

Marketing/Entrepreneurship

What are you known for?

That Guy (or Girl!) n, adj

"A businessperson, entrepreneur or service provider whose visibility, credibility, uniqueness, authenticity, memorability and approachability **fuse together** to form something so incredibly valuable, so incredibly cool, that customers are not only **magnetized to that person**, but will **actively tell all their friends about that person.**"

How To Be That Guy offers 47 techniques to help you create an **UNFORGETTABLE** brand that **MAGNETIZES** more business like...

- 8) revolutionary ideas come from ridiculous questions
- 10) anonymity is the greatest barrier to business success
- 28) consistency is far better than rare moments of greatness
- 39) leave your mark wherever you go
- 45) if you build it, they (might) come

"Scott Ginsberg is a great guy. If you're seeking more notoriety, more fame, more success, or just want to learn to be more approachable, grab this book and DEVOUR it as fast as you can."

Jeffrey Gitomer, Bestselling author of *The Little Red Book of Selling* and *The Little Black Book of Connections*

"I got more out of the first 20 pages of this book than I usually get from an entire marketing book!"

It's perfect for all experts - even if you're not a guy!"

Julie Hood
Author, *The Organized Writer*

"If you want to be That Guy, then listen to This Guy - Scott Ginsberg. He not only knows what he's talking about, he lives what he is talking about. Just use one or two of the many lessons in this book and you will take yourself to an even higher level of success."

Shep Hyken, CSP — Author, *Moments of Magic*

"Every so often you run across ideas that challenge your view of the world, and your view of yourself. This book isn't just about branding or growing your business. It's also about how to grow and develop yourself. I was engaged from the beginning!"

Belinda Brin — Manager of Organizational Learning, Nestlé Purina PetCare

Scott Ginsberg is a professional speaker, the author of *HELLO, my name is Scott* and *The Power of Approachability* and the only person in the world who wears a nametag 24-7 to make people friendlier! He speaks to companies around the world who want to MAXIMIZE personal and professional approachability – one conversation at a time.

Scott has also been featured on CNN & USA TODAY, quoted in *The Wall Street Journal* and *COSMOPOLITAN* as the "The World's Expert on Approachability," and inducted into Ripley's Believe It Or Not.

He lives in St. Louis, Missouri where he often talks to strangers.



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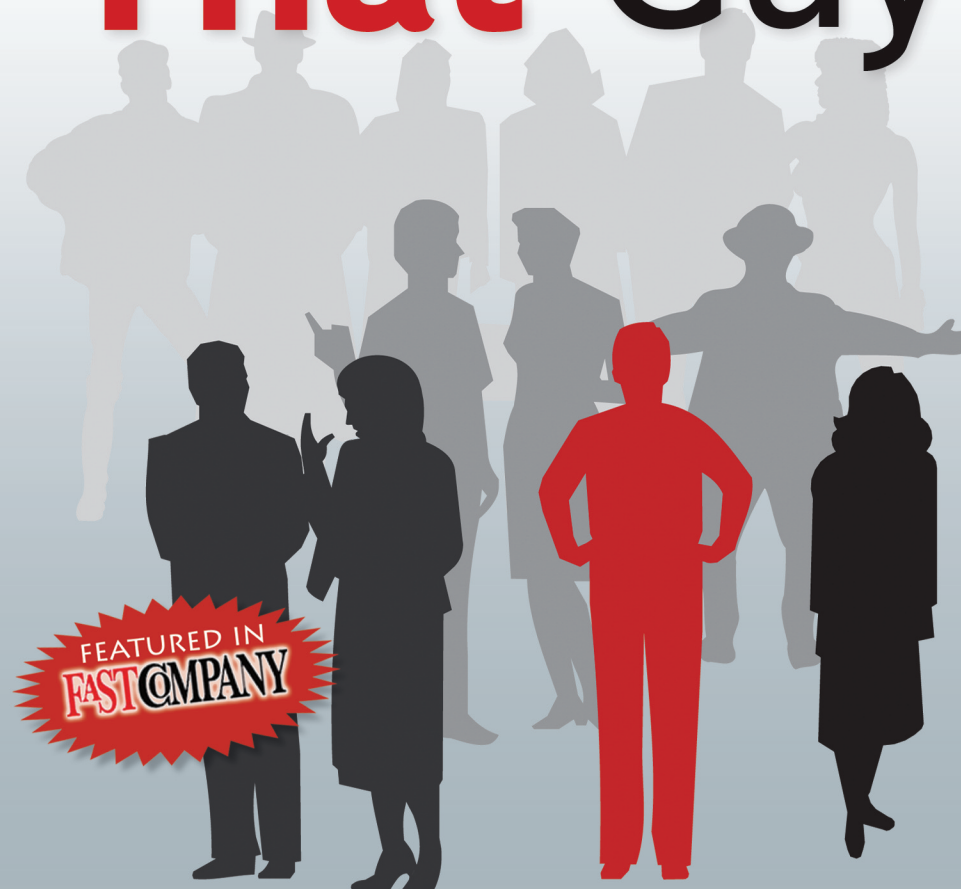
www.hellomynameisscott.com

