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Will Reed's Guerrilla Marketing GENIUS

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

*Genius is
the art of
nonhabitual
thought.*

William James

Put your marketing in the spotlight

It takes an average of 9 times for your message to reach a person before they are ready to make a purchase. The problem is that 2 out of 3 times that you deliver your message no one is listening!

However, drop a coin on the sidewalk of a noisy urban street and all heads will turn. The right message will always penetrate the fog of inattention.

Shortcuts to awareness

The key to share of mind is credibility. Here are some ways to earn it.

1. What's in it for me? (WIIFM)

If you can answer this question for the other person then you will automatically be in their spotlight. WIIFM is everybody's favorite radio station. Don't assume just because you like it, that others will feel the same way.

Learn to speak the language of people in your target group, share their enthusiasms, and you will be able to present your message as, 'What's in it for us!'

2. Write captivating headlines

After knocking on your client's door, imagine that you have only one thing to say that will determine whether you are invited in or turned away. Your headline

is the first, most important, and maybe the only impression you get to make.

Spend as much time getting the headline and subheads right as you do in writing the rest of the text. Choose your words carefully, and say it in as few words as possible. You don't have to tell the whole story, just provide reasons to read on.

3. Know your stuff—and show it

Recognize the value of what you know, and seek to share it with others. While boasting turns people off, excessive modesty can make you disappear altogether.

It is unwise to hide your talents for fear of having your trade secrets stolen. People may never discover how good you are, and talents fade from lack of use. In most cases, you gain by showcasing your work.

4. Use creative camouflage

Camouflage is the art of blending in. In nature it enables animals to survive without being noticed by potential enemies. In marketing, creative camouflage enables you to bypass the mental and physical gatekeepers without resistance.

Blending in gains you access to people and places where newcomers are routinely rejected. Convince people that you are one of them in spirit. It is much easier to do business with people if you establish personal relationships.



*If you can do it,
it ain't boasting.*

Dizzy Dean,
Hall of Fame
Baseball Player

*Three of the
hardest things in
the world are
diamonds, steel
and knowing
yourself.*

Benjamin Franklin



*To be brief
is almost a
condition of
being inspired.*

George Santayana



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5. Get famous in your field

How effective is it when a salesman sticks his foot in the door, or when telemarketers phone you at dinnertime? Rather than be in a person's face, try occupying a place in their mind.

Become slightly famous in your field. Get known in your network. This has more credibility and wins more respect. If you are known, people will seek you out, presold on your competence.

6. Appear on other websites

A massive online experiment reported in New Scientist involving 60,000 people from 166 different countries, confirmed the fact that an average of six social ties connected any two people chosen at random worldwide.

In the world of instantaneous global communications, there are indeed just six degrees of separation. This gap is even closer when you match people who are actively in search of a common interest. Submit articles to other websites and extend your reach to their networks.

7. Publish a one-page newsletter

If you offer information of value for free, even a busy person will find time to read it. If you continue to do so you gain both credibility and share of mind. A one-page two-sided newsletter disciplines you to keep it short. It enhances the quality of your message by boiling off the excess.

The One Page Newsletter accomplishes all six of the above steps in one stroke.

Resources

Roger C. Parker, originator of the One Page Newsletter, has packaged his wisdom into a complete program that helps you overcome writer's block, get great ideas, and create an editorial calendar. Roger even offers free and ready-to-use templates customized for numerous types of businesses. These ensure great-looking results. For more information go to: <http://www.gmarketing-genius.com/news.cfm>

Steven Van Yoder offers many ways to become well known in your niche at: <http://www.getslightlyfamous.com/>

For the New Scientist article about the online experiment on six degrees of separation, check the link at: <http://www.newscientist.com/news/news.jsp?id=ns99994037>

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