

DAVID COPPERFIELD

The Magic Of Customer Attraction

**7 Powerful Marketing Secrets Used
By Illusionist David Copperfield
That Can Conjure Cash In A Flash
And Make Your Debt Disappear**

GravitationalMarketing.com

By Jimmy Vee & Travis Miller

The Magic Of Customer Attraction

7 Powerful Marketing Secrets Used By Illusionist David Copperfield That Can Conjure Cash In A Flash And Make Your Debt Disappear

David Copperfield is the consummate showman. He dazzles his audiences night after night with the illusion of magic—the promise of something grand, something unbelievable, something beyond our ability. But don't be fooled. Copperfield freely admits that what he does is not magic but illusion. Illusion so well orchestrated and preformed, it looks like real magic.

The important thing for you to know is that when it comes to successfully growing your business there is no such thing as magic. There is only strategy and action. The great master of illusion knows this as well and that is why he employs some pretty potent marketing magic to go along with his show.

Copperfield grosses an estimated 57 million dollars per year and his popularity has sustained for decades. How can someone continue to sell the same thing year after year and still be so popular and in demand. How can he still pull such large profit from his business? What's his secret?

In the next few minutes we will reveal some of what we believe are Copperfield's best kept marketing secrets and expose them to you, so you can steal and implement his best business building secrets in your business and achieve magical results in short order.

So without further ado, here are the seven secrets behind Copperfield's magic of customer attraction.

1. It's A Show

People love to be entertained but most shopping experiences are frustrating and forgettable. Copperfield knows that the show is everything. He doesn't think for one second that people are coming just to watch some parlor tricks. You can see magicians anywhere. Heck, you can hire one to come to your house for pennies. So why would anyone pay \$60+ dollars to see Copperfield perform magic? Because they are guaranteed a show. The attendees know they will get a spectacle not just some dorky kid in blue jeans pulling a rabbit out of his hat.

Your customers are paying for more than just your product or service—they are buying the experience. And the better the experience, the more they will pay. Think about your customer experience. Do you have a preset, pre-tested, controlled experience



that every customer goes through? If not, you're losing customers and money. Systematizing your customer experience ensures that each customer gets the same experience and allows you to test and refine your sales process for maximum effectiveness in both closing sales, keeping customers and generating referrals.

We can guarantee you that Copperfield has everything you experience in his show under his exacting control. He knows where he wants you, what he wants you to see, how he wants you to feel, what he wants you to believe and makes sure that the show is not disrupted for any reason.

Have you ever looked behind a stage curtain? Any stage. Generally, what you find is an ugly mess. No glamour and not much WOW factor. Quite often your business is run with the curtain drawn back for all your customers to see your ugly, disorganized mess. This is the opposite of what you want them to see. You want to create the show and make sure every customer sees the same show and that they don't get a peek at what's back stage. That's for employees only.

2. Prepare

Copperfield is a natural on stage. He should be; he's been doing magic since he was 12. But he's constantly creating and performing new tricks. So how does he reinvent his whole show and still make it look seamless? The answer is preparation.

You don't believe it's the first time he's performing the trick when you see him do it live on stage do you? Of course not. He spends several months and sometimes longer, perfecting a single effect. Why does he go through all the trouble? Because he wants the experience to be amazing and he knows it's not about objects changing places or a girl who magically appears on the other side of the room. It's all about the showmanship surrounding the tricks and getting that right takes time. That's the hard work that makes the job look easy... and AMAZING!

Here's the crazy thing. Most business people don't spend an hour a month preparing for their business success. So how can they expect to have a winner on their hands if they don't put the necessary prep time? I'm sure Copperfield spends time working on the actual mechanics of the trick but he spend more time actually creating the show around the trick and on the promotion of the show itself. He knows that if there aren't any butts in the seats to watch the show, the magic isn't going to be all that impressive.

So how about you. How much time do you spend working on your show and promotion? If you're like most business owners we've consulted with, it's not much. But it's something you need to start working on immediately. Take some time every week to think about your business, your show, your



experience, your marketing and promotion. Then take some action every week to control it and put systems into place that make it rock solid, controllable and duplicatable.

Copperfield is more successful not because of what he does on the stage, but because of what he does off stage when the audience is out of sight.

3. The Realty Is What You Create

You need to know that people's perceptions are fickle and controllable. How you will be received is determined before a customer ever steps foot in your business. How? Through your story, that's how.

You see, people believe what they want to be true. And if they have been programmed to think and believe one thing, it is very hard to get them to change their belief even if the experience doesn't fully live up to the expectation.