Ginsberg

How To Be That Guy

From the author of *Hello, my name is Scott* and *The Power of Approachability*

How To Be That Guy



47 Ways to Create an **UNFORGETTABLE** Brand That **MAGNETIZES** More Business

Scott Ginsberg
that guy with the nametag

What people are saying about That Guy...

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Belinda Brin — Manager, Nestle' Purina PetCare

"This book has provided me the tools to be a notch above unique. The 47 chapters give me a lesson a week, with time off for vacation, laziness and contemplation. Better yet, Scott helps me have the confidence to stamp out cold calls! Imagine what it will do for you!"

Debby Peters — Certified Networker of Ohio, Ltd

"Even though I've only read four books in my life, this one is my favorite!"

Steve Ginsberg — Scott's Older Brother

"How To Be That Guy is one of those books that gets your creativity flowing. The 47 lessons from Scott Ginsberg's experiences wearing a nametag are honest, inspirational, refreshing, and a great way to kick-start your creation of your (or your company's) UNFORGETTABLE brand."

Rebecca Gould — Editor, RainToday.com

"Because of chapter 29, I have done a couple things which have had a very positive effect on my business and made MY business card stand out from zillions of others! And I love the idea of fans, not customers. I can't wait to get this book into the hands of our sales teams. I've already shared some of it with my department and they are eager to read it when it's finished!"

Angie Hart — Marketing Coordinator, Camden Living

"Regardless of industry, profession, or stage in life, Scott's unique insights and lessons about approachability, networking, and branding ring true on every level. Using the tips and tactics gleaned from this book will make our business a whole lot easier!"

Jason VanDiver, Alumni Affairs Manager, Wayne State University

"This book isn't just entertaining, but value-added. Scott does an exceptional job of capturing and articulating the concepts of building a strong business by first building a strong presence."

Karen Schneider, Edward Jones

"What a wonderful book! Scott is a master of targeted, useful, practical advice and methods to improve your career AND your life."

Gil C. Schmidt, Managing Editor, Computers & Business World

"Scott not only shows you how to become That Guy, but he does so in an engaging and inspiring way. He didn't just write the book, he LIVED these principles. Your business and professional life will benefit greatly from these insights."

Steve Hughes, Professional Speaker and National Presentation Coach

"Scott was already the King of Approachability, but with his new book, he delves even deeper into the art of making a meaningful impression, nurturing relationships, and leaving your mark on the world."

**Bob Baker, author of Guerrilla Music Marketing Handbook;
president of the St. Louis Publishers Association**

How To Be That Guy

47 Ways to Create An
UNFORGETTABLE Brand That
MAGNETIZES More Business

By Scott Ginsberg
that guy with the nametag

how to be that guy

Scott Ginsberg
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Scott Ginsberg



Author. At 26, Scott has written three internationally recognized books including *HELLO, my name is Scott*, *The Power of Approachability* and his latest, *How To Be That Guy*.

Speaker. Scott travels internationally to work with people, companies, students and churches on MAXIMIZING personal and professional approachability – one conversation at a time. As a member of the National Speakers Association, Scott's clients include Prudential, Hyatt Regency, Boeing, The International Association of Workforce Development and STAPLES.

