

# Marketing *tips*

YOUR SOURCE FOR USEFUL TIPS,  
CREATIVE IDEAS, AND OTHER STUFF

## Would Your Company's Marketing Efforts Be Named "The SS Minnow"?



BUT MIKE, I SPENT MONEY ON MARKETING ONCE AND IT DIDN'T WORK!

This is the typical response I hear when speaking to companies interested and needing marketing assistance, but afraid to pull the trigger.

### OR HERE'S ANOTHER—

WE GET ALL OF OUR CUSTOMERS BY WORD-OF-MOUTH, MARKETING DOESN'T WORK FOR US.

Marketing and sales go hand in hand, but when you are missing one or the other, that spells disaster.

Here is my "Sales Homicide" example of the month:

I have this crazy idea that I need a boat (not a corvette, already had one). So I spent a week looking. Went online first to check inventories per dealership, print out spec sheets and get directions to hopefully make it pretty effortless on my part.

Over two weekends, I visited seven or eight boat dealerships in the hot sun, climbing in and out of hot boats (some musty smelling) with salespeople who didn't really care, were mad that they were working a holiday weekend and didn't want to or have the power to negotiate.

Now maybe it's me, but shouldn't you jump all over a sales prospect looking to give you thousands of dollars to purchase a boat in a down economy? I thought so.

Here was a typical scenario. I pulled in, got out of the car, look over at the sales office that says "OPEN" and no one came out to meet me. An average greeting time was 10 minutes unless I walked into their air conditioned space to ask for assistance. The standard greeting was "It sure is a hot one out there today!"

I then mentioned my requirements and was escorted out to the yard where they got me a ladder to inspect the boat(s).

Then I would have to inquire about any missing parts: tables, bimini top, camper canvas, side windows, bumpers, lines, life jackets, fire extinguishers and on . . .

The usual response was "Not sure, will have to check, I am sure we can fix you up with something."

Now remember, the prices ranged from \$10,000 to \$45,000+ and no one even offered me a chilled Diet Coke.

In every instance, the visit ended with, "Call us if you have any questions."



-No one asked what it would take to buy the boat today

-No one requested my name, phone number, email address, mailing address-nothing!

They just let me walk off the lot !

I am assuming these dealers have some marketing expenses throughout the year be it boat shows, billboards, direct mail, sponsorships, print ads along with printed collateral.

Here is the lesson you can use in your business:

Was it lack of marketing or lack of presentation and follow through that lost the sale. . . ?

Throwing out your marketing net is a smart move. How you process the catch takes a well thought out plan.

Here's a synopsis of my experience:

**Product:** Most of the used boats were dirty, missing pieces and had no spec sheets available.

**Salesman:** New and didn't know much, must have drawn

the short straw for the holiday weekend. Not motivated. Didn't sell.

**Hours:** Opened late, closed early. Some not open on Sundays! I have a job Monday through Friday. The only time I can look is on weekends.

**Collateral:** Lousy brochures, if any. Some had business cards, some didn't. Just referred me to their website for more information.

**Experience:** Dull at best, tough to write a check to people that don't care.

### AND THIS IS A BEAUTY—

Out of all the dealership/yards I visited, no one asked me for a phone number or email address to follow-up or put me on their mailing list to hopeful harvest later – Are you kidding me?

Your number one goal is to grow your database by collecting customer information for a sale now or down the road.

Let's get this straight—

You invested time and money to sell boats. You purchased land and an office along with warehouse space. You spent money on inventory and parts. You spent time hiring personnel to run your business. Possibly spent a good amount of money on marketing. The person you have waiting on me doesn't care if I buy or not nor has a way to track who has stopped in.

### Ship Wrecked! Just like the SS Minnow

It's not the marketing that doesn't work. It's the system and personnel you have in charge that are letting you down.

What are you doing differently to capture and retain customers?

In todays world, "The Experience" equates to more than half of the sale, are you providing a good one ?

Make it a Great Day!

*Mike Sjstrom*  
Mike Sjstrom

# GRAND Opportunities

Source: The Grandparent Economy

## GINO'S Corner



### "FROM THE SICK BED" OF GINO

Ooops! Now I have REALLY gone and done it. Just as I was fitting into my new routine at the office and was starting to tally some sales, I have hit a setback (See Picture).

The sun is out, the birds are chirping, and I am in bed with my front leg in a cast. That's right, thought I was slick the other night. Instead of just getting down from the couch, had a bright idea of making it a little more interesting and tried jumping the ottoman as well landing onto the polished hardwood family room floor – Bad Idea, and boy am I paying (actually my boss is) for it.

