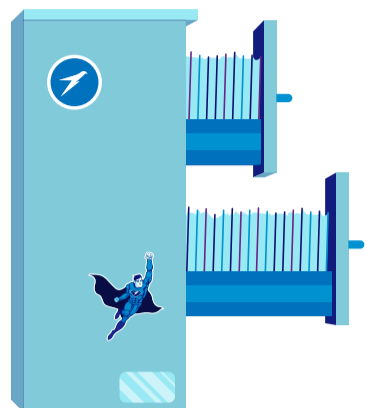
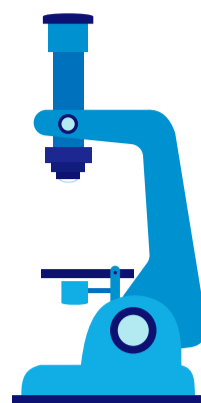


The Scientific Marketing Method

Identify Your Subject

Define your target market. Decide **who** your target merchant is and dedicate yourself to studying them. **What makes your target market tick? What are their problems? What are their goals?** Successful marketers don't try to sell to everyone at once. They pick very specific groups and get laser focused on them.



Develop a Hypothesis

What are the one or two things that you believe (or hypothesize) are likely to move those in your target market from **suspect** to **prospect**? Your goal is to discover what works or eliminate what doesn't work. Over time, you will find what works best or is most cost effective

Design Your Experiment

Next you need to **design an experiment** that you will use to test your hypothesis on what will **attract merchants to your marketing funnel** and get them to take the **next step**. It's important to design your marketing experiment to test this "next step" concept. Many ISOs are struggling because they have a "Buy now!" approach with their cold calls and their email marketing. That might work every once in awhile (randomly) but it's not the ideal approach.

NOTE: A crucial variable in any experiment is **sample size**. Make sure you have a reasonably large audience of your target merchants before you launch your experiment.



Test Your Hypothesis

Test your campaigns with a **small budget** before going big. Run your test with 500 or so merchants if it's an email test or phone campaign. If you are going to run a social media campaign try a couple of days at \$20/day spend.

The goal of the test is to help you **make a decision** about what to do next.

- If the test was **inconclusive**, run it again to see if more data helps.
- If the test was **a hit**, pour gas on the fire and blow it up.
- If the test was **a flop**, try to figure out why? Was it your headline? Did you target the wrong audience? Whatever the problem, make an adjustment and then test it again.

Document & Implement

Once you have successfully tested a marketing system that should produce a predictable stream of leads to the next step in your funnel it's time to **roll it out**. Make sure you have it documented in **writing**. It can be something as simple as writing the process in a series of bullet points or a single-page note.

You are going to be spending **money, time, and effort** on this new marketing system and you want to make sure you have it working like a well-oiled machine. Document the initial process, make note of changes over time, and record results. That way, when you have a great week or a bad week you can examine the activity to see what worked or what didn't.

Remember, **things change with time**. Your campaign will lose its effectiveness as it ages. Your target market will evolve. You will develop new hypotheses, test them, and implement them as you learn more.

By **approaching your ISO business like a scientist** you will develop a marketing system that is no longer random but one that is **predictable** and **reliable**. Most importantly, you will have a **profitable** and **stable business** for years to come.

