



Cooking Up Customers for Marketing Success

An E-Book Series For Internet Marketers

by Cathrine Garnell and Tim Thompson

Book One:

A Marketing Feast

*Cooking Up the Foundation of a
Successful Internet Marketing Plan
SAMPLE: Chapter One*

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Chapter One: The Banquet – Understanding Marketing

Goal:

Explain the basic principles of marketing and how to focus your thoughts towards that of a marketer instead of a producer.

Meal Metaphor:

The Banquet – A Feast for Everyone

Sections:

1. Introduction- The Meal Analogy – A Marketing Feast
2. Understanding Marketing
3. Marketing Recipe – Discovering Why Marketing is Your Mission and Your Responsibility
4. The Basics - Promotion and Distribution
5. Marketing Needs Dedication and Consistency
6. Food for Thought – Rice and Vermicelli Casserole
7. Conclusion - Speculate to Accumulate

Section One: Introduction – The Meal Analogy – A Marketing Feast

Everyone eats. Suppose you caught a fish. What do you do with it? You can eat it raw, or you can combine it with other ingredients and cook it and it can be delicious!

The trick is in the "can be," because how savory the fish is depends on how you cook it. If you know nothing about cooking, you'll make the fish tastier than if it is raw by just roasting it on a fire, but if you know how to cook, you'll make it much more than that. And as others smell the tempting aromas of your cooking fish, they may come by to share, or buy some of your fish. Now you not only eat, you make some money doing it! What has this to do with Marketing?

The analogy is actually pretty apt. The difference is between two essential staples in today's society: eating (which we all have to do), and earning money (which we all have to do). Eating and earning money can be enjoyable experiences!

You have made the choice to create a business. This is akin to making the choice to catch a fish. You know what you want to make or provide as a business, and you have been fortunate to learn the best ways of doing it. You know how to fish. So too, you know how to make your product or provide your service—and you have a good one. That's step one.

Just as cooking is an art, and a good cook will have customers (i.e. a chef) a good marketer will have customers. All you need is the recipe for success.

But just having the fish isn't going to work very well. You have to take it the step further and cook it. You know how to make your product or provide your service. But that's not enough. You have to make it palatable for your customers, and that's marketing. With cooking, the aroma of the cooking food carries your message to others, and it draws them to you. In Marketing, the "aroma" of your message draws customers to you. It's all in the flavor. Just as cooking is an

art, and a good cook will have customers (i.e. a chef) a good marketer will have customers. All you need is the recipe for success.

And that's what this series of books is all about—marketing recipes for success. As you read the books in the series, you will learn different recipes for marketing your goods and services in the most palatable way for your potential customers. You'll learn how to bake, roast, braise and fry up your message so your customers can't resist what you have to offer. And it is easy to do, just follow the recipes step by step and in no time you'll have made a marketing banquet that everyone will want to share. And that means profits for you, and goods and services for them. Everyone wins.

Section Two: Understanding Marketing

A lot of small and start-up businesses focus on the product or service they want to sell. This is natural, and without it, there is nothing TO sell, so it makes sense to have that down before beginning. Remember the Dot Com fiasco on the 1990's. The problem was that a lot of investment money went into speculation for products or services that did not yet exist, but showed a promise of great returns. This was sure to backfire, as people got excited about the potential without looking at the actual.

So, in this book we will assume that you haven't made that mistake, and you actually have a tangible good(s) or service(s) to sell to your customers, that it has been tested and you know it works.

But having the product or service is not enough. These things will never sell on their own merits. This is very important to understand prior to any marketing adventure.

- **It is not about the product or service!**
- **It is about the need your customer has, and how your product or service meets that need!**

Which creates a need for you—how do you tell them?

The answer is marketing.

Section Three: Marketing Recipe – Discovering Why Marketing is Your Mission and Your Responsibility

Many small businesses and start-ups think they will hire out their marketing to any of a number of established firms and then the money will come pouring in. This almost never works! The problem is that the marketing company you hire does not know you, and you are one of many clients they have, so you get little support, and usually a formula, one size fits all approach. Depending on your product or service, you may spend a great deal of money and get no results. RESULTS ARE NEVER GUARANTEED.

These firms are like agents, and if they do not believe in you, your product or service, you will spend a lot of time trying to "get them on board." This is the nature of going this route. You see, you have to market yourself to them to get them to market you to the public! All they have is a system of contacts that you do not, they have no great secrets of success, in spite of what they advertise. In fact, many of them are just re-hashing old methods, not developing or coming up with new and exciting methods to get your product or service out there.

Note from Tim:

*I tried several companies to produce Press Releases for my new quit smoking product. Professionals in the field of addiction management who reviewed the product felt my product contained a brilliant approach and would be highly successful. But having a great product and getting the public to realize that are two different things. And this I discovered was one of the backbones of Marketing. **It isn't the brilliance of the product or service, it is what people perceive the benefit of the product or service to be.***

I had been convinced that I would never be able to write a good Press Release on my own, it took an expensive expert. I had no idea how to find a good PR firm, so I just did a search on the Internet, and many of the sites I found scared me off with their high prices and very pedantic and superior approach. I talked to a few of them, and found myself trying to convince them to do the work for me! Yes, I was begging them to take my money! In fact, two of them refused me completely, as they saw no value in my product—without even seeing the product itself!

Others did not seem very interested, in fact, what I had not realized was that I had to MARKET to THEM! This seemed very odd and confusing. Now that I look back on it, I can understand what happened. They were behaving just like customers, not like what I thought an agent or assistant should be doing.

