

# “Bank Marketing”

Have you noticed that banks promote the same “product?”

Money.

All banks sell money.

All banks in the whole world sell money.

Isn't any other subject more **saturated** than this?

Think about it.

There are 100s of 1000s of banks all over the world and they all sell Money.  
And they ALL THRIVE.

How do they do it?

The answer to this question can be the answer YOU need for re/defining the targets in your business. If all the banks can promote the same product and they ALL can prosper, then you need to discover their factors of success.

Let's have a try here...

Banks prosper because they have selected a **WIDE target group** for the product they sell/promote; namely: EVERY ADULT.

Can you think of a wider target group than this? ☺

Everybody needs money.

And banks offer it.

Banks also prosper because their product has very good **features**:

- It's easy to use. Everybody can use it.
- You can use it for many reasons & in many places.
- Etc.

Banks also prosper because they can sell the **benefits** to customers.

Banks use the KISS axiom: **Keep It Simple Stupid**. And they keep it simple indeed. Actually, the only thing they say is,

*“Make your dreams come true: You can get it here now and use it ASAP!”*

**Banks monetize on people’s DESIRES.**

Since most desires cost money, banks offer the MEANS.  
Money can be used for obtaining anything that is sold.

Can you see the lessons here?

**Lesson 1: Create or promote a product people want to buy.**

**Lesson 2: Use simplicity and underline the features & benefits.**

**Lesson 3: Create offers & promote.**

More about lesson 3.

Since ALL banks sell the SAME product, then the “deals” and the “offers” make the difference.

Deals:

- Buy money from me and get a lower interest rate.
- Buy money from me and have 0% interest for the first 3 months.
- Give me your money, lock it, and I’ll give you a better interest rate.
- Etc.

Offers:

- Buy money from me and get this credit card for free.
- Buy money from me and get 2 credit cards for free.
- Etc.

Well... it seems that banks do a good job...

How can you mimic them?

Find a product that people want to buy.

It can be a product you create or an existing product you can promote as an affiliate.

Question – Food for thought:

*Did Banks bother to “create” a product??*

Nope.

Can you see now how you can USE existing products and make money as an affiliate?

**Money’s *creator* is the Government.  
Banks are Government’s *best affiliates*.**

Easy?

It’s logical anyway...

Why would Banks bother to create a product when they can rake in profits by promoting an EXISTING product as affiliates??

OK...

By now I think that you have understood how affiliates work.  
They find an existing product people want to buy and promote it.  
Best affiliates also offer the best deals and offers.

More about this:

Imagine a Bank... in an ugly building... say a building with 1 room only 5x5...

You go inside and there is only 1 man: the ugliest man in the world.  
He smiles, but the poor guy becomes even uglier when smiling...  
And he says,

*“Get \$10,000 right now and I’ll give you 12 months interest-free.”*

And now imagine a Bank in a beautiful building...

You go inside and some gorgeous men and women welcome you.  
And they tell you:

*“Get \$1,000 right now and I’ll give you 12 months interest-free.”*

What would you do?

Even if you selected the ugly guy, you’d wonder if you made the right choice, correct?

And actually... if you do not need that money fast, then you’d prefer to get \$1,000 now (less money) because you TRUSTED the other Bank (the beautiful one) better – correct?

Can you see now that there are indeed some FACTORS that differentiate how affiliates work?

The affiliate who creates the best offer, the most BEAUTIFUL offer, wins.

The affiliate who employs better manners with his/her offers wins.

The affiliate who considers all these factors and creates his/her little store in a way to win customers’ trust, wins.

In other words: Since there are many affiliates that promote the same product, who is going to be the best affiliate?

Answer: the one that “sells” the product better, the one that gives more bonuses, or BOTH.

See how we’re going to more advanced things:

Finding a product that sells well is NOT enough.

You must walk your own further mile and **DIFFERENTIATE** your offer from what similar affiliates offer...

Can you grasp the picture now??

Banks promote the best product on Earth because it's a product everybody wants and everybody wants to "buy" it. The product sells well because it GIVES THE HOPE to the customers that money can HELP them fill their NEEDS. And the best Banks are the ones that offer the best deals and the best special offers to customers.

Apply the paragraph above to your affiliate marketing and you are a winner.

1. Find a product that sells well (aka: a product people want to buy.)
2. Create your irresistible offer.
3. Promote.

Simple?

Yes it is.

You have to ACT though...

DO something; today.

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