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Will Reed's Guerrilla Marketing GENIUS

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

*If you want
something to
happen, you
have to make
space for it.*

David Campbell



*Since you sang
all summer,
now try dancing
to that tune
all winter.*

The Ant and the
Grasshopper,
Aesop's Fables

Minding Your Marketing

Good marketing is mindful

Just as Emotional Intelligence (EQ) is now recognized as an important element of personal success, it is now emerging that Marketing Intelligence (MQ) is a critical element in business success.

The first component of Guerrilla Marketing Intelligence is *Intentionality*, that is mindful marketing. It is the dual recognition that marketing works better when your mind is fully engaged, and that marketing is both an art and a science.

One of the best ways to do intentional marketing, as well as to track your progress, is to use a marketing calendar. This is more than just operating from an agenda or schedule. The best laid plans are often forgotten in the fray of day-to-day business. By adding the element of intentionality to your calendar, you increase your ability to work your plan.

7 ways to enhance your marketing calendar

1. *One-page marketing plan.* A calendar without a plan is like a ship without a rudder. You have to know where you are going and why. For clarity and workability, it is best to keep your plan to one

page. A Guerrilla Marketing plan consists of 7 concise statements outlining: the *Purpose* of your marketing, the *Benefits* of your product or service, your *Target* audience, your *Niche*, your *Marketing Weapons*, your *Identity*, and your *Budget*. Your marketing plan should be the cover page of your calendar.

2. *List of key questions.* Whereas statements lead you to act, questions make you think about how and why to act. If you never question your business approach, you are doomed to repeat it. Questions should be written down, thought about, and discussed with staff, customers, and your marketing coach.

3. *Allow for space as well as time.* Most printed calendars reinforce the linear march of time, and do not encourage you to think out of the squares. Make use of blank space in the margins, on adjacent pages or sticky notes to keep a broader perspective. For inspiration, keep a 3-D calendar or diary illustrated with artwork and quotations on your desk.

4. *Use a 24-hour clock.* Along with your energy and imagination, time is one of the 3 critical resources to marketing success. An ordinary 9-to-5 business diary does not make room for these elements. To paraphrase Benjamin Franklin, 'My time is money.' Graphically visualize

***The triumph
over anything
is a matter of
organization.***

Kurt Vonnegut



***Planning is
bringing the
future into the
present, so that
you can do
something
about it now.***

Alan Lakein



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your day as a pie cut into 24-pieces, in which you represent time as divisible space. Use a clock face template and mark off the hours like a pie chart, then add Mind Map notes and a To Do list.

5. *Capture good ideas.* For many people, ideas come and go like birds in an aviary. There is more access to ideas and information today than any time in history, yet without a system to capture and act on them, most good ideas will escape your grasp. Use sticky notes, a memo pad, or a digital device, but capture ideas as they come, and work them into your calendar for further thought or action.

6. *Tune your brain.* Action may start with ideas, but it is driven by attitude and perseverance. Tune your brain with the Guerrilla personality traits of patience, imagination, sensitivity, ego strength, aggressiveness, constant learning, generosity, and taking action. Unless these are woven into your day, your calendar will be a paper tiger.

7. *Stay flexible.* Smart as you may be, much of what you need to learn in marketing comes from trial-and-error. Even the best laid plans must be modified as circumstances change and new information surfaces. Think of your plan as a map to guide your journey. Stay flexible as you explore the territory.

Use your marketing calendar as a lens to focus the power of time. Mind your time.

Resources

Learn precisely how to create a one-page marketing plan, with dozens of useful checklists, key questions, and fieldwork exercises in the Guerrilla Marketing Toolkit. Further information at <http://www.gmarketing-genius.com/toolkit.cfm>.

3M revolutionized note-taking with its Post-it® products. Find tips and timesavers at <http://www.3m.com/us/office/postit/>. Check out Post-it® Software at http://www.3m.com/market/office/postit/com_prod/psnotes/index.html.

Creative people can be blessed with ideas and energy, but less adept at managing their time. Read Lee Silber's *Time Management for the Creative Person*, and visit his website at <http://www.creativelee.com>.

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Japanese-language edition also available!

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