



---

# Will Reed's Guerrilla Marketing GENIUS

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

---

May 2005

## Gaining mind share

**The only factor becoming scarce in a world of abundance is human attention**

**Kevin Kelley, in *Wired***



**The human mind treats a new idea the same way the body treats a strange protein—it rejects it**

**P.B. Medawar**

**If you want to gain mind share, you have to let people know why they should care.**

The most important question you should ask yourself is the same question that is foremost in your prospect's mind, *Why should I care?*

Once you understand this, it is relatively easy to get people's attention, because you start talking to them instead of about yourself.

The secret behind cult brands is that people identify the brand with their lifestyle. It is no longer enough to appeal to the Unique Selling Proposition (USP). *You must appeal to the Me Selling Proposition (MSP).*

### **1. Understand why people buy**

People spend money when they value the product, service, or experience more than they value the money.

Perceived value is the first step to mind share. Perceived value can be so powerful that it can cause people to willingly spend beyond their means.

Assuming that basic needs have been met, the mind turns to meeting needs related more to satisfaction than survival. People buy for many reasons, but most are connected to lifestyle quality, creature comforts, or social approval.

The decision to buy is made emotionally, and then a reason is found to justify it. The reason might be to save time, to avoid effort, or to attract praise, but the real persuasion happens first at the emotional level. *First gain emotional share.*

### **2. Mind share is given by permission**

While most of the marketing we are exposed to is uninvited, it is getting easier to ignore. It is so easy now to change the channel, click to another website, unsubscribe, or just tune out.

Permission marketing works on a different set of assumptions. It starts with an enticement to pay attention to the marketing message. This means that before your marketing can make the sale, it must be perceived as personal, relevant, and enjoyable. *Your marketing must be worth consuming for its own sake, and not just a step to making the sale.*

Permission marketing can be done by educating your customer or prospect, by offering them a bonus or benefit, giving a

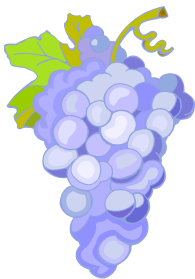
© 2005, William Reed  
B-SMART Systems

---

<http://www.b-smart.net>

Comments & suggestions: [info@b-smart.net](mailto:info@b-smart.net)

*I want all my senses engaged. Let me absorb the world's variety and uniqueness.*  
**Maya Angelou**



*I don't mind what language an opera is sung in so long as it is a language I don't understand*  
**Sir Edward Appleton**



© 2005, **William Reed**  
**B-SMART Systems**  
**Tamura Bldg. 6F**  
**4-23-17**  
**Higashi Ikebukuro,**  
**Toshima-ku,**  
**Tokyo 170-0013**  
**JAPAN**

Tel: +81 (3)-5953-8816  
 Fax: +81 (3)-5953-8862

taste or a test-drive, or making it easy to take the next step.

### **3. Advertising is only the first step**

Advertising is losing its grip. It no longer holds our attention as it once did. The sheer volume and variety of commercials shuffles many messages into oblivion.

Advertisements which try to make the sale are less likely to deserve your attention than those which entice you with information or entertainment. It need not make the sale, but it must gain share of mind.

An advertisement is the first step in leading a person to visit your website or seek further information. Jay Levinson says that a website is an island, and advertising is a bridge to that island.

### **4. Give it time**

In agriculture you have to wait a season for the crops you planted to yield. In marketing you may have to wait years. Sometimes you get lucky, and results come quicker, but the process of persuasion requires persistence.

This is not a passive waiting game. You must give your prospects time, information, and attention. It often takes time to learn to see things from the buyer's point of view, and talk to them in terms that they understand.

### **5. Make it worth remembering**

The easiest way to gain mind share is to have a message worth remembering. The most powerful marketing memes and messages are those appeal to more than one or two of our senses.

Many marketing messages rely too heavily on words and images, and do not appeal enough to sound, taste, smell, and kinesthetic senses.

An irritating message may also stick in memory, but it interrupts rather than entices. *Make your messages appealing to the senses so that they invite repetition.*

### **Resources**

For a list of 51 reasons why people buy, visit [http://www.gmarketing.com/articles/read/4/Why\\_People\\_Buy.html](http://www.gmarketing.com/articles/read/4/Why_People_Buy.html)

To see how the highly successful brands appeal to our senses, read BRAND SENSE, by Martin Lindstrom, <http://www.dualbook.com/>

### **William Reed**

Guerrilla Marketing Master Trainer  
<mailto:info@gmarketing-genius.com>

<http://www.gmarketing-genius.com>

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

---

### **Lessons in Permission Marketing**

- *Get their permission (April)*
  - *Gaining mind share (May)*
  - *Beyond permission (June)*
-