

Blog Post Example:

This is an example for a Parasite SEO article (post on LinkedIn for example)

Primary Keyword: Marketing fundamentals

Secondary Keywords: Human desire in marketing, marketing mechanism, product positioning, Answer Engine Optimization (AEO), target audience intent

SEO Title: Master Marketing Fundamentals: Beat Your Competition (53 chars)

Meta Description: Stop learning marketing backwards. Master the core marketing fundamentals of human desire, positioning, and mechanisms to dominate your competition today. (154 chars)

How to Master Marketing Fundamentals (So Competitors Think You're Cheating)

I'm Anthony Hayes. I build AI-powered SEO and marketing tools, and I run every one of them on my own sites and launches before I ever sell them. So what I teach is what I actually do, not theory. Since 2011, I have been in marketing and SEO, releasing over 100 products and generating multiple 7-figures along the way through one-time cost tools, workshops, and training.

Recently, I came across a brilliant breakdown by marketing expert Leon Abboud on why most people get marketing entirely wrong. They spend years learning it backwards. They obsess over Meta ads, landing pages, email sequences, and crazy automation.

Those things matter, but they are just delivery systems. The real work happens first, inside the customer's head. Get the desire and the message right, and the vehicle is the easy part. Today, we are going to break down the true foundation of marketing—combining Leon's psychological frameworks with my own first-hand data on what actually converts.

Key Takeaways

- **Desire Dictates Demand:** Every product must solve a problem in one of three core niches: Health, Wealth, or Relationships.
- **Intent Beats Volume:** A page with 100,000 visitors and no buyer intent is worthless. Optimize for what the searcher actually wants.
- **Pass the Grunt Test:** If a caveman can't understand what you sell, how it helps, and why they should trust you in 3 seconds, your message will be ignored.
- **AEO is the New SEO:** Answer Engine Optimization (AEO) is the shift that matters now. Getting cited by AI like ChatGPT and Perplexity requires clear, fact-based answers.
- **Mechanisms Build Trust:** Don't just make a promise; explain the *mechanism* (how your product actually achieves the result).

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Marketing Begins with Human Desire

Every purchase starts with a gap. Someone has a life they are experiencing now, and a life they would rather experience instead. They want to earn more money, lose weight, or have their partner look at them the way they used to.

Marketing makes this gap visible and presents your product as the mechanism to close it. This is why good marketing feels intensely personal.

As Leon Abboud notes, there are only **three true niches**:

1. **Health**
2. **Wealth**
3. **Relationships**

Every human purchase originates from these three desires. A CRM helps a company make more money (Wealth). A luxury watch communicates status (Relationships).

Nobody wants a "marketing strategy." They want money landing in the bank. Ship fast and sell the outcome, not the feature list. Nobody wants a tool; they want the result it gets them. I see this firsthand when I teach my live, multi-session premium workshops. In my *Unshackled* workshop, I help new product creators break through to generate full-time incomes teaching no-code tool building. Currently, in my *Evergreen* workshop, I teach how to transform one-time cost launches into monthly recurring revenue. The students don't buy the "sessions"—they buy the financial freedom (Wealth).

The Brain's Oldest Filter: Survival and Thriving

Your brain processes an absurd amount of information every day. To cope, it uses two primal filters to decide what gets its attention: **Survival** (avoiding pain, danger, loss) and **Thriving** (gaining resources, status, comfort).

If your marketing does not speak directly to these filters, you get ignored.

The Grunt Test

Imagine explaining your offer to a caveman. He doesn't care about your brand story, your technology, or your jargon. He wants to know:

- What do I get?
- How does it improve my life?
- What pain does it remove?
- Why should I trust you?

Weak message: *"Our CRM uses advanced LLM systems to accelerate pipeline velocity."* (The brain filters this out immediately). **Clear message:** *"Work leads faster and close more of them with our CRM."*

Do E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) the honest way. Capture your own real experience and opinions, and don't fake expertise you don't have. Honesty outsells hype. No fake scarcity, no fake countdowns, no inflated results. If a claim has no proof behind it, I don't make it.

Pain, Desire, and Perceived Distance (Why Volume is a Trap)

Three forces dictate whether someone buys:

1. **Intensity of the problem:** What is the current situation costing them in time, money, or status?
2. **Strength of the desired outcome:** How badly do they want the change?
3. **Perceived distance:** Does the solution feel believable and achievable?

