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# Will Reed's Guerrilla Marketing GENIUS

*"Wake up your brain, learn how to earn!"*

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March 2005

## Searching for Synergy

**SYNERGY:**  
*The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects*  
[dictionary.com](http://dictionary.com)



**Synchronize**

*It is impossible for a man to learn what he thinks he knows already*  
**Epictetus**

***Synergy in marketing is the result of the strategic combination of marketing weapons synchronized on a calendar.***

Just as musical counterpoint creates beautiful harmonies on a musical scale, the synchronization of marketing weapons on a calendar can also produce pleasing results.

It is important that you select, develop, and focus on the right weapons, and also that you track their simultaneous interaction over time.

While a Mind Map provides a spatial overview of a project, a calendar or a Gantt Chart can provide a temporal view of synchronized parts of a project. Combining both tools helps you fully master your marketing.

The goal is to coordinate resources for maximum synergy—the combined healthy interaction of distinct parts.

***Synergy is the result of efficient multi-tasking in marketing.***

### ***1. The promise of geometric growth***

Guerrilla Marketing makes a bold promise, and one that is counter-intuitive to traditional marketing.

If you create a 7-step marketing plan, carefully select and coordinate your marketing weapons on a calendar, then your marketing results will grow *geometrically*.

This is why Guerrillas can operate effectively on a low budget, and also explains why they operate as they do. Growth may come as publicity, in the burgeoning of your mailing list, in increased demand for your services, or in increased opportunity at higher levels.

*The key is to be prepared for a higher level of decision making and action taking when geometric growth comes to your business.*

### ***2. Reuse to regain***

Before you rush off to outsource or create a new marketing tool, consider carefully how you can reform what you have and reuse it. A newsletter can be reformatted as an article or as a presentation.

Recycling is an effective way to conserve resources. Many website owners are hungry for content, and may be willing to post your article complete with links to your site. Repetition is a proven require-

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*It doesn't work to  
leap a twenty-foot  
chasm in two  
ten-foot jumps*  
**American Proverb**



**SYNERGY:**  
*alliance, assistance,  
collaboration,  
combined effort,  
fusion, give-and-  
take, harmony,  
helpfulness,  
partnership,  
teamwork,  
mutual effort*  
**thesaurus.com**



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ment for marketing, in order to establish brand recognition. Strategically synergized, the same message can be recycled in different media.

Repetition with variation will reinforce recognition, and build share of mind.

### 3. Play the whole game board

Strategy in the Chinese game of Go is based on holistic pattern perception, and finding strength in the connections between the Go stones.

It also demonstrates the synergistic principle of Guerrilla Marketing, that the whole is greater than the sum of the parts.

It is well documented how little things can make a big difference, and that major change can occur in a very short time. To see how this works, read Malcolm Gladwell's surprising bestseller, *The Tipping Point*.

### 4. Synergy is self-perpetuating

Fighting the tendency of things to wear out or run down, we seek a way to keep going without having to constantly fuel the fire.

Synergy may be the way to get more out of the system than you put in. Study the process, and see to what heights you can take it by imaginatively synchronizing your marketing weapons.

### 5. The power of patience

Many factors govern your success. A well-designed program can be undone by poor timing. Selection of the wrong marketing partners can drain you of energy and imagination.

Despite the appeal of synergistic effects and geometric growth, the process takes time. *Patience is not passive tolerance of delay, but positive expectation of success.*

### Resources

While there are many software options available on the Internet, for a good introduction on how to make and use Gantt Charts read the article at: [http://www.mindtools.com/pages/article/newPPM\\_03.htm](http://www.mindtools.com/pages/article/newPPM_03.htm)

Read the comprehensive article by Chuck Frey, How to use Mind Mapping software for Project Management, which is packed with ideas on how to manage projects through synergistic thinking. Visit: <http://www.innovationtools.com/Articles/ArticleDetails.asp?a=148>

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To sign up for this free newsletter, as well as *Will Reed's Mind Mapping STRATEGIES*, please visit <http://www.gmarketing-genius.com> online and register.

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### Cashing in on your calendar

- *Guerrilla mindset* (January)
  - *Marketing metrics* (February)
  - *Searching for synergy* (March)
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