



Will Reed's Guerrilla Marketing **GENIUS** *"Wake up your brain, learn how to earn!"*

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Technology used to stifle the creative soul. The new, simple technology of today unleashes it, gives it wings, and even assists it on takeoff.

Jay Conrad Levinson



Any sufficiently advanced technology is indistinguishable from magic.

Arthur C. Clarke

Cure yourself of technophobia

Is technology your friend or foe? Careful how you answer that question. Unless you get cozy with technology, you may be forced to walk rather than ride.

Technology has gotten a bad name, and often for good reasons. It costs money and is often hard to understand. It is constantly in need of repair or upgrading. It empowers everybody, right or wrong. Most of all, it's just so *technical*.

The good news is that if you educate yourself properly about technology, it can be your ticket to freedom. It can give you a competitive edge, greater reach, increased options, and more flexibility.

Easy ways to embrace technology

1. Get traction on the learning curve

Software manuals may be a necessary evil, but they are often more evil than necessary. Next to legal documents, they are probably the least user-friendly writing you can find. Don't even go there.

Online help manuals simplify the process somewhat, and tutorials are also a step in the right direction. However, to the *technophobic* novice, the learning curve is still a long and slippery slope.

The key is to get traction however you can. Take on simple tasks, and work with a user-friendly book published for the software, such as from the *Dummies* series on everyday and advanced computing, at <http://www.dummies.com/WileyCDA/>

2. Focus on benefits not features

Software technology seems to advance faster than the marketing psychology used to promote it. However, as the software user population grows beyond techno-savvy to embrace techno-phobic users, the marketing gets better.

Even so, most software promotion remains mired in a features fight, and tends to focus on what the software can do, rather than on what it can do for you.

Before you purchase or begin learning a new software, be very clear about what you want to do with it.

3. Get someone to show you how

If you search a bit and ask, you are likely to find someone you know who just *loves* computer technology, and is happy to share their enthusiasm. Buy them dinner, ask their advice, and get them to show you how.

Not only is this more fun than learning by yourself, but it can save you hours of time. If you know what you want and ask

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*If it keeps up,
man will atrophy
all his limbs but
the push-button
finger.*

**Frank Lloyd
Wright**



*For a list of all the
ways technology
has failed to im-
prove the quality
of life, please
press three.*

Alice Kahn



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good questions, you can get a customized private lesson.

More than just technique, you are gaining empowerment and independence. Show your appreciation to the one who takes you there.

4. Craft your own marketing materials

Guerrilla Marketing offers you 100 ways or weapons by which you can promote your product, service, or website. Many of them are free or low-cost, and most of them can be enhanced in some way with technology.

Read a list of the 100 weapons at <http://www.gmarketingcoach.com/Weapons.htm> and select which ones might be appropriate for you. Select the top 10 or 15, and begin a search for software and tools that can help you create and improve your own marketing materials.

5. Keep up on what's new

Computer technology is advancing so quickly that you can miss out on important advances in the blink of an eye.

Visit and bookmark the websites in the *Resources* section to keep abreast of new developments. Get curious about how other people are using software, and what they are producing with it.

Upgrade your software and your skills. You need not be nerdy about it. Just don't miss out on a good thing.

Resources

Guerrilla Marketing with Technology: Unleashing the Full Potential of Your Small Business, by Jay Conrad Levinson. This book will help you get ultimate leverage with easy-to-use, low-cost technology.

FAST COMPANY. This is *the* magazine to help you stay current on Internet, technology, leadership, marketing, branding, sales, customer service, career, strategy, innovation, human resources, education and resources: <http://www.fastcompany.com>

For a one-stop source on innovation tools, resources, and strategies, articles, books, creativity tools, resource centers, visit : <http://www.innovationtools.com>

Positively Promethean, a Blog on technology tools for empowerment, by William Reed. Visit here to learn about tools that can enhance your creativity: <http://b-smart.blogspot.com/>

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