I finally found two companies to help me. Neither one of them were very encouraging at first and it took a lot of convincing on my part. One company I hired had a good track

record and testimonials from customers who claimed their press releases were excellent. The company finally said they could get my product moving and I'd have sales within three months, going from a virtual unknown to a cause celeb in a very short period of time. This was only after hours of convincing on my part about the value of my product. Oddly, they did not ask me for a review copy so they knew what they were dealing with. In fact, it was I who sent it to them.

The first Press Release they sent me for approval made me wonder if they had actually READ any of the product materials I had sent them or even looked at the product sample itself! They didn't even spell the name of the product correctly! They were so far off the mark I was amazed. They complained that my product was not named properly, wasn't something people wanted and it was my fault if it never sold. This AFTER the false promise of generating sales (and the contract with them was signed).

I learned to do for myself with ONE press release what a company that charged me a lot of money could not do!

The money was paid though and a contract had been signed, so I had to make the best of it. Eventually, working with the company, we got acceptable press releases written and they sent them out. Over a year they peppered the media with these releases and the result was ZERO. I finally got them to send me a list of where they were sending these releases, and I was shocked. They had not targeted the releases to anyone.

What they had done was purchase a database of media publications, and then gone on a massive spamming e-mail campaign sending the releases to irrelevant media outlets. In their list of thousands of media, they had about TEN that were targeted towards what I was selling!

All my complaints were met with comments that my product was not packaged properly, my Web site was not designed properly, I need this thing, or that thing. It was never their fault, it was always mine. They had plenty of experts (from affiliated companies) who would talk to me and explain just how much I had done wrong. The product package was all wrong, but they could design one for me that would be much better—for a price. The Web site was all wrong, but they could design one for me that was much better—for a price, and so on. And I was paying them???

*In fairness, there **were** many things I could do to improve my own end of things. I did design a better Web site (they made some suggestions that were helpful); I got a call-in phone number to improve customer confidence, and so on. But these changes did NOT get me customers.*

*In frustration, I began doing a tedious manual search on the Internet and found media that **I felt** was best targeted for my product. One of these, a magazine, agreed to consider the PR. I got a contact and spoke with the editors personally. They asked for a review copy of the product. This excited them. The result was that they did not print the press*

release—they wrote a two page article about my product which immediately garnered sales!

I had done myself with ONE press release what a company that charged me a lot of money could not do!

There is NO REASON for them to care about you or your product. Once they have your money—well, that's a done deal!

So, to repeat: **Marketing is Your Mission and Your Responsibility**

This means you must take a "hands on" approach to marketing your product, and find and use the tools required to get results. And don't fall for the sales line that only this or that expert can help you, that, on your own, you'll never succeed. You can do a LOT more than you think you can! This book series will talk you through all of that, giving you sources for free or low cost tools to get your message out to your potential customers.

In the publishing world, there is a strong move towards self-publishing because the traditional methods just aren't working anymore. Authors are increasingly frustrated with publishers who contract for a book, then let it sit and never make sales.

Note from Cathrine:

Always remember, it is up to you. If you are writing a novel, even when you finally do get that elusive publishing contract signed, it is NO GUARANTEE of success. Most writers think all they have to do is write the book and rest takes care of itself. WRONG, the rest is up to you, but unfortunately no one takes the time to tell you that, so while you're there glowing in the success of a book deal and thinking the hard work is over, think again, the hard work has only just begun. And it's your mission to make your book a success, no one else's.

So, the first lesson is to take the "bull by the horns" and realize that YOU KNOW YOUR PRODUCT OR SERVICE BEST and you are THE BEST ONE TO MARKET IT!

This does mean work for you, but it has the rewards you seek. If you are interested in SELF MARKETING, then this series of books is for you.

Marketing Recipe:

It's time to roll up your sleeves and get to work, get to know what methods others are using to market and how they may or may not work for you. You can learn a lot from what others are doing and decide for yourself, based on your own actions, if these are

good venues! We have a little recipe for this, it's fun and easy, and you'll get a real eye opener.

The total time for this recipe is 1 ½ to 2 hours.

Ingredients:

1. Your postal mail for a few days. (One to five, depending on the amount of mail you receive.)
2. Your Internet e-mail for a few days, be able to look in your SPAM mail area, as these are where most of your e-mail marketing attempts will appear. However, be careful of e-mails that contain viruses. **DO NOT** open ANY ATTACHMENT on any e-mail unless you **KNOW** and **TRUST** the sender. We're just looking at the content of the mails themselves, and if possible, have your e-mail virus checker running on ALL these mails. If you feel uncomfortable about this, skip this part of the exercise—**DON'T TAKE A RISK YOU CAN'T MANAGE**. but **DO READ** our comments as you'll still get the benefit of what we are teaching you.
3. A couple of newspapers and magazines.

Preparation:

- Collect and **SAVE** your postal mail for a few days.

"Cooking":

This "recipe" actually has three parts to it, like a three course meal.

After you have collected your postal mail for a few days, gather it up and also get your magazines and newspapers. You will "scan" these so it won't take too much of your time.

Course 1- Postal

Go through your postal mail and separate the advertisements and promotional letters from normal mail (i.e. bills and expected or normal correspondence.) The advertisements and promotional letters use a number of "tricks" to get your attention.

Start with the flyers, usually from grocery stores. Many of these are "bundled," you'll find circulars and coupon sheets from some stores, and often other circulars from non related stores, such as furniture stores, special offers for rubber stamps and so on.

FIRST, remember what your initial reaction is to these mailings. In the past, have you absently tossed them into the trash, or have you actually read them, looking for coupons and ways to save money when you shop? Make a list of your responses to these items.

