

## The False Dichotomy Breaker

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### LINKEDIN EXAMPLE

B2B marketers think they must choose: Brand OR Performance.

Brand marketing feels expensive and unmeasurable.

Performance marketing burns out quickly.

Top companies don't choose. They use brand awareness to make performance marketing more effective.

**Stop thinking either/or. Start thinking integrated.**

### Core Structure

- Identify a common either/or choice people believe they must make
- Challenge this as a false choice
- Present a third approach that integrates both benefits

### Key Ingredients

- Naming of the common but limiting binary choice
- Explanation of why this dichotomy is artificial
- Introduction of an integrated alternative approach
- Evidence of superior results from integration

### Template

*"[Professionals] think they must choose: [Option A] OR [Option B]. [Option A] feels [negative aspect]. [Option B] [different negative aspect]. Top companies don't choose. They use [integrated approach] to make [combined benefit]. Stop thinking either/or. Start thinking integrated."*