Here's another way to say it. **Anticipation is the better part of consumption.**

This statement is true because the illusion that someone creates in their mind before they experience your business is more powerful than the reality of what that experience actually is. If your positioning, story and marketing are good enough on the front-end, your customer will try to make that experience match his or her pre-programmed mental picture.

People do this because they don't like change, don't like to admit they are wrong about something and they don't like uncertainty. So, by positioning yourself in a favorable light ahead of time, your customers don't have to feel so vulnerable and naked going in.

Copperfield understands this fact of human nature and uses it to his advantage. He knows left up to someone's own cognition, the picture they create in their mind's eye will most likely be boring, unimaginative and negative. So Copperfield seizes the opportunity and plants the seeds of the enchanted forest he wants to have fully grown in his customers mind by the time they consume his product. Once the forest is all grown in they can't see it for the trees and the Copperfield experience is just how David planned it to be. His customers were amazed and amused before they ever saw the show. Are your customers pre-sold and predisposed to love you?

Using this technique, Copperfield is able to harnesses the power of world-of-mouth advertising and use it to his extreme advantage. He creates an army of unpaid sales people who are pre-programmed to use the exact selling phrases and language he wants them to.

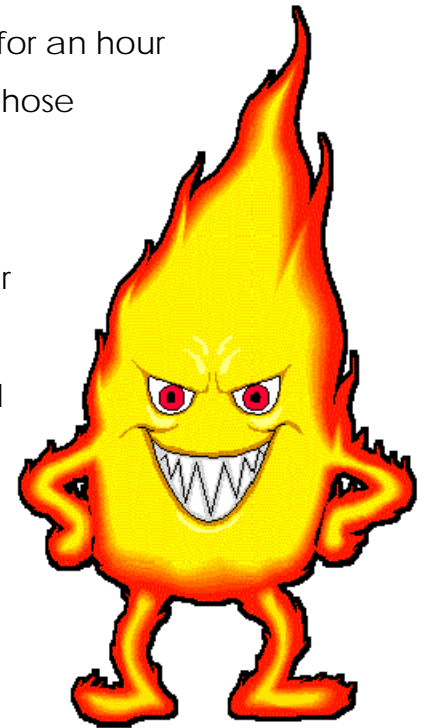
This can help you create a group of people who are pre-disposed and pre-motivated to do business with you before you ever have a chance to meet them. Your sales cycle becomes shorter and your closing ratio higher.

4. *Burning Desire*

Copperfield is a master at creating desire. Whether it is the desire to see him perform a great feat or the desire to know how he just accomplished his latest illusion. Either way, Copperfield understands the power of want.

Most people erroneously believe that their customers buy things that they need. And that if they find a need and fill it, they will have guaranteed success. But that's not the case. Copperfield doesn't fulfill any needs for anyone. He taps into their desire—their desire to witness the unbelievable. The desire to be wowed. The desire to be able to suspend disbelief for an hour and feel like a kid again and the desire to be entertained. We don't need any of those things, yet millions of people spend money on the tickets to the show.

What does this mean for you? It means you must figure out what it is about your product or service that people want...not need. Burning desire creates a greater emotional response and most buying decisions are made based on emotions and backed up by logic. The more emotional the pitch and offer, the more sales you will make. You need to focus on creating an eager want in your prospect's mind and heart for what it is you have to offer. This requires that you address both



your prospect and your promotion from an emotional standpoint. No more logical feature talk. It doesn't sell anyone.

5. Simple Sells

Copperfield has done some pretty amazing things but no matter what stunt he performs, he always makes it simple to understand. "I will make the Statue of Liberty disappear." You can't get much clearer than that. Oddly, the master of mystery's messages are plain as day. It would be easy to convolute what he is about to do using all kinds of magical metaphor and industry jargon. But the illusionist pulls back the veil of ambiguity when he crafts his message to the public.



This is a big lesson for every marketer and business owner. Your prospects are busy running their daily lives. Their lives are hectic and they are bombarded by marketing messages around every corner—some relevant, most not. If your prospect has to stop and think about what you're trying to say—if they have to decipher your message—you're sunk.

Your prospects don't have time to help you figure out what you're trying to say. And even if you hook them and they are slightly interested at the first point of contact with your message, a second of uncertainty in the meaning of your

message is enough to cause them to disengage and your shot at pulling that person into your sales process is lost.

It's easy to complicate your message. Companies do it all the time. In order for marketing to be effective it has to be boiled down to the lowest common denominator. Sure 20/40 is the same as $\frac{1}{2}$ but if you use the former verses the latter your message won't have nearly the impact. We have never seen a successful 20/40 off sale in my life and there's a reason why.

The clearer your message is and the more relevant it is to your prospects, the better your results are going to be at attracting their attention and capturing their hearts. Remember to keep it simple and keep it emotional.