Make your list with two columns, one labeled INTEREST and one NO INTEREST.

If your normal behavior is to toss the circular, list it under NO INTEREST. If you go through the circular, list it under INTEREST. Then look through the item and put down the name of the vendor (store) and the type of product sold, i.e. Shop and Save, Groceries. Also list the type of mailing it was i.e. circular, coupon book, etc. You'll find that some sub-items in the NO INTEREST column are going over to the INTEREST column, and vice versa.

Now with the multiple circular, you need to separate out the different stores that have offerings and do the same thing. For example, you may get a circular for groceries, but in the bundle is a circular for furniture, and one for rubber stamps or stationery, etc. Make sure you get these marked on your list as well.

Now move on to the promotional letters. If you have a credit card, you probably get quite a few of these. They often mark the envelope "urgent, open at once" or some other inducement to look inside. Some say "special offer just for you" and so on. Mortgage companies do the same thing, and some even say "important account information inside." These are all inducements to get you to open the letter. 9 times out of 10, they are sales of some sort rather than actually a notice about your account. But do you dare risk it? Of course not, and that's how they get you to open the letter. Of course, once you do and you find you have been tricked, you are irritated. And an irritated customer loses trust in the company that tricked him or her. So be aware that this approach has a BIG downside!

Look at each of these and put them on your list as you did with the circulars.

Course 2 – E-Mail

DO THIS PART ONLY IF YOU ARE CONFIDENT OF YOUR VIRUS PROTECTION SYSTEM AND DO NOT OPEN ANY ATTACHMENTS! WE DO NOT WANT YOU TO TAKE AN UNNECESSARY RISK—PLEASE BE CAREFUL WITH THIS PART OF THE "RECIPE."

You'll make a new list for e-mail or electronic recruitment. On a new sheet of paper create a list with two columns; only mark this one SPAM and READ,

Look at your e-mail listings and write down in each column the type of e-mail you received and who sent it. In both columns, write the name of the company that sent the e-mail. This should be obvious from the e-mail header. If it is NOT, that's a clue about SPAM.

Unfortunately, SPAM is persuasive in e-mail systems.

These e-mails are often combined with SPOOFING (e-mails supposedly from one company, but actually from another) and PHISHING (e-mails that try to trick you into giving away personal information.)

You'll notice that some of these e-mails use a subject line such as "urgent account information, or "congratulations, you WON." If you have any sense at all, you know these are dangerous to follow through.

DO NOT go to any Web site or link provided in any of these e-mails unless you KNOW AND TRUST the sender! NEVER GIVE OUT PERSONAL INFORMATION to anyone unless you KNOW AND TRUST the vendor.

You can safely look at the subject line and header of any e-mail without opening it.

If you are very safe and savvy about e-mail scams and such, you can look at the body of the e-mail, BUT GO NO FURTHER! Notice if the body of the e-mail makes any sense at all, and if it is written in proper English (or your native language) without grammatical and spelling errors. A lot of BAD e-mail is very sloppy and contains a lot of mistakes you can easily catch.

Course 3 - Newspapers and Magazines

You'll make a several lists for how advertisements work in Newspapers and Magazines. Each list is on a separate sheet and has a heading, which is the name of the periodical and also has two columns. Label them READ and NOT READ.

Scan a magazine. If you have read an article in the magazine, notice how the article is broken up. Often, it will say, "continued on page xxx" and you have to sift through the magazine to find the rest of the item. This is common in newspapers and magazines to get you to see more of the periodical because it increases the chance of your seeing more advertisements. Periodicals are really advertising circulars and some contain more ads than they do content. This is their sustenance, they'd go broke if it wasn't for the ads! Not a bad thing, just the way things have to be done.

Now, as you scan, if an ad catches your eye, list it in the READ column, List the product and also the size of the ad. Most ad sizes are categorized in the trade by percentage of

page, full page, half page, quarter page, 1/8 page and so on. You don't have to measure the ads, you can estimate by eye what size they are. Also mark if the ad is in color or black and white. Finally, list the company or product or service the ad was selling.

After you have listed the READ ads, go back through the periodical and see how many ads you missed. List them in the NOT READ column. You don't have to do it for ALL the ads in the periodical, just as many as you can find.

DO this for one or two magazines and one or two newspapers. You don't need a lot of periodicals, as they all follow the same formula. You just want to get clued in on their process as well as your process of reading.

With newspapers, there's a section you don't want to miss—the classified ads! This is also a marketing tool, so take a look there too! Classified ads are much cheaper than "normal" ads, and sometimes, they get amazing results! People looking at the classifieds are often highly targeted. For example, renters. They are highly targeted and are looking for a place to rent. So don't forget the power of classified advertising!

When you have completed this recipe, you should have several tangible results:

A list about circulars and mail advertisements and promotions

A list about e-mail advertisements

A few lists about magazine and newspaper advertisements.

Take a break, you are done with the exercise. After the break, we'll open your eyes, although you may have gotten some clues by intuition already.

Understanding the Results:

Advertising is one of the key blocks of the marketing structure, but HOW it works and HOW EFFECTIVELY it works are two different things. And, you'll probably notice that a lot of folks use the same or similar approaches. This is how they are market followers (not always a bad thing) and how they try to be market leaders. Most importantly, YOU have become critically aware, and that is what you need to build your own marketing plan!

Let's go through the results:

Course 1 - The Postal Mailing list:

You will probably have more items listed under NO INTEREST than under INTEREST. If you are used to getting these items you also may have developed a pattern of behavior around them. Some people read them very carefully each and every time, looking for bargains, others routinely toss them in the trash without even a glance.

