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Will Reed's Guerrilla Marketing **GENIUS**

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

**Groupthink—
The practice of
decision-making
by a group,
characterized
by uncritical
conformity to
prevailing points
of view.**

**The American
Heritage®
Dictionary**

**Being in
marketing does
not make you a
marketer, any
more than
being in a
garage makes
you a car.**

**Jay Conrad
Levinson**

Strike Two!

Missing your marketing team's blind spot

The strength of a chain is determined by its weakest link. Marketing teams often focus on their strengths and overlook their weaknesses. You are not aware of your blind spot until someone points it out to you, or until you are blindsided—whichever comes first!

Groupthink is building up the benefits of teamwork, while ignoring the blindside. Guerrilla Marketing strives for a full 360-degrees of awareness.

6 marketing blind spots

Have you ever taken a colorblind test? You can take one online at the link <http://www.toledo-bend.com/colorblind/Ishihara.html>. You are fortunate if you can see the numbers embedded in the dots. A person who is colorblind cannot see the numbers, only a pattern of dots. Blindness in marketing is more difficult to detect, but just as real. It is also easier to cure. What are the common symptoms of marketing blindness?

1. Lopsided thinking. Team leaders who value only their own approach often get trapped in the 'comfortable clone syndrome', staffing their team with

people who think alike and have the same approach to problem solving. The voices of those who do not share this approach are muted. The remedy begins with using assessment tools to profile your team's thinking style, and clearly identify its blind spots. Allowing for diversity in thinking styles is the first step in expanding marketing awareness.

2. Missing the lifetime value of a customer. Are you devoting at least 60% of your marketing efforts to your existing customers? It is 6 times easier to expand the size and frequency of transactions with a satisfied customer than it is to get business from a new prospect. Repeat business is good business. Follow up frequently, or risk losing a customer that can support you for a lifetime.

3. Not having a designated Guerrilla. A common dilemma of running a business is knowing exactly what you've got to do but not having enough time to do it. Knowledge will not profit you unless you translate it into action. If you don't have time to dedicate to marketing, designate a person to help mastermind your marketing. The point is to know where you are going, and to put one foot in front of the other to make it happen.

4. Confusing process with results. Inquiries and web traffic are nice. Even window

***A knowledge of
the path
cannot be
substituted for
putting one
foot in front of
the other.***

M.C. Richards



***The cure for
boredom
is curiosity.
There is no cure
for curiosity.***

Ellen Parr



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shoppers and sales are nice. But unless these processes lead to results, you are simply marketing in the dark. In the end, the only things that will help you remain in business are profits, passion, and a loyal customer base. Measure what you do, but focus on marketing results, not activities.

5. *Emphasizing features over benefits.* Ironically, the better you know your product from the inside, the less you may know it from the outside. Benefits are defined by the end-user, and they may not be clearly stated in your marketing materials.

Unless you are translating features into benefits, you may be emphasizing things that are of no interest to your customer. Real benefits are easy to miss. Get outside feedback on the real benefits you offer.

6. *Thinking that you already know.* In the beginning, success breeds success. But over time, success breeds self-satisfaction. The curse of Narcissus. It is particularly important to ask the question, even when you think you already know the answer. More often than not, you will learn something new.

Curiosity—the ultimate cure

Removing your blind spots is a matter of both safety and survival. The lifespan of

the average company is far less than that of the average person. Product life cycles are even shorter. Part of the reason for this is marketing blind spots.

The ultimate cure is curiosity. Become insatiably curious about your business. Really get to know your market. Ask good questions of yourself, your customers, and your competitors. Keep learning, because discovery favors the curious mind.

Make a habit of writing your questions down, and pursuing the answers. This is the smartest way to network, and the best way to generate passion for your business.

Resources

For further information on assessment tools and resources available to help you remove marketing blind spots, contact:

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Japanese-language edition also available!

3 Reasons Why People Strike Out in Marketing

- *Investing money before imagination (Oct issue)—Strike 1*
 - *Missing your marketing team's blind spot (Nov issue)—Strike 2*
 - *Expecting to get good ideas from meetings (Dec issue)—Strike 3*
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