That Guy with the Nametag. Scott is the only person in the world who wears a nametag 24-7 to encourage friendliness and approachability. He's been dubbed by the *Washington Post* as "The World's Foremost Expert on Nametags," quoted as THE authority on approachability by *The Wall Street Journal* and *COSMOPOLITAN*; and recently inducted into the Ripley's Believe It Or Not! Hall of Fame.

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acknowledgements

Mom & Dad What can I say? You're my biggest fans, the greatest parents a guy could ask for and the two people who will always love me unconditionally, even when I act like a complete putz. Thanks for supporting me every step of the way.

Shep Hyken I don't know where I'd be without you. You're the perfect combination of a boss, Yoda, a friend, a mentor and someone I can always count on to tell me when I'm full of crap.

Andy Masters It's tough to be creative alone, which is why I'm so lucky to have you as a friend AND as my go-to guy for every new project or crazy idea that comes into my head. Thanks for all your help, inspiration, and of course, jokes about my flip flops.

"Handsome" Steve Hughes In the short time we've known each other, your wisdom and experience have already transformed my business. Thanks for motivating me to reach my goals and for cracking me up every time our mastermind group gets together. You're the funniest guy I know.

William Jenkins I consider it a blessing to say that my best friend is also my former high school English teacher. Over ten years of your guidance on writing, speaking, relationships and life have been priceless to me. Our regular lunches are some of my most cherished memories. I hope to one day have a fraction of your success, wisdom and putting abilities.

Chris Whitley Although we never met, your music has had more of an effect on me than any other artist in the world. I listen to you every single day. And I'll never forget the first time I heard you sing, "Automatic love is all I want, every day." Amen to that, Chris. Thanks for being my hero. Thanks for creating the most beautiful music I've ever heard. You will be missed.

My Fans The fact that I can actually say I have "fans" is both unbelievable and humbling. So, to anyone who reads my blogs, subscribes to my ezine, listens to my podcasts, sends me glowing emails from across the world, reprints my articles, buys my books and CDs or hires me to give a speech, thank you thank you thank you thank you. Without you guys, I'd be out of a job.

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This book is dedicated to the greatest web guy in the world, Chad Kouse. Thanks for sticking with me all these years. Thanks for putting up with me all these years. And thanks for being a great friend.

You're the reason I've become That Guy.

that•guy [adj.]

1. A businessperson, entrepreneur or service provider whose visibility, credibility, uniqueness, authenticity, memorability and approachability fuse together to form something so incredibly valuable, so incredibly cool, that customers are not only magnetized to that person, but will actively tell all their friends about that person.
2. see also *successful, magnetic, unforgettable*



The idea for this book came to me during an eight mile run on a 97 degree afternoon in the summer of 2005.

Maybe it was the heat.

Maybe it was the humidity.

Maybe it was the endorphins pumping through my veins as my ever-expanding mind drifted off to Creative La-La Land.

Or, maybe it was because, at the age of twenty-five, I had somehow written two internationally recognized books, been interviewed on nearly every major media outlet in the nation, published dozens of articles worldwide, and had begun traveling the country giving speeches to businesspeople, associations, churches and students about the power of approachability!

All because I decided to **wear a nametag every day** that read:

HELLO, my name is Scott!

"How the heck did all this happen?!" I wondered.

By the time I finished my run, I knew the answer. I thought back to the process of successfully leveraging a simple idea into a full blown

business and why it had grown so much in so little time. Then I stumbled into my car, grabbed my idea jotter, and as the sweat dripped off my chin and onto the paper, I frantically wrote down three words that would eventually change my business forever:

BE THAT GUY

That's what this book is all about.

Visibility.
Credibility.
Uniqueness.
Authenticity.
Memorability.
Approachability.

In other words: **how to create a personal brand that's so UNFORGETTABLE, it actually MAGNETIZES more business to you.**

If you want that to happen, you've got to be That Guy.

CAUTION: don't be thrown off by the term. *It's not a gender thing.* It's not about men, women, guys, gals or anything like that.

