

**THE BEST PRODUCT DOESN'T WIN.
THE BEST-UNDERSTOOD PRODUCT DOES.**

You've watched it happen. A competitor with weaker work and higher prices eats your lunch. They didn't outspend you. They out-meant you. Most marketing advice sells you parts: a better hook, a sharper headline, a slicker funnel. But a message isn't a pile of parts. It's a sequence. Eight dominoes that, set in the right order, knock each other down until a stranger becomes the client you actually wanted. Out of order, they don't fall at all. Build the chain. Watch the right clients line up.



JAKE "THE WIZARD" TLAPEK built a Chicago marketing agency on an audience he started from zero, grew it seven years, and sold it. He never changed a client's product to do it, only the order of their words.

EIGHT DOMINOES

**EIGHT
DOMINOES**

**A MESSAGING
FRAMEWORK THAT
COMPOUNDS INTO
AWESOME CLIENTS**



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