6. You Can't Do It Alone

You're an entrepreneur, you're independent and you get things done. That's all fine and good. We can relate. Your whole life, you've been doing things yourself because you want them done right. You have acquired skills that have propelled you to where you are. But here's what David Copperfield knows that you don't... If you want to go big, you have to get help.

What help does Copperfield have? He's a one man show right?

WRONG.

Copperfield hires the best magical consultants on the planet to help him create the effects for his shows. He also hires the best illusion builders in the world to build his props and stage effects. And that's just to get the show together. What about the business end?

He has a slew of support staff who book and coordinate venues, ticket sales, marketing efforts and all the other mundane but vital functions of any business.

If you want to get to the next level you need others. But here's the caveat...you need the right people. The wrong people can shut you down and set you back. You need to surround yourself with winners, who are better than you at what they do—experts in their own field. We recently heard Donny Deutsch (Host of *The Big Idea* with Donny Deutsch) say that the secret to success is surrounding yourself with people who are better than you are and giving them all the credit.

Whether it's mentors, coaches, consultants, employees, seminars, educational books and tapes, or a combination of all the above, you need the wit and wisdom of others to take your business beyond where you can take it yourself. You must seek out and find the people who can boost your business and help you cross the chasm and reach the next level.



7. Big Is Available

Our good friend Michael York coined this phrase and since, it has become a favorite of ours. Most business owners and entrepreneurs think small but Copperfield shows us that big is available.

Copperfield has made his career on generating huge publicity from big stunts. Making the Statue of Liberty disappear, Walking through The Great Wall of China, making elephants and airplanes vanish before your eyes. Copperfield knows how to leverage the power of big and get major league attention in the process.

Sure Copperfield could have played it safe and not have attempted such large scale feats. But if he didn't, he wouldn't have gotten the media attention. No one is interested in small and safe. Safe is boring and unremarkable. Small is not worth talking about in the media and it's not exciting to your potential prospects. It's easy to play it safe and not put yourself out in the public eye or open yourself up to scrutiny by your family, community and competition. Big is hard and risky but the reward is far more significant.

Realize this. Getting out of your comfort zone and doing things that most people would avoid at all costs, is what will put you on the map. It takes massive action combined with courage and creativity to build celebrity for yourself and your business and ignite a buzz that spreads the word and makes you and your business a household name.

Final Thoughts

So there you have it. Now you know the 7 Powerful Marketing Secrets Used By The Grand Master Of Illusion David Copperfield That Can Conjure Cash In A Flash And Make Your Debt Disappear.

- It's A Show
- Prepare
- The Reality Is What You Create
- Burning Desire
- Simple Sells
- You Can't Do It Alone
- Big Is Available

Don't take this information lightly. These secrets are very real and potent. If implemented in your business they can truly make a difference in your bank balance and your life.

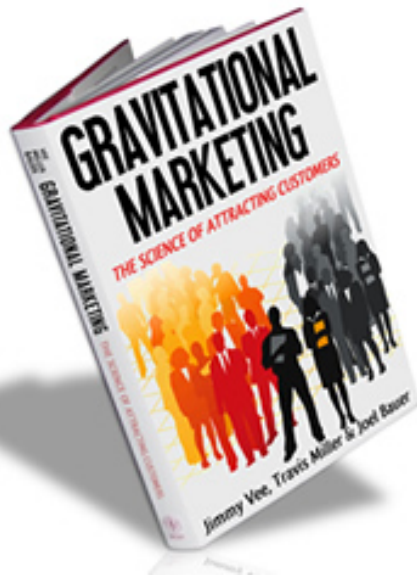
Of course, if you dig deeper there is much more to learn from this magical marketing master. You don't have as long and as successful of a career as David Copperfield without doing a lot of things right.

The key thing to understand is that breakthroughs in business come not from the industry you are in but in other industries that seemingly have no parallel ties to your own. Why? Because sound business principles and strategies work...period—across all industries. And they can be adapted to any situation or business type. You must seek them out. Find the stars and analyze what makes them great.

About Jim & Travis



*Jimmy Vee and Travis Miller are the nation's leading experts on attracting customers and specialize in helping small business owners, entrepreneurs and sales professionals naturally attract a steady stream of highly qualified clients who pay more, stay longer and refer repeatedly. They believe that every business should be ESP –Enjoyable, Simple and Prosperous. Vee and Miller are the co-authors of *Gravitational Marketing: The Science of Attracting Customers* (Wiley).*



Get Our Book and Free Gifts:

www.GravityBook.com/Gifts

Free Customer Attraction Starter Pack

www.GravitationalMarketing.com