That Guy is defined as:

*"A businessperson, entrepreneur or service provider whose visibility, credibility, uniqueness, authenticity, memorability and approachability **fuse together** to form something so incredibly valuable, so incredibly cool; that customers are not only magnetized to **that person**, but will **actively tell all their friends about that person.**"*

Here's why you need to become That Guy. Because:

- We live in a culture of sales resistance
- Clients need to know they're getting YOU
- It invites people to learn more
- Customers crave simplicity
- It's visual and viral
- It markets and sells your ideas, products and services FOR you
- It makes people stop, listen and say WOW
- It makes YOU the go-to individual, the expert, the man, the guru and the one and only person in the world who does what you do

In short, being That Guy **makes you known for something.**

Sound good?

Cool.

* * * * *

Ok. Here are a few tips on reading this book:

First of all, it's chunky. So, the order in which you read the chapters isn't a big deal. Some are short, some are long; some are lists, some are articles; some are rants, some are stories. Feel free to scan, flip and read any section at any time. Except Chapter 1. Better read that first. That way you'll understand how I actually became That Guy, and therefore understand why I have any "right to write" this book.

Next, if you aren't holding a pen, highlighter and/or notepad right now, go get one. Not because the ideas in this book are so brilliant that you'll need to copy all of them down (I wish!), but because I know the way the human brain works. And I promise you will develop several AMAZING creative sparks while perusing these tips.

Also, keep in mind that **not all of these ideas will work for you.** That's why there are 47 of them. Plan on taking away 5-10 great keepers you can implement into your business TOMORROW.

Lastly, read this book while browsing www.hellomynameisscott.com and other websites that are part of The Nametag Network. Don't worry, that's not a shameless plug. Rather, it's a valuable supplement to this text that will not only give you additional resources on how to become That Guy; but serve as an example of a powerful website (and web presence) that took several years and thousands of hours to create, which now fuels my ability to continue being That Guy.

So, as the old saying goes, "Don't tell 'em what you did, tell 'em what you learned." Let's get this book started.

I hope it helps you become UNFORGETTABLE.

I hope it helps you MAGNETIZE more business.

I hope it helps you become That Guy.

*Scott Ginsberg
St. Louis, Missouri
February '06*



how to be that guy

"YOUR IDENTITY IS YOUR
MOST VALUABLE POSSESSION."

— THE INCREDIBLES, THAT ELASTIC-GIRL —

I am That Guy.

And I didn't even mean for it to happen. It just did.

It all started on November 2, 2000 when I had a crazy idea to start wearing a nametag to make people friendlier. The only catch was, I planned to wear it all day. Everyday. For the rest of my life.

I know. Crazy, huh?

Well, it worked. It worked really well. And aside from the obvious jokes about memory problems, the constant stares from strangers and the initial feelings of embarrassment, it was beautiful! People acted friendlier. Approachability was in the air. And strangers said hello who otherwise would have stared at the pavement!

But after about 6 months, something happened. People didn't just call me Scott anymore. They called me "Scott, That Guy with the Nametag."

And that's when everything changed. That's when I became That Guy. And just like all the other business people who once discovered that they too, were That Guy, I never looked back.

As a result, being That Guy has now become the single most advantageous factor of my business.

It all started on November 2, 2000 when I had a crazy idea to start wearing a nametag to make people friendlier. The only catch was, I planned to wear it all day.

Everyday.

For the rest of my life.

That Guy is an individual, not an actual "guy." Again, I ask you to please ignore the gender of the term, even though I refer to him in the masculine. That Guy is someone whose unique personality, values and lifestyle consistently pervade everything he does, thinks and says.

In other words: **somebody** who reminds **everybody** of **nobody else**.

Some experts call it personal branding. Knowing thy self. Starting with your strengths. Differentiation. Keeping it real. Standing out. Being unique.

Whatever.

Same skeleton, different flesh. I like the term That Guy because it humanizes your business. You can have lunch with That Guy. You can call That Guy for advice. You can tell your friends and customers to go to That Guy's website. Because That Guy...is just cool. And he or she holds permanent shelf space in your mind.

Why Be That Guy?

Being That Guy is advantageous to your business in several ways.

First, there's the *connection*. Customers don't buy products, they buy people they like and relate to FIRST. Then – and only then - do they buy products.

