

ESP Audio Script (9:00 – 1,606 words) from marketingfirst.com

**1.** Hi. My name is Gary Blackman and during the next few minutes I'm going to focus on the most important point in your entire sales process – the first few seconds. It's during these dangerous moments that your audience either pays attention to your message or blows you off. If you're not consistently successful during this very fragile point in time, your ad budget will go up in smoke you'll end up doing business mostly by accident. Obviously, this is a critical moment for your company, but, here's the challenge: while it may be a critical time for you, it carries no special urgency with your audience. They're busy with other matters, so you might say you're at opposite ends of the urgency scale.

**2.** So, what's the best technique for breaking through to your time-stressed and skeptical audience, getting their attention and moving them in your direction? The solution for this lies within human nature and the first rule of business success, which is this: **Make doing business with you as simple and easy as possible.** If you offer your audience free information of vital importance, along with a private, super-convenient way for them to collect it, even mildly-interested people will respond to every ad you run. You're skating on very thin ice at this stage, so you must eliminate all unnecessary clutter and make it quick and easy for them to get your full story before they decide. In other words you must create a comfortable path of least resistance right into the front end of your sales process.

**3.** The solution I'm introducing here consists of two parts. Part one is your advertisement. Using any advertising medium, this is where you offer your audience a valuable free gift. It could be a free sample, a discount coupon, a helpful article or just about anything that causes people to pause then take action. Part two is where you deliver your gift, along with your full story. It's done using a specialized Web landing page we call an Easy Sell Page. Here's the beauty of this whole approach. At this point in your sales process, you're not trying to "sell" them anything. You're just being helpful in an area of vital interest to them. A simple, non-threatening connection like this gets your relationship off to a great start.

**4.** This two-part process converts typical audience reluctance into instant curiosity, that vital ingredient for moving them further along, because a curious person always wants to know more. And, since stepping into part two of your advertising process is super convenient and totally non-threatening, they willingly become engaged. It's all part of generating a steady stream of sales leads so you can win your own numbers game. After all, even the best salesperson in the world can't close a prospective customer who was never there in the first place.

**5.** Before we go any further, we need to quickly assess the current approach used by so many companies and why it violates our first rule of business success. Here's the problem – most businesses use a conventional website to deliver their sales message and to display marketing and sales material. It's the tool we've been conditioned to use, but, believe it or not, attempting to generate business by sending people to your company website is shooting yourself in the foot.

**6.** Have you ever bailed out of a website in total frustration because you couldn't find what you needed or were told was there? We've all been through that. That's why saying, "You can find it on our website" is counter productive; it instantly invokes a negative emotion and puts up a barrier at exactly the wrong time - the very

beginning of your sales process. A conventional website fragments your message across multiple pages and forces your audience to hunt and peck for what they need. And a company website offers so much information that's not relevant to the sales process itself that it detracts from your mission of creating a new customer. Every time someone in your audience turns away from your message another piece of your ad budget is wasted. To get maximum results, a different, more-focused approach is required.

**7.** This brings us to Part Two of our solution. We call it an Easy Sell Page and, nowadays, it's the only thing we build for our customers. It's an online page with a simplified format that focuses only on the task at hand – selling your product or service. It quickly connects members of your target audience with your sales message and all the supporting material to build their interest and keep them moving in your direction. We're removed all the barriers. Everything your audience needs – brochures, spec sheets, photographs, drawings, testimonials, price lists and videos - is available with **one click from a single page**. This is a great relief to anyone who simply wants to know more. By removing all the hunt-and-peck frustrations your visitors will be able to collect their free information while being exposed to all the features and benefits of your product or service.

**8.** Let's return for a minute to your advertisement, which is Part One of this two-part process. Because the sole function of your ad is to offer a free gift of vital information to your target audience and guide them to your Easy Sell Page to collect it, it's purpose is more focused than almost every other ad you will see or hear. All you have to do is introduce your company to your audience, acknowledge their problem then offer them a free, helpful piece of information that lets them know that help is on the way. All of this happens during those critical first few seconds I mentioned at the beginning of this presentation. It's interesting that a moment of such vital importance to your company has such a simple solution.

**9.** The next time you're driving in your car, listen to the ads on the radio and see how many of them are flat out wastes of money. As you listen, ask yourself this question: If you were in their target audience, how motivated would you be to respond to each ad? Here's what's so good about your advertisement: It not only answers the question, "What's in this for me?" It answers the greater question, which is, "What's in this for me right now?"

**10.** During this presentation, I've been talking about a web landing page that we call an Easy Sell Page, or ESP. This single page has a very simple format where everything is visible by scrolling up and down. Not only is navigation around the page as simple as it gets, but nearly all of your pre-sales information can be "taken away." What I mean by this is that, through the use of PDF files, your information pieces can be viewed and printed from any computer. Just as you would distribute sales literature through the mail, from a trade show booth or in a meeting, all of your information can be distributed directly from your Easy Sell Page.

**11.** The page you're on now is an example of an ESP. As you can see, there are no navigation issues and no clever design to upstage my content. It's just a simple, uncluttered page containing all the items that tell my full story. After reading the introduction at the top of the page, listening to this presentation and visiting the three example ESPs, all the other content items on this page are in the form of PDF files, which can be viewed with a single click, saved on your computer or printed out. It's as if you had attended a live seminar, heard my presentation and left with printed sales material in hand.

**12.** As you browse up and down this page, ask yourself these questions: What pre-sale concerns or questions do your customers normally have? What do they need to see, hear or read that lets them know they're in the right place? Should they see a

video? Should they listening to an audio clip, while viewing a drawing or photograph? Should they read a brochure then print it out? Should they see or hear a bunch of testimonials? Should they do all of these things? The point is, regardless of your decision, can you think of a simpler or easier way to connect them to your information and start them moving in your direction?

**13.** Shouldn't you follow the first rule of business success and get human nature working for you instead of against you during those critical first few seconds? Once your Easy Sell Page is up and running, it's costs only 83 cents a day to maintain. Compare that to the value of creating just one additional customer. How many customers would you have to generate from your ESP for it to be the marketing bargain of the century? The only other suggestion I can offer at this time is to make the rest of your sales process as simple and easy as your Easy Sell Page.

**14.** This concludes my presentation. I want to thank you for your time and suggest that you scroll a little farther down this page and click on Item #1 entitled, "How to Use Your Easy Sell Page." Also, I recommend downloading my free e-book, **The Perfect Advertisement**. It covers the principals presented here, but in much more detail. If you have any questions about how to use an ESP in your specific situation, you are welcome to call me on my direct, toll-free line or send an email to me at [gary@marketingfirst.com](mailto:gary@marketingfirst.com).

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