Look at the INTEREST column. Notice that these items have got your interest, but not necessarily your commitment to buy. If it is a coupon that caught your interest, you now have several steps to perform before you buy. You must clip the coupon out, remember to take it with you, go to the store and get the item, and then remember to USE the coupon when you pay for the item. This does not always happen. Coupons often get lost or forgotten, and the item, if it is not one you normally buy, can also be forgotten.

If it was an advertisement only, you now have to go to the store and buy the item. You might want to call first to make sure it is in stock! A lot of people read these mailings and stores may not have a lot of the item in stock!

If the item was a promotional letter and it caught your interest, you now have to make a phone call or do some form of follow up, if you remember to do it. Depending on your level of excitement, this may take several days!

The point here is for you to become AWARE of how these marketing strategies work and their effectiveness. Some are highly effective, some are really a waste of paper and money.

THERE WILL ALWAYS be SOME people interested, THERE WILL ALWAYS be MORE people NOT interested. In fact, marketing statistics about the effectiveness of these "direct mail" campaigns indicate that 1% of the people who get these mailings actually show any interest at all. And of THAT 1%, only 1% actually follow through to make a purchase. These are dismal numbers. It means that if 1,000 people see a circular, 10 people show an interest in some item contained therein, and of those 10, only ONE will actually make a purchase. And the circulars have many items in them, reducing chances of a sale even further.

If you were to call the company that puts out the circular (good luck finding them!) you'll find that they have a distribution list of possibly 100,000 recipients. But DO THE MATH! Of those 100,000, the chances are that only 1,000 will show an interest in an item (and remember, your item might be bundled with many others, thus lowering your chances of getting interest) and of those 100 will actually make a purchase.

100 people sounds pretty good? Maybe. It depends on the price point of your item. If you sell your item for \$24.95, you can expect to make \$2,495.00 in sales. Then you take away manufacturing and distribution costs, and the cost to be in the circular in the first place, and you may find you actually lose money, depending on what your costs were. So, you sold 100 items, and you lost money doing it! This is a great clue for a further Marketing scam that you may have seen on TV or read in an ad or even read about on the Internet. They always say "I sold \$350,000 worth of goods the first day!" What you have to keep in mind is, **WHAT THE HECK WAS THEIR PROFIT?** They are careful **NOT** to tell you that! It is **PROFIT** that makes your company a success, **NOT JUST SALES**.

Amazon.com has had millions of customers and tremendous exposure for years. They **SOLD** millions of items. They didn't start turning a profit until about 5 years after they started.

Now this isn't **ALWAYS** the case, but it gives you an idea of how expensive and effective this type of marketing really is. **NOTHING IS GUARANTEED!** And **YES**, you can make good sales and still lose money! That is why strategic marketing is so important! This is where your Marketing Plan will save you!

Course 2 - The E-mail list.

If the circular and promotional mailing part of this "recipe" opened your eyes, the e-mail one will really make them pop.

Go through your e-mail list. You'll probably see a **LOT** more e-mails listed under **SPAM** than **READ**. This is a very important factor of Internet Marketing that you need to know. A lot of people will try to convince you that e-mail lists are an excellent way to market on the Internet. But, thanks to the amazing abuse of e-mail systems, it is really a chancy deal!

Notice that in the **SPAM** e-mail column, a lot of those e-mails never actually got to you, you had to actually pull them from your **SPAM** filtering system, if it didn't automatically delete the e-mails first! Electronic "watchdogs" are often highly effective at blocking unwanted e-mail so you don't ever see it. Some, of course gets through. And **SPAM** blockers are more in demand and use than ever before. These are important tools because of the abuse, and the abuse is hurting the legitimate Internet marketing industry.

Now, in those e-mails, the **SPAM** ones you marked, how many came from a company? That should have been obvious in the return address. If it wasn't, then it was **BOGUS**. You'll find that the vast majority came from, well, you have no idea from whom. Certainly, they did not come from a company you know and trust, unless you actually signed up to be on a company's e-mail list. And if you **HAVE** signed up for a company's e-mail list, did your **SPAM** blocker know this?

On the Internet, people want to choose what to read and what not to read. SPAM blockers help them filter out what they don't want, sometimes trashing important e-mails by mistake! But these systems are in place and MANY PEOPLE DO NOT know how to configure them, so they miss even more!

Now, in the READ column, how many e-mails from vendors you TRUST got you to "click through" to a Web site or to call or contact the company? If they did have a "click through" (a link that you click on which takes you to a Web site) did it actually work (yes, e-mail systems can block click throughs also!). And if you did get to the Web site, did it take you to the section that deals with the thing you were interested in, or to the home page where you then had to "dig" to find the thing of interest?

An e-mail marketing letter is a real risk. It has to get past SPAM blockers, past firewalls if it has a click-through option, and the link has to take you to the right area of the Web site so you see what you want to see, not just the home page.

This type of marketing is a translation of the direct mail marketing strategy. It is so new and changes so rapidly, that there are few reliable statistics on its effectiveness. But, from your own experience, you can get an idea of how effective it is.

Many companies that sell e-mail lists and services will entice you with promises of millions of distributions, and there are definite cost savings because you don't have to pay for a printed ad or coupon. But the same marketing principles apply, the customer has to actually BUY the product, or your money has been wasted. And, depending on the cost of an e-mail campaign, you can still lose money in spite of great sales figures. Which brings up another thing to be aware of. Some companies will tout that a client had a "500% increase in sales the first week!" That may be true, but the question to ask is, "Did they make any money from the sales?" Some e-mail marketing systems are very expensive!