Next is *trust*. You see, customers no longer trust big companies due to the proliferation of corporate scandals and corruption. (Thanks Enron!) They want a face. A person. An individual they can confide in. So when it comes down to business, everyone trusts That Guy. Because he's a human, not a company.

Then there's *credibility*, an aura of expertise which is perceived by your customers based on your actions. Not your *intentions*, your actions. Because people only give you credit for what they see you do consistently.

That Guy also projects *authenticity*. This is a characteristic present in anyone who is That Guy because he keeps it real. He maintains congruency between what he believes, what he says and what he does. This is essential to business success not only because your customers are smarter than ever before, but also because they have better bullshit meters than ever before.

Lastly, there's *confidence*, the one emotion you want flowing through the mind and heart of every customer you serve. Because when you're That Guy, customers will be confident you're the best. Confident that you will serve them better than anyone. Confident that you're so incredibly unique, knowledgeable and valuable, that you become somebody who reminds them of nobody else. And in the end, customers want to work with someone who is authentic, real and has passion for what he or she does.

In other words, **people want to work with That Guy, not Some Guy.**

The good news is, you already are That Guy (or Girl; remember, it's not about gender!) You just need to get to know him or her a little better.

So for now, here are some exercises to get you started:

1. Every time I _____, it makes people stop, listen and say WOW
2. People always remember me for _____
3. I'm the first and/or only person to _____
4. I'm probably the only person you'll ever meet who will _____
5. If you looked up the word _____ in the dictionary, you'd see me
6. If you googled the word _____, the first ten pages would be my website
7. If I was giving a speech to 10,000 people and I only had three sentences to use in my introduction, they would say _____
8. In my marketing materials, the words or phrases you will find that nobody else uses are _____
9. After saying _____, I tell customers "...because that's just the way I do business."
10. When my coworkers need help with _____, they always call me
11. As soon as I leave a conversation with a group of new people, they're all probably thinking to themselves, _____
12. After people get to know me, they'll never think about _____ the same way again
13. When friends or family members introduce me to new people, they say _____
14. My whole life, people have always said I was like a _____
15. If I stopped _____, people would be disappointed
16. When business people introduce me to others, they say _____

17. The most remarkable thing about my life is

18. The most remarkable thing about my business is

19. When I give my business card to someone, they usually say

20. I'm known for being _____

21. The compliment I seem to receive all the time is

22. There is nobody walking the planet who could share the message about _____ better than me

Your answers to the above exercises are a great start to understanding how you are That Guy. Of course, that's only the beginning. We've got a lot of material to cover. But I promise that when you're finished reading this book, you will be able to come back to this page and finish this sentence:

I AM THAT GUY WHO



if everybody likes it, rethink it

“IF NOT EVERYBODY LIKES YOUR IDEA,
TAKE THAT AS A SIGN OF BEING NOTICED.”

— PETER MONTOYA, THAT PERSONAL BRANDING GUY —

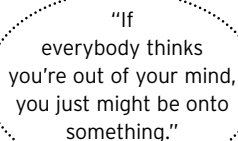
In the first year of wearing a nametag 24-7 to make people friendlier, I was amazed how many of those people made fun of, insulted, ridiculed, joked and humiliated me for doing so.

I know. It doesn't make sense, does it? Ridiculing someone who's trying to make the world a friendlier place?! Sheesh!

Still, the negative comments were disheartening. Not enough to make me quit, but certainly enough to annoy the hell out of me. And what I began to notice was the following trend:

- 10% of the people to whom I explained my nametag story said “That’s the STUPIDEST idea I’ve ever heard in my life!”

- 90% of the people to whom I explained my nametag story said, “That’s the COOLEST idea I’ve ever heard in my life!”



“If everybody thinks you’re out of your mind, you just might be onto something.”

Hmm. Interesting dichotomy, huh?

But then again, that was years ago. I was 20. No intentions of becoming the author, speaker and entrepreneur that I am today. So I only wish that at the time, I’d read Peter Montoya’s book *The Brand Called You*, in which he said, “If everybody likes your brand, you’re doing something wrong.”

I also wish that at the time, I’d read Jack Canfield’s book *Success Principles*, in which he said, “If everybody thinks you’re out of your mind, you just might be onto something.”

