



8 Powerful Business Insights and Principles from Master Marketers

Caleb O'Dowd is considered by some one of the world's top marketers, and he attributes his skill largely to having had a great teacher, the legendary Gary Halbert. What did he learn under the wing of this master and what are his current best practices? Read on to find out.

1. Level up by teaching

Gary Halbert believed that while you can reach a very, very high level of skill by running your own business and creating your own sales campaigns, it's by teaching that you take your abilities to a whole other level. Caleb O'Dowd is able to back that up, saying that teaching has increased his depth of knowledge, understanding and skill. It forces him to develop frameworks and step-by-step strategies and plans, basically building a structure that will allow him to convey his knowledge and skill to other people.

2. Beginners, pros and alchemists

One of the things Caleb learned from Gary Halbert is that there are three classifications of marketers, depending on what they focus on and apply.

Beginners - The beginner wants the tips and tricks, the shortcuts, the hacks. But by the time they hear about them, they're usually so overused that they're no longer effective.

Professionals - The professional looks for strategies and tactics. Certainly, these are powerful. However, they have a shelf life, a window of opportunity within which you have to use them. Over time they, too, will lose their effectiveness and become old, tired and outdated.

Alchemists - Alchemists, the masters of the game, inhabit the realm of principles and concepts. Principles and concepts are timeless, and the most successful sales campaigns, marketing and business projects are achieved via a deep understanding of these principles.

3. Just get things done

Caleb recalls that working with Halbert, they always had 15 things that needed to be worked on. Nothing sat on the shelf for long. Everything had to be completed, tasks had to be done. In his own business, he has found that it's better almost to make a mistake than it is to stand still and get nothing done at all. He



quotes Halbert as saying, anything worth doing is worth doing wrong. It's worth doing it badly, because it's in doing things badly that you learn how to do them masterfully.

4. Put in a breakthrough effort

What many marketers miss is the preparation that goes into a win. Caleb always tells his "guys" that, if you want a breakthrough result, you've got to put in a breakthrough effort. In his experience, you do not just enter a market and pull off success with ease. The journey to mastery, he says, part of that journey is about understanding the preparation work - the time, energy, planning, strategizing and masterminding - that goes into it.

5. The six reasons people buy

Halbert, Caleb says, used to talk about how in advertising, one of the secrets to success is to know exactly what it is that you have to say to get people to give you their money. And at the end of the day, it boils down to six things, six primary reasons why people buy something. They buy because they have a want, they buy because they have a need, and they buy because they have a desire. They also buy because they're afraid of something, they have a fear. They buy because they have a frustration, and they buy because they have an urgent problem.

So if you can pick a hot niche and a prospect with an urgent problem, then find out what that person's wants, needs, desires, fears, frustrations, and problems are as it relates to the urgent problem, the advertising will almost write itself.

6. Get a batting average

You can be the best of the best at what you do, and you'll still have failure. Caleb cites as an example Gary Bencivenga, the greatest living copywriter in the world. He had an 80 percent success rate, meaning he failed 20 percent of the time. So what you want to do is get to a place where you have a batting average. Otherwise, you're just tooling around.

7. Focus on the planning

From Caleb O'Dowd's viewpoint, the smart guys plan and strategize more than anything else. When hanging out with top copywriters, the things he likes to ask are, How do you research? What do you do to research? How do you plan a project? Tell me what you do to plan things. The game, he says, is really won in that phase. If you spend a month researching and two months implementing and



you fail, you actually failed in month one.

8. Love what you do

Caleb loves business and marketing. He loves doing it, and he loves teaching it. He believes that when you can find your passion and turn it into your business, that's an X Factor. If you don't really, thoroughly love what you do, he questions whether you could really be exceptionally good at it.

Discover Caleb O'Dowd's greatest marketing and advertising secrets at ROITips.com

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