Finally, with e-mail, there is danger of being blacklisted as a SPAMMER and also having your e-mail list stolen and used in your name by another, not very honest, seller. This is called "spoofing," where an e-mail supposedly sent by you goes out, that has nothing to do with you. There are even computer virus programs that will do this to you, not because they attacked YOUR computer, but they got through on one of your recipient's computers.

What does this mean? It means e-mail marketing is a very risky business and you will need a highly reputable and very careful company to manage this. If they are sloppy (and many of them are) or you are sloppy or careless, your e-mail marketing strategy can actually shut you out of the Internet! And that sale you made? It can cost you a whole lot more if a virus got into the mix!

There are many safe and effective ways to market on the Internet, even using e-mail but you **MUST** have a careful and well thought out plan so you can manage it! Be very careful of just "jumping" on some exciting offer that promises the world. It could be a world of trouble!

Course 3 - Newspaper and Magazine ads.

This is the most traditional of marketing, and it does work, under the right circumstances.

Look at the lists you compiled for the various periodicals and look at the ads that got your interest. The chances are that they are of different sizes, which explodes one myth right off. A FULL PAGE ad isn't necessarily more effective than a ¼ page ad, and color may not make any difference at all! It's really the content of the ad that gets you!

One thing you will also notice if you did this part of our "recipe" carefully is that there are a lot of ads in the periodicals that you missed entirely, even though you were looking for ads! Periodical advertising has a "hit or miss" factor that few, if any salespeople will point out to you. So you are taking a risk, no matter what you do!

Also, and this is a big point, magazines (and some newspapers) are "specialty" periodicals targeted at a segment of the population. For example, if you are looking at a "women's magazine" and you are not a woman, many of the ads will be of no interest to you. This is a two-pronged fork, so to speak. On one hand (or prong, if you will), highly targeted customers are reading the magazine and they **SHOULD** have an interest in the product if it relates to them. On the other "prong," totally disinterested customers may be reading the magazine for any number of reasons (i.e. they want to read an interview with a celebrity they are following) and the ads won't target them at all.

Statistics for "buy through" for periodicals are similar to those for direct mail. But there is one advantage. Many newspapers and periodicals have a "shelf life." You read them in waiting rooms, libraries and so on. That shelf life isn't forever, usually about 6 months to a year at most. So even though a magazine may have a circulation of 100,000, the actual readers may be more because of this self-life. But **NO ONE** has ever tracked this, so it is a guess at best!

Summary:

We had you go through this "recipe" as an eye-opener, and it may seem pretty hopeless and dismal. We did this deliberately to drive home our point:

Marketing IS YOUR mission and YOUR responsibility.

You cannot just depend on ANY system that is supposed to work and expect it to work effectively for you. You **MUST** develop a careful and strategic Marketing Plan, which is what this book and others in the series will teach you how to do.

All the marketing techniques mentioned in this "recipe" **CAN** work, but **ONLY** if **YOU** manage them! That's what we wanted you to realize and understand. So, don't get depressed (or try not to anyway). In this series of books, we'll deal with these techniques and show you how to take control and make sensible and successful decisions on how to use them. You aren't ready for that yet, but when the time comes, you will be, and you won't feel nearly so depressed as you may be feeling now. Remember, these techniques **CAN** and **DO** work, but **ONLY** when you manage them properly.

Section Four: The Basics - Promotion and Distribution

Everyone knows the success story of Arnold Schwarzenegger, the famous actor and governor of California. He came to America from Austria and hardly spoke English. His product was himself, and he had one good thing going for him. He had won the *Mr. Universe* competition. Arnold is a very smart man, and through years of effort, he re-invented himself into a successful actor and now a politician. Along the way, he got tons of bad advice and paid many agents who got him lousy roles in lousy movies. But he did the one thing he had to do. **He promoted himself and got himself out there!**

It is the same with your product or service. You have to promote it. To promote it means to tell everyone about it, and never miss an opportunity no matter how silly it may seem. You never know who is listening to your story.

This is not a job for the shy, and if you are shy; **GET OVER IT!** Beginning right now, you must adopt an attitude that you are the **BEST** and you have the **BEST** to offer. It's time to blow your horn, and if you don't blow it, who will?

Marketing is not a job for the shy. If you are shy, get over it. If you don't blow your own horn, who will?!

Promotion is how you get the word out. There are many methods, the press release, the Web site, submitted articles, and so on, and we'll tell you in these books how to use these to your advantage. We'll also tell you how to distribute these materials. Do you think you want to spend a lot of money on mailing lists and printing so you can send thousands of brochures to customers? We'll show you how to check this method out so you can see **ahead of time** what results to expect and then decide if it is the best solution for you.

**JUST BECAUSE OTHERS ARE DOING IT DOES NOT
MEAN IT WILL WORK FOR YOU!**

Don't follow the crowd, **LEAD** the crowd. Don't be a sheep and follow the Shepherd, be the Shepherd and **YOU** lead the sheep. This is how you become a market leader. Currently in society there is a tendency to imitate what has already succeeded. In some cases this can work, but in most cases, it is a large patch on a problem that does not repair it, it just covers it up. And, people always know a "knock off" when they see it!

You and your product are unique and must be promoted uniquely. Start thinking that way, and you will start acting that way.

Section Five: Marketing Needs Dedication and Consistency

Marketing is a continuous and endless process. It must be done every day, every week, all the time. You can find some short cuts to help you out with your marketing process, but you must always remember that you are only available to your customer as long as your customer knows you are there!