Because I was onto something.



do something cool

"KICK DOWN THE WALLS OF BORING AND
SAMENESS AND DISCOVER WHAT'S
REALLY SO COOL ABOUT
YOUR BUSINESS AND BRAND."

— KAREN POST, THAT BRANDING DIVA —

The year was 2000. The occasion was Thanksgiving. And for the first time ever, I was about to tell my parents that I planned to wear a nametag all day, every day for the rest of my life to make people friendlier. As we sat down to eat, my dad just stared at the nametag on my shirt. I was shaking in my sandals. I thought he was going to throw the yams across the room when I told him.

Sure enough, halfway through the meal my dad initiated one of those "We Just Want to Help You" sort of discussions, starting with the following sentence:

*"Scott - we're your parents. So come on,
why the hell are you wearing a nametag?
We know who you are!"*

Then I uttered a sentence that I'm pretty sure has never been said in the history of the world:

*"Mom, Dad...I want to wear a nametag all day,
every day for the rest of my life!"*

Not even the electric turkey carver could have cut through the uncomfortable silence that followed. You should have seen the look on my father's face! PRICELESS!

Once he reattached his jaw, my dad looked back at me and had only one word to say...

"Cool!"

Cool? COOL?! I said. Dad, are you sure?

"Oh yeah, I think that's cool! What a great idea! And it's perfectly in line with your personality. You know Scott, it seems like you're really developing into your own man. So if you want to wear a nametag everyday, go for it!"

So I did. And I haven't taken it off since.

Which brings us to the next key element of becoming That Guy:
doing something cool.

The word "cool" dates back almost 100 years. According to The *Online Etymology Dictionary*, tenor saxophonist Lester Young popularized the term in jazz circles in the late 1920's.

"Cool tune baby. I dig it," he'd say.

And that was that. People knew exactly what he meant. Because if someone described a song or a person as "cool," that was enough of a description to communicate value.

Little did The King of Cool know that his expression would become an essential element to the success of modern marketing. Because the truth is:

*Customers love, remember and spread the word
about companies, ideas and products that are COOL.*

So maybe you should ask yourself:

Is your company cool?
Is your product cool?
Is your idea cool?
Are *you* cool?

As you ponder your answers, let's look at a few examples that personify The Power of Cool.

Keeping It Real

In November of 2005, an NBC station from Washington ran the following story:

"A new and unique store-front is attracting a lot of attention and stopping people dead in their tracks. All the commotion is over a store choosing to put live models in the window to show off diamond jewelry. The models spend six hours a day posing and prancing to lure customers into Mervis Jewlers.

'You gotta take a double take. At first, I thought it was a model, a mannequin, and then she starts moving and you think, Oh my God!' said one of the shocked onlookers. 'I'm likely to spend the next hour standing here.'"

Wow. That's cool. Even if it is a bit extreme. But think about it: Do new customers spend unexpected hours at your store? What about on

your website? And what if they did? How could you leverage such an audience?

COOL CLUE #1: Write down three ways you could you captivate your customers' attention with something cool.

Take That, Spam!

Every year, *Fortune* magazine announces its annual List of Cool Companies. In 2004, a San Francisco company called Brightmail caught my attention. Here's why...

According to the article, Brightmail operates some two million decoy e-mail addresses that it uses to attract spam. Once its Probe Network lures a spammer into its web, it transmits kill-that-address information to its customers.

Now THAT'S cool. Especially for website owners like myself who get more Viagra spam than Hugh Hefner.

But all kidding aside, this company, Brightmail, is SO cool that *Fortune* referenced it in an article. Which brings us to an interesting question:

*Is your product or company SO cool that it might
someday be used as an example in an article?
And what if it was? How could that
enhance your reputation?*

COOL CLUE #2: Read a business magazine and ask yourself, "Is my company cool enough to be featured in next month's issue?"

Dude, No Way!

Since 2000, I've told approximately 3-5 inquiring people a day that "I wear a nametag 24-7 to make people friendlier and more approachable." And in all those years, the most frequent response has been, "Dude, no way! That's the coolest thing I've ever heard!"

What's more, these same people will get back to me days, weeks, months, even years later and say: "Hey Scott! I told my friends about your nametag idea and they think it's the coolest thing they've ever heard too!"

