be honest, but many people who buy courses and things like that, you know, the vast majority don't really do anything. And so they're not going to get good results. And then the percentage that do, there is that five to 10 percent on average that is actually doing stuff, and they're not always getting results, but it's not their fault. This is actually true.

Copywriter here, it's not your fault. The truth of the matter is, you can do exactly what your coach tells you to do. You could follow the instructions exactly correct, and you might not hit the home run out of the park. And that's kind of the bad news. But the good news is that as long as you follow the rules, you know, use the frameworks we're talking about today, and as long as you keep at it, as long as you don't give up, you know, if something doesn't work, then test out a different offer, test out a different angle, test out a different idea.

And eventually, you are going to hit something that does work. And then, like you mentioned, step one is having a winning offer. Do you have one? Yes or no? Once you're at the yes point, then getting to half a million dollars a year, getting to your first \$100,000 a year, getting to even a million dollars plus, it's not super complicated. It's more, and you teach this better than anyone, it's about, you know, figure out what works, do more of that, optimize what's working, and then you're on your way.

**James:** That's it. Beautiful. Well, I love this. I hope you'll come back and share some more insights, Ron. You've got a lot to share, and I feel greedy, asking you to come back. When I find the right fit people for what you're helping people with, I'm going to send them over to you, because you're the guy for that. So thank you so much.

**Ron:** Thank you so much, really appreciate that.

## The four elements, in summary

**James:** All right, there we go, four elements of a winning marketing campaign. Just a quick recap, idea, expert, instrument, emotion. If you want to catch up with Ron, head over to [ronreich.com](http://ronreich.com). And this is episode 884. We'll put a transcription up there on SuperFastBusiness.com. And I'm going to ask Ron to come back and share some more insights in the future.

So if you've got a question that you want Ron to answer, send me an email, just reply to any of the emails that we send out, and I'll put him on the hotspot, and we'll grill him. And just to really put a cap in this, the event that I went to where I met you, Ron, I think people paid \$10,000 for that, for a couple of days of education, just to give perspective.

This is what the top-level people in the industry pay to learn the top-level information. So don't be shattered if you're not cracking at success after your \$39 eBook purchase. You've got to go deeper than that. Ron knows deep. I've had some experience in it too. And we're going to come back and share some more in the future. Thank you so much.

**Ron:** Awesome. Thank you. Appreciate it.



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