This is not how I planned on spending my summer!

I'm going to be layed up for a minimum of 8 to 10 weeks. My poor boss has to carry me outside to do my business. This will get old quickly for him and me.

So, this is were I need your help. On the trip back from the emergency vet hospital, I was informed that as a canine, I have no insurance, but my boss was gracious enough to give me an advancement on next months paycheck to help cover the bills. Here's my the problem. I work on commission. No Sales – No Commission – Rutt-Ro!

I have attached a "HELP PAY GINO'S VET BILL" specials flyer which contains perfect summer themed products for parades, carnivals and company picnics at ridiculously low prices.

Please help me! I could really use a "leg-up" with my sales this month. Don't forget, if there is something else you had in mind, but don't see it on the flyer, just ask and I will be happy to get pricing for you.

What's the saying on opening night, "break a leg"? Doesn't it mean good luck?

Sure could use some good luck this month. Hoping you can send some my way.

Talk to you soon!

Gino



GRANDPARENTS SPEND \$100 BILLION A YEAR ON ENTERTAINMENT, INCLUDING CAMERAS, CAMPING GEAR, BICYCLES AND BOATS, AMONG OTHER THINGS.



**Spending Trillions** of dollars annually, America's grandparents are a consumer force to be reckoned with– or at least finally recognized by marketers, according to The Grandparents Economy, a study commissioned by Grandparents.com and authorized by Peter Francese. The number about 70 million, and are better educated, more affluent and more economically active than any previous generation of the grandparent.

growth rate for consumers overall.

Today's grandparents spend more than **\$77 billion** a year on travel-related expenses, including airline and train tickets, lodging and meals, among other things.

Many of today's grandparents are boomers who don't feel as old as they are – so don't remind them of their age!

How can brands best reach grand parents? "Be authentic and honest, showcase a product's benefits, and try an ageless marketing approach combined with hyper-targeting," says David Martino, president of Martino & Binzer, a Connecticut-based agency that caters to direct mail client.

**3 out of 10** adults are grandparents – an all-time high.

**\$254,000:** The average net worth of households led by 55-to-64-year-olds ( 66% of which are grandparent led.) It's the highest of any age group.

**\$2 trillion:** Amount grandparents spend annually on goods and services – that's one third of consumer spending overall.

The grandparent population is larger than either the African-American or Hispanic population segments.

Grandparent spending has grown 7.6% per year since 2000 – nearly double the annual

**WHAT** Product & Services can you offer is affluent?

## Client Spotlight



## SPECIAL OF THE MONTH

### Nylon Picnic Flyer

Great for outdoor fun! Lightweight nylon. Folds to fit into storage pouch. Actual size is 9-3/4" diameter. Available in a number of different designs and colors. Price includes 1 color / 1 location imprint.



**ONLY .99¢ EACH**

MINIMUM ORDER IS 300  
**Offer ends August 15, 2010**  
A Set-up Charge of \$50.00 applies to all orders, includes 1 color/ 1 location imprint. Tax and shipping not included.

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*Creativeedge helps Dr. Scharf with his social media, monthly newsletters and promotional items.*

# Why People Fail A series of No B.S. Articles from Dan Kennedy

## What Might Be Drawn Out, Not What More Can We Stuff In

There is an old joke about the Farm Bureau agent trying to convince the grizzled farmer to attend the upcoming educational conference being put on by the Bureau. The resistant farmer says: "Aw, no need. I ain't usin' half of what I already know."



DAN KENNEDY  
"The Millionaire Maker"

That, of course, is not the point.

The academic cliché is: knowledge is power. This is a falsehood concocted by the earliest organizers of universities and promoters of higher education, and it may at least partly explain why there are so many frustrated, broke scholars and teachers, and why universities need donations ie. hand-outs from people who do figure out what produces wealth and power. The vast majority of business owners have more than

enough knowledge about their core business and the core skills it requires, for its deliverable, be that fixing meals or fixing cars or fixing teeth. If they lack, it is know-how to package, present and promote that in a commercially viable, competitively successful manner, or to manage customers, or staff, or money. But even equipped with ample supply of all that knowledge, many starve.

Because. It's not what you know; it's what you do.

Reading, listening, exposing yourself to different and repetitive, reinforcing 'takes' on the same information and ideas, association with high-performers and expert coaches and advisors all helps, not so much by stuffing more and more and more knowledge into the putty between your ears, but in motivating you to take it out and put it to good use.