Arnold Schwarzenegger knew this, and if you have seen the movie biography of his life, you have seen how he went to press conferences, meetings, ANYTHING that would help him promote himself. You might not agree with his politics, but you have to admire him for the sheer strength and determination of his effort. And, obviously, it paid off!

Marketing is not always easy, but it IS essential. Even the most successful actors and celebrities are constantly looking for ways to get into the public eye.

Think about the grocery stores. One would think that they don't need much marketing because they have something everyone needs—food. Guess again!

Even the largest stores send out weekly circulars to customers to bring them back to the store to buy! They must do this, or the customer will actually FORGET ABOUT THEM! People can shop just about anywhere they want, and grocery stores have competition. The endless flyers are ways one store keeps customers coming back, or draws customers from their competition.

As your competition changes strategy, so you must adjust your marketing strategy to meet the challenge, and you must come up with strategies of your own to knock them off balance. It is a constant tug of war.

Consistency is more than just getting the word out in timely and regular fashion. It is also maintaining a consistent CORE statement about your product while altering the different appeals it can have. Your look must also be consistent once it is established and working. This is especially true on the Internet where Web sites are re-designed over and over again because this or that designer thinks you could do better, or some new software program comes out claiming to make your site more effective. (In fact, this is just a way to sell the software—they have NO idea if it will make your site more effective!)

Section Six: Food for Thought – Rice and Vermicelli Casserole Marketing is the Journey to Success, Not the End Product

We have a nice food recipe for you that will immediately show you what this chapter has been all about through the eating experience. But before we go to the recipe, a few words about Marketing again:

Even with the help of these books, you may not be 100% successful as a marketer right out of the gate. In fact, you can expect to stumble and have to back track and re-think your strategy many times over. Your customers are constantly changing, and you must change your approach to meet their needs, take advantage of every opportunity to tell them about your product or service. As every day is new, so are your opportunities to market.

There is no end product in marketing. Today's Press Release is tomorrow's forgotten item. Today's flyer is tomorrow's trash. With the Internet and use of Web sites, you have a level of consistency because your Web site is a fixed entity, but the content will change. Your links listing will grow as you make more strategic alliances with quality and pertinent Web sites. Your articles and free information on your Web site will change. Sometimes, you'll get lucky (and there is an element of luck in marketing) and have just the thing to get customers interested.

Note from Tim:

I had created a Web site about cats. It was just for fun, but I wanted to attract visitors to the site. I had the alliances, and traffic was okay, but not great. One day, I got the idea for a funny little take off on the movie "Godzilla." This was when the new American version of the film was coming out and being hyped as literally amazing. I created a four page parody of the film. It had only four pictures and very little text. It was like an electronic comic book. I digitally placed my cat in photos of scenes similar to the most memorable scenes in the film. I called the piece CATZILLA.

At first, I thought my little parody was dumb and was not even going to post it, but then I thought, "Why not?" I posted it and sent e-mails to my alliances and friends about the new item on my Web site.

Within one week, CATZILLA won four Internet Awards, was written up in About.com and an article describing it was published in 25 newspapers in the southern U.S. I did nothing to get this coverage except tell some friends and alliances that I had made the little piece.

THEY DID THE WORK FOR ME!

Note from Cathrine:

With my book, Basil the Bionic Cat, I built the website and then concentrated on getting traffic by joining many Top Sites. My web traffic is really good but only because I made it so through hard work and determination. I then took it one step further to make the website more interactive, by adding an on-line Spy Academy for Cats (well people really, as everyone knows cats can't use mice.) Basil now has Spy Academy Members from all over the world, but only because I persevered and pushed forward with the idea.

*I am now expanding the website again, to keep it fresh and alive. It's your responsibility to keep your potential customers **EXCITED** and **HUNGRY** for more and keep them returning over and over again to visit and see what enjoyable delicacies you have to offer.*

Take into account to: Keep it fresh and alive, don't let your product go off the boil, keep it simmering and every now and then turn up the heat and throw in some extra special ingredients to spice it up.

So marketing is an ongoing process, and in this series of books, we'll help you keep it fresh.

Think of our meal analogy.

You eat dinner today. Do you think you might need to eat dinner tomorrow?

You bet! The question is, what will you eat?

And that leads to our food recipe, Rice and Vermicelli Casserole. This one is a “two parter,” that is you are going to make a meal two different ways to see how when YOU take charge, things can change- often very much for the better, but remember, **NOTHING IS GUARANTEED!**

People Power:

For added fun, invite some guests over to be “flavor testers.” **DON'T TELL THEM WHAT YOU ARE DOING!** Only tell them that you want them to taste two similar dishes. And yes, you can use your family for this as well. Also, children are good testers too because they respond to different appeals than adults. Never underestimate the power of children—they can be very instructive!

Part One – The Pre-Packaged Meal

In this part of our food recipe, you will whip up a nice rice and vermicelli casserole using all pre-packaged ingredients. In the next part, you'll do it from scratch. BOTH work, only YOU can decide which is the "better" meal

Ingredients:

- 1 package of beef flavored "Rice-A-Roni" or a similar rice and vermicelli side dish pre-packaged product. These go under different names depending on the brand, and you can find it in the grocery store, usually in the rice section. You may not like pre-packaged foods, but try this one so you can have the comparison.
- 1 package of "dinner sausages" These are usually in the frozen food section near the breakfast sausages. They are usually larger sausage links. They are mildly flavored and made from a variety of meat products, sometimes pork, sometimes beef, sometimes—well, it's anybody's guess! These sausages are almost always pre-cooked. In the UK, these little sausages (in various forms, frozen, fresh, etc.) are often used to make the popular dish "Bangers and Mash."