Wow, thanks! I say.

This is the type of conversation I've had tens of thousands of times since I started my business. And I can attribute I-don't-know-how-many books sold, speeches booked or new relationships created as a result.

Is your product or company SO cool that it might someday be used as an example in an article? And what if it was?

How could that enhance your reputation?

The point is: *this is the type of dialogue you must strive to create between your customers.*

Because ultimately, "cool" creates two emotions in customers' minds:

- 1) It makes your idea UNFORGETTABLE
- 2) It makes your idea UNCONCEALABLE

Yes, I made up that last word. But stay with me here, because this is how "unconcealable" works:

On the way back from lunch, a potential customer hears something cool about your business. He thinks to himself, "Dude, no way!" When he gets back to the office, he hops on Google, types in a few key words; then arrives at your website. He reads all about you, your business and your idea; all the while nodding his head, smiling and thinking to himself, "This is SO cool."

Then he sends an email to everyone in his office with a subject heading that looks like this: "You've got to check out this company's website!" Finally, that afternoon you get a dozen new orders from people who, prior to getting a random email that day, had no idea who you were.

But now, they do. And now they're your fans, not just your customers. All because of someone who thought you were SO cool, that he just HAD to tell everyone.

Unconcealable. Write that one down.

*What if your company/idea/product was
SO cool that your customers just HAD
to tell someone else about it?*

*Would that change your opinion on
the value of word of mouth?*

COOL CLUE #3: What can you do tomorrow to make one of your customers say, "Dude, no way!"?

The Power of Cool

In the past week, you've probably uttered the phrase "Hey, that's cool!" at least five times. And whether you were talking about a TV show, soft drink, health club, website or non-profit organization; there was obviously something that caught your attention.

They're your fans, not just your customers. All because of someone who thought you were SO cool, that he just HAD to tell everyone.

Unconcealable.

Write that one down.

So, in your quest to become cool (or increase your present coolness), it's important to do two things:

- 1) Pay attention to instances in which you or the people around you comment on cool stuff. Listen attentively. Note the commonalities. Keep a Cool Journal if you want! Anything that will give you insight into the properties of coolness.
- 2) Make it your new business objective to do cool stuff more often. I know it sounds silly, but if you seriously consider it, it really does work wonders for your brain and your bottom line. For example, every day before work, affirm to yourself, "Today I am

going to do something cool!" And every night when you finish up, I think back on the day and ask yourself, "Ok, now: what cool thing did I do today?"

Give it a shot. Make an effort to harness The Power of Cool. Make Lester Young smile down from The Great Bandstand In The Sky, look at your business and say, "Cool tune baby. I dig it."



what did you want to be when you grew up?

“THE SCULPTURE IS ALREADY
INSIDE THE STONE.”

— MICHELANGELO, THAT SISTINE CHAPEL GUY —

When I was seven years old I wanted to be an author. Not a writer, but an author. As in, “Guy Who Writes Books.” Why I chose that career, I’m not sure. Maybe I liked writing. Maybe I thought books were cool. Or maybe it was just the first answer I could come up with.

The truth is, I never really gave it much thought.

That is, not until March of 2005. I was giving a speech to a group of 7th graders. I started telling the kids about the two books I’d written when it hit me like a ton of books. Yes, books, not bricks.

Oh my God! I thought. I really AM an author!

At that moment I realized that there truly is something to be said about the career aspirations of kids. You see, the younger a person is, the less likely his hopes and dreams are to be influenced by his parents, peers, money, fame or even college major. After all, when you're seven years old, you don't know much. You just speak from your heart.

Unfortunately, somewhere down the line kids stop using their hearts and begin using their heads. And the result is: they think too much.

Don't get me wrong. Thinking is good. But sometimes, you just have to listen to your heart.

Now I know that's a bit cliché. To be honest with you, I don't even know how the whole "listen to your heart" process works. It's probably different for everybody.

But I DO believe that success leaves clues.

And I DO believe that certain experiences in our lives are indicators of the true nature of That Guy.

A few years ago I read an interview in *Spin* magazine with Bono, one of my heroes and, in my opinion, the greatest rock star of all time. When asked about the musical development of U2's songs, Bono quoted Michelangelo and said, "The sculpture is already in the stone."