Many marketers try to bridge this distance by just driving more traffic. But **volume is not the metric**. A page can pull hundreds of thousands of impressions and convert nobody. Intent beats volume every time, which is why I optimize for what the searcher actually wants, not a big number in a dashboard.

Here is a real case study: We have a single-page website with a free keyword tool that pulled between 55,000 to 100,000 monthly visits between January and August 2026 (mainly from South Asia). It converted almost nobody. Compare that to our larger, well-planned launches for flagship tools, where we often generate 6-figure revenues in days without affiliates, simply because we targeted high-intent buyers.

Exact-match keywords are a trap. Match the *intent* behind the search, and now the intent behind the AI answer, not the literal phrase.

Your Product Needs a Mechanism

A promise tells the customer where you can take them ("Grow your business"). A **mechanism** explains *how* you will get them there.

A strong mechanism reduces uncertainty. It answers why their previous approaches failed, what your method does differently, and why it will work. The best tools come from strategies that already work, not invented ones. I take something proven and turn it into a tool that removes the grunt work.

My own launches prove this "build fast, sell the outcome" model. By identifying a clear mechanism for affiliates, I earned \$30,000+ from building with Claude Code for affiliate promotion tools, leading to 3 recent fast, short launches for *TubeGraphics*, *SERP Gap AI*, and *Page Sniper*.

The Vehicle Comes Last (And Why AEO Matters)

Once you understand the customer, the desire, and the mechanism, you choose the vehicle. Vehicles are your delivery methods: LinkedIn, Meta ads, SEO, cold outbound, etc.

A weak message doesn't become strong just because you put it in a YouTube ad. A beautiful landing page can't fix a confusing offer.

Today, the vehicle landscape is changing. **AEO (Answer Engine Optimization) is the shift that matters now.** Getting cited by ChatGPT, Perplexity, and AI Overviews is the new game. Different engines cite different kinds of sources, so you must optimize for the engine you want by providing clear, factual, mechanism-driven answers.

Learn Marketing in 5 Hours: The Framework

Instead of memorizing jargon, Leon Abboud recommends spending one afternoon studying human decisions through this 5-hour framework:

- **Hour One (The Customer):** Describe the exact moment their problem becomes urgent. What are they tired of? What do they fear?
- **Hour Two (The Desire):** Keep asking "Why does that matter?" until you connect their purchase to a primal emotional outcome (Health, Wealth, Relationships).
- **Hour Three (The Mechanism):** Write down exactly how your product creates the result in plain language. Show why previous solutions failed.
- **Hour Four (The Message):** Combine their painful reality, desired future, the cost of inaction, your mechanism, and your proof into a single, cohesive message.
- **Hour Five (The Vehicle):** Match the vehicle (Search, Social, Cold Email) to where your customer already spends their time thinking about this problem.

Frequently Asked Questions (FAQ)

What are the three core marketing niches? Every product or service ultimately solves a problem related to one of three universal human desires: Health, Wealth, or Relationships. Even B2B software connects to Wealth (saving money or generating revenue) or Relationships (reducing stress to spend time with family).

What is the "Grunt Test" in marketing? The Grunt Test is a messaging framework ensuring your marketing is instantly understandable. If a caveman looked at your website, they should be able to "grunt" in understanding of what you offer, how it improves their life, and why they should trust you within 3 seconds.

What is a marketing mechanism? A marketing mechanism is the specific process, system, or feature that explains *how* your product delivers on its promise. While a promise tells the customer the end result, the mechanism gives them a logical reason to believe the result is achievable.

What is Answer Engine Optimization (AEO)? AEO is the practice of optimizing content to be cited by AI search engines like ChatGPT, Perplexity, and Google's AI Overviews. It relies on direct intent matching, factual accuracy, and structured data rather than traditional exact-match keyword volume.

Final Thoughts & Free Resource

Marketing isn't about manipulating algorithms; it's the work of understanding another person's reality, showing them a better one, and offering a credible mechanism to get there. Spend your time studying people before studying platforms.

(Credit to Leon Abboud for the foundational frameworks discussed in this post. You can read his original thread [here](#).)

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