NOTE: if you don't like the beef flavor, you can use a chicken flavor and instead of sausages, you can use pre-cooked chicken breast meat.

Some butter or margarine.

- 1 large casserole dish.
- 1 small dish or pan for cooking the sausages.

Some pre-packaged shredded cheese mixture (such as cheddar and jack cheese) that you like. This will make a "topping."

NOTE: This entire meal can be made in a microwave oven, just follow the package instructions!

Preparation:

- Prepare the rice and vermicelli product according to the package directions. Follow their instructions exactly, don't get creative! (You'll get creative in the next part of our recipe)

Cooking:

Cook the rice and vermicelli product according to the package directions. Follow them exactly, don't get creative! You want the product to do only what it was meant to do without any embellishments.

Brown or cook your sausages while the rice and vermicelli product is cooking.

When the sausages are cooked to your liking, slice them up into little medallions of sausages, don't leave them whole.

When you have your rice and vermicelli product all made according to the package directions, put the contents in a casserole dish.

Mix the sliced up sausages (remember, if you were using chicken flavor do the same thing, only with chicken) in with the rice and vermicelli cooked product.

Sprinkle the shredded cheese mixture on top of the casserole giving a good coverage.

Bake in the oven until the cheese has melted and possibly turned a bit brown, according to your taste.

Remove from the oven and let sit for five minutes. Cover and keep warm. Don't serve this yet you have to make the next recipe so you can compare them!

This is the pre-packaged, one size fits all approach to making a good meal. The products are all good products, there is nothing wrong with them, but they may not be to your taste or liking. Depending on your tastes, it may seem processed, salty, dull, whatever. This is what happens when you use something that is mass marketed and you haven't done anything much yourself. The only "creative" thing we did was put a cheesy topping on the dish. It even has veggies in it—small diced carrots are part of the flavor packet (at least, in the beef flavor one).

Note From Tim:

I make this dish all the time in the microwave oven (yes, it will even brown the cheese!) because it is fast and a "no brainer." But then, I am often in a hurry and this works for me and I like it well enough that the flavor is balanced by the convenience.

Part Two – The “Scratch” Meal

In this part of our food recipe, you will whip up a nice rice and vermicelli casserole using your own ingredients, and possibly some pre-packaged ones, as there are some things you just have to use from a package unless you really want to get creative! But there is enough of a difference that you’ll get the point soon enough. However, be consistent. If you made the beef flavored dish in part one, do the same for part two.

Ingredients:

- 1 package of vermicelli. You won’t need all of it, just some.
- 1 package of boilable rice. Don’t use the “instant rice” or pre-cooked kind, you need to boil the rice because of the vermicelli that will cook with it, and obviously, “Quick rice” will only cook the rice in this case! There are work arounds, if you are clever you can think of them, but for now, just stay with us on this recipe. Also, be careful of using a “sticky rice” as is used in many Asian recipes. We want a fluffy rice at the end of the cooking.
- 1 package of “dinner sausages” as in the first part of this recipe. There really is no way around the pre-packaged sausages in this case. You could go to a butcher and get some special made sausages if you like and they are available. Just do NOT use Italian type sausages or specialty sausages. You want something mild and unobtrusive. BUT, you can substitute some cooked hamburger or other meat that you cook up yourself if you like.
- 1 can of Beef Broth or bouillon. (remember, if you are doing chicken flavor to use chicken broth.) You can make this from scratch or used the canned or packaged goods. DO NOT use bouillon cubes, you should use the actual broth product.

Some butter or margarine.

Some olive oil

- 1 cooking onion.

Some cloves of garlic

Some celery

Some carrots

Salt

Pepper

- 1 fry pan for sautéing the vegetables
- 1 large casserole dish.
- 1 small pan for cooking the sausages.

Some pre-packaged shredded cheese mixture (such as cheddar and jack cheese) that you like. This will make a “topping.”

Preparation:

- Take a handful of vermicelli from the box and chop or break it into small pieces, about ½ to 1 inch long.
- Chop the onion very finely for sautéing. You want this to actually melt as much as possible, so the finer the chopping the better.
- Chop the garlic very finely, a few cloves will do, you don’t want it to be too strong, just enough to give a “zing” of flavor.
- Chop the carrots up very finely as well

Cooking:

In a fry pan, sauté the vegetables in an oil and butter mixture. Cook until the onions are fully rendered down. The carrots and celery will still be a little crisp, as they cook differently, and this is what we want, not soggy carrots and celery! Salt and pepper to taste. DO NOT make a “rue,” just cook up the veggies and when they are done, take them off heat and let them sit to mix flavors while you go on to the next part.

In another fry pan, put in some butter and oil (mostly butter, but be careful of burning) and toast the chopped up vermicelli until it is golden brown. You can also try to brown the rice. This is similar to what you did with the pre-packaged product, and the goal is the same.

In a 3 quart pan, mix the vermicelli and rice with the vegetables you sautéed. Now, depending on how much rice you are using, pour in the can of bouillon and then ADD enough water to have the SAME amount of liquid you would use to cook the rice if you

were just using water. The rice package will tell you how much liquid. Just **SUBSTITUTE** the ounces of beef broth for the **SAME** amount of water. In other words, we are boiling the rice in a beef broth and water mixture instead of just water. We want the rice and vermicelli to absorb the liquid, so don't use too much, and don't use too little. You can imagine what this is going to do to the flavor of the rice! And the veggies are going to boost that even further.