Motivation by association vs. the costs of isolation, under-rated by most. While it is true that all successful people are ultimately self-motivated; meaning they decide and do, rather than being told and made to do; it is also true that they create environments for themselves that facilitate self-motivation. I like to ask myself what I know today that I

didn't know yesterday, not so much because I need more knowledge – I'm like that farmer, I'm not using what I already know – but because that new information may motivate action on my part that liberates value stored in my entire knowledge base.

People fail to advance for two reasons: static thinking and inaction. Conversely, financial growth tends to follow or at least occur in concert with personal growth. If you are not engaged in a deliberate program of personal growth, your efforts to grow your business or bank account are undermined. It's not just what you do in terms of things, and getting things done, but what you do about getting better and being more effective at the things you do. Building a better you. Not just better advertising, marketing, products and businesses.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series ([www.NoBSBooks.com](http://www.NoBSBooks.com)), and editor of The No B.S. Marketing Letter. WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit: [freegiftfrom.com/kjiamboi](http://freegiftfrom.com/kjiamboi).



### FILLING THE POOL

A swimming pool has four faucets. The first can fill the entire pool with water in two days, the second – in three days, the third – in four days, and the last one can fill the pool in 6 hours.

**How long will it take to fill the pool using all 4 faucets together?**

See answer on page 4



## EASY RECIPE

### Lemon Dijon Wings

1/4 cup olive oil	2 teaspoons salt
1 tbsp fresh lemon juice	1 tbsp freshly ground black pepper
2 tbsp coarse-grained Dijon mustard	2 pounds chicken wings, separated at joints, tips discarded
6 cloves garlic, chopped	

### Directions

1. In a large bowl, stir together the olive oil, lemon juice, mustard, garlic, salt, and pepper. Add chicken wings, cover, and marinate in the refrigerator for at least 2 hours, stirring occasionally.
2. Preheat grill for high heat. Drain marinade from chicken into a small saucepan. Bring to a boil, and simmer for 5 minutes. Set aside for basting.
3. Lightly oil the grill grate. Grill wings for 10 to 15 minutes, or until juices run clear. Turn frequently and baste with the marinade during the last 5 minutes.

# Your Attitude: Deadly or Dazzling

Arnold Sanow, MBA, CSP

Your attitude reflects your thoughts and feelings and is revealed in your voice, your words, and your facial expressions. Your attitude has a direct impact on the quality of your relationships and helps determine whether you engage people or turn them off. Your attitudes direct your destiny in both subtle and significant ways.

Positive attitude (we call them Dazzling Attitudes) are like powerful magnets. A person with a positive attitude looks on the bright side and tries to see the best in everyone and everything. They attract the interest of others with their optimism, enthusiasm, and love of life. Positive attitudes also seem to magically bring out the best in others.

What's it like being with those on the flip side, the people who complain, blame, and see the worst in others? Uncomfortable? Miserable to spend even a few moments in their presence? Do you find yourself concocting excuses to keep interactions with them brief or avoid them altogether? Negative attitudes (we call them Deadly Attitudes) are naturally repelling. The only thing these attitudes attract is a chain of avoidance strategies by people who don't want to catch them.

Here is a list of Dazzling and Deadly Attitudes. Which do you have?

## Dazzling Attitude Traits

Optimistic	Confident
Courageous	Warm
Patient	Enthusiastic
Thoughtful	Supportive
Cheerful	Friendly
Caring	Motivated
Interested	Authentic
Helpful	Forgiving

## Deadly Attitude Traits

Pessimistic	Conceited
Fearful	Cold
Impatient	Apathetic
Rude	Critical
Complaining	Aloof
Uncaring	Lazy
Bored	Fake
Grumpy	Vengeful



“ Great communicators have an appreciation for positioning. They understand the people they're trying to reach and what they can and can't hear. They send their message in through an open door rather than trying to push it through a wall. ”

John Kotter

**Solution to Brain Teaser on page 3**  
 Because there are 24 hours in one day, in one hour fills the first tap 1/48, the second tap 1/72, the third tap 1/96 and the fourth tap fills 1/6 of the reservoir. That is all together (6+4+3+48) / 288 = 61/288. The reservoir will be full in 288/61 hours, which is 4 hours 43 minutes and about 17 seconds.

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2 .....  
 SPECIAL OF THE MONTH  
 GINO'S COLUMN 2



FREE WEBINAR  
 EMAIL MARKETING 2.0:  
**THE KEY**  
 @Leapfrogging  
 Your Sales  
 See Insert Inside!

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MARKETING  
**CREATIVE EDGE**

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