The sculpture is already in the stone. I never forgot that.

That means every time Michelangelo sat down to sculpt one of his many masterpieces, the piece was already finished. All he had to do was chip away.

That means every time Bono and his bandmates sat around the studio to record a track for their next classic album, the song was already complete. All they had to do was chip away.

Being That Guy is the same way.

When each of us is born, we're nothing but a big block of stone. Blank, untouched and unformed. But every single day of our lives is like a piece of that stone is being chipped away by our experiences. And eventually, there will come a time when we will look in the mirror at what used to be a plain old block of stone, and see a great masterpiece: the sculpture of the person we were born to be.

And when that moment comes, it's beautiful. It reminds me of a great quotation I recently heard from best selling author and speaker Mark Sanborne, "There are two great moments in a person's life: the moment he was born and the moment he realizes WHY he was born."

Are you the world's expert on yourself?



**if you don't
intentionally
create a brand,
someone will
create one for you**

**"YOU NO LONGER HAVE YOUR NAME, BUT
ALSO WHAT PEOPLE SAY AFTER IT."**

— TOM PETERS, THAT EXCLAMATION POINT! GUY —

While the first few years of wearing a nametag 24-7 weren't the most comfortable or productive, they were certainly the most interesting. Probably because the idea was still evolving; and wearing a nametag was still SO organic that every day brought about exciting new moments in its evolution.

By the time I graduated college, strangers began to approach me not

only to ask *why* I was wearing a nametag; but also to ask if I was, in fact, “That Guy Who Wore the Nametag.”

“Um, yeah. Yeah I am,” I’d say. *Meanwhile I’d be thinking, Wow! They already know who I am! Cool.*

But it wasn’t until January 15, 2003 that it all came clear. That was the day CNN interviewed me about my first book *HELLO, my name is Scott*. That was the day I officially took ownership of my unique, powerful and UNFORGETTABLE brand - whether I liked it or not.

Because as the not-so-old saying goes, **“If you don’t create a personal brand for yourself, someone else will create one for you.”**

I guess I just never thought that “someone” would be CNN:

Scott Ginsberg, Nametag Wearer.

It was the hardest I ever laughed in my life.
Nametag Wearer? Ha! You can’t make this stuff up!

Which brings up an interesting point about branding, uniqueness and making your idea UNFORGETTABLE.



PICTURE THIS: you’re sitting in the CNN Green Room, ready to be interviewed about your cool new idea, company or product. After giving the producer the correct spelling of your full name, she asks you, “Oh, and one last thing before you go on the air in five minutes: **what two or three words do you want written underneath your name?**”

Two or three words. That's how fast your brand must be communicated. Not just with the media, but with personal introductions, marketing materials, business cards, websites and the like. It's a sad but true fact which reflects the rapid acceleration of our culture.

What's more, if you can't concisely and immediately articulate who you are and what you're all about, one of two things will happen:

- 1) Someone else will communicate their personal brand and steal the show.
- 2) Someone else will take the liberty of communicating your brand for you. And it might not be the one you want.

For example, I was once introduced before giving speech in the following way:

*"Ladies and gentleman, I have the honor of
introducing today's speaker. Scott Ginsberg ... uh
... doesn't have any credentials ... but uh ...
I'm sure you'll be amazed by his youth!
Please welcome, Scott Ginsberg."*

I could actually *hear* the sound of my heart breaking as I walked on stage.

At least, I *think* it was my heart breaking. Then again, it might have been the sound of my **credibility being crushed before an audience of 100 strangers**, or perhaps it was the sound of the **launching sequence of a speech I was about to totally bomb, which I did.**

This is what COULD happen to you if you're not prepared to articulate your brand.



is your idea simple enough that a five year old could understand it?

“IF YOU CAN’T EXPLAIN YOUR IDEA
IN 8 WORDS OR LESS,
IT’S NOT SIMPLE ENOUGH.”

— SETH GODIN, THAT PURPLE COW GUY —

During speeches I give to associations or marketing groups, I often ask audience members to complete the following sentence:

Marketing is _____.

Past answers included, but were not limited to: filling a need, standing out, respect, authenticity, making money and, my all time