For added ZING:

You can substitute some **RED** cooking wine for some of the water to get an added flavor. The alcohol will boil off, so you don't have to worry about that. Use a good **COOKING** wine, not some fancy stuff you'd normally drink. Some wines are better for cooking flavor than others, and a red wine, as most wine connoisseurs know, goes well with beef. If you are doing chicken, obviously a white wine would add a nice touch, although some reds go well with chicken too!

Monitor the cooking rice carefully and stop when it is "done" to your liking.

Brown or cook your sausages while the rice and vermicelli is cooking.

When the sausages are cooked to your liking, slice them up into little medallions of sausages, don't leave them whole.

When the rice and vermicelli are cooked to your liking (they can be slightly undercooked because of the baking that we will be doing.), transfer to a casserole dish.

Mix in the sliced up sausages (remember, if you were using chicken flavor do the same thing, only with chicken) in with the cooked rice and vermicelli.

Sprinkle the shredded cheese mixture on top of the casserole giving a good coverage.

Bake in the oven until the cheese has melted and possibly turned a bit brown, according to your taste.

Remove from the oven and let sit for five minutes. Keep warm.

NOTE: This part of the recipe is a bit tricky because you have to get all the parts right. There is some trial and error in this which was not a part of the pre-packaged preparation. The pre-packaged products have been around so long and are so tested that it is hard to mess them up. But when making things from scratch, a lot of variables, cooking time, mixing, etc. come into play. So you may have to try this part of the recipe a few times. However, as we are about to explain, that is the point! But now, let's eat!

Get your guests together and put out both warmed dishes and have them try each. **DON'T TELL THEM** which is which. Let them taste and give their responses to what they tried. At the end of the tasting, you can reveal all!

HOW This Works:

We had you do a “double recipe” for a reason, it ties directly into all we have told you in this chapter about Marketing.

The first part of the recipe is similar to using a “pre-packaged” marketing solution, traditional methods or otherwise. There is some room for creativity, and there certainly is convenience. But these systems may **NOT** work for you or to your satisfaction.

The second part of the recipe is where you took creative control. It took a lot more time and work. And it should have yielded different results.

Obviously, you could have mixed the methods for both parts of this recipe.

And **THAT's** what you have to be prepared to do with your Marketing. Sometimes, a pre-packaged approach **WILL** work for you. At other times, it will **NOT**. You **CANNOT** expect or rely upon a pre-packaged method to give you all that you want, but on the other hand, doing everything from scratch can also lead to disaster.

It all comes down to trial and error, and that is why marketing is such a hands on activity.

There are **NO GUARANTEES**, but as you work with and refine your Marketing Plan and implement the parts of it that you expect to work, you gain from the experience until you do get to that essential solution that **DOES WORK**.

Section Seven: Speculate to Accumulate

In this chapter we examined the Marketing Attitude, that you **MUST** take charge, create a plan and then work with it. We hope you realize that taking a "one size fits all" approach is a recipe for disaster and that the marketing of your product or service is very much a hands on experience that you must manage yourself.

Marketing is an investment in yourself and **NOTHING IS GUARANTEED!** Even when you have a guarantee, it isn't guaranteed that the guarantee will be honored. So let go of that notion.

In marketing, you are investing in yourself more than in your product or service. You are investing in **what you do and make and believe in**—yourself and your product, because if you don't—no one else will.

Think of this journey as your journey of self discovery. It is a journey that will unlock your unlimited potential and help you to realize your dreams, goals and aspirations. You cannot enter lightly into the marketing game and treat it as an activity you do just every now and again. If you do, you'll get caught up in one faddy trend after another, until you are finally so confused, you'll lose your way completely.

You cannot enter lightly into the marketing game... you'll lose your way completely!

Consistency is the key and without it, you'll be lost. To make any business a success you will have to dedicate yourself to it 110%—any less than that and you are not serious about your business and your products. It takes a good two to three years to get a fledgling business off the ground, so without

unyielding commitment and dedication from word go, you are not going to achieve the success you crave.

"Rome was not built in a day" —always keep that in mind when things aren't going the way you planned and especially when unforeseen obstacles rear their ugly little heads, trying to dash your hopes and dreams on the rocky shores of failure.

Never give in and never give up. Most setbacks can be overcome relatively easily, just take your time and re-think your strategy.

YOU CAN DO IT!

When beginning any type of new venture, always prepare for the unexpected and always keep a little more in reserve for that rainy day, because you will experience times of famine. On the other hand, if you are doing things right, there will also be times of great feasting.

You need to decide how much money you have to spend and then stick to your budget stringently; otherwise you'll find yourself throwing money here, there and everywhere, without a budget and a proper plan in place from day one, you are risking everything by being blasé, don't fall into that trap and remember:

IF YOU WANT A JOB DONE RIGHT, DO IT YOURSELF!

Never let others run wild with your money/budget, promising the earth and delivering nothing. It's always so easy to spend someone else's money! Too many resources do that with their clients.

Always remember, "If it ain't broke, don't fix it!" You will get advice that something you are doing "is broke," yet you won't feel that it is, and you'll be right. You can't fix what isn't broken, but you can break what is working!

So be very careful and remember that you have two powerful tools at your disposal, intuition and instinct. These can't be measured, and we often ignore them. Learn to listen to and evaluate their advice more than you accept the advice of others. Others are never as close to your product or life as you are. Trust the tools you were born with. They are designed to work.

Keep in mind that you are investing in your future and however large or small your budget is, there is always a plan to utilize your funds to the maximum—you just have to know where to look and what to do!

This series of books will help you do that. You can cook up a storm of customers!

END OF CHAPTER ONE SAMPLE



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