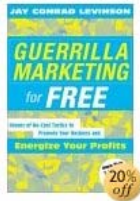




Oct. 2003

Advertising is like fishing without a hook. Prospects pick up the bait, but never get hooked on the brand.

Al & Laura Ries



Available NOW at www.amazon.com

© 2003, William Reed
B-SMART Systems

Will Reed's Guerrilla Marketing GENIUS

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

Don't Strike Out in Marketing!

Investing money before imagination—Strike One!

The first mistake that people make in marketing is investing money before investing imagination, time, and energy.

Money should and must be spent on marketing, but it should be spent wisely. Too often we throw money into advertising and marketing materials. FIRE, Ready, Aim!

Recognizing the problem

Marketing doesn't always yield fast results. This time lag makes it easy to justify the status quo, and difficult to try something new. How do you know if something is wrong?

Focusing on traditional approaches, and ignoring innovative ones. Do you regularly review new marketing strategies that do not cost money?

Not recognizing who your customer really is. Marketing is both an internal and an external process. It is the art of influence, persuasion, and promotion. It is everybody's business. In your company, is marketing 'someone else's responsibility?'

Not keeping your finger on the customer's pulse. The more a company or department becomes focused on itself, the more it grows out of touch with customer needs. Apathy is the number one reason why customers take their business elsewhere. Apathy is also the number one reason why people stop paying attention to marketing. Do you ask lots of questions and listen carefully to your customers?

Guerrilla Marketing for FREE

Guerrilla Marketing is SMART marketing, using unconventional methods with imagination and energy, to achieve traditional goals such as profit.

Jay Conrad Levinson is the Father of Guerrilla Marketing. A bestselling author, translated into 39 languages, he was described by *Entrepreneur* magazine as a 'Planet Earth Hero' for his efforts to empower people with marketing intelligence. His book GUERRILLA MARKETING FOR FREE gives you 100 ways to market your business, project, and yourself for free.

FREE is one of the most powerful words in marketing for the customer. It reduces risk and encourages a test run. However, FREE is where the Guerrilla rolls up the sleeves and starts to work! It is easy to be

***With a brain in
your head and feet
in your shoes, you
can steer yourself
in any direction
you choose.***

Dr. Seuss



BRAIN BRAIN
cartoon by Pécub



© 2003, 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**

proactive once you realize where you can start, and what you can do now to market yourself.

Sowing seeds for survival

Marketing is a lot like agriculture, but with a twist. You must plant seeds, but there is no longer a home turf advantage. The world is more accessible today. Fences no longer keep the competition at bay.

As the noise level rises, advertising and other traditional approaches to marketing are losing credibility. More and more products look alike. Ideas and technology are easily copied. It takes more than expertise to set you apart.

If you market with high-cost intrusive methods, most people will tune you out. If you do nothing to stand out, then you will not be noticed.

How to be heard without shouting?

Marketing no longer needs to make the sale on the first contact. Take time to build trust. Find multiple ways to enhance your visibility and credibility. Know what you stand for. Be clear about your benefits.

Find innovative ways to stay in contact, and do so regularly. Be a resource before you ask for something in return.

A new look at ROI

In the language of competitive intelligence, ROI means Return on Imagination, Innovation, Integration. Invest these first, and you will have a clear idea of when you should and should not spend money on marketing.

Resources

For information on the Guerrilla Marketing Toolkit, Guerrilla Marketing Association, reading lists, networking opportunities, seminars, presentations, coaching, and certifications, contact:

William Reed

Cell: 070-6673-9641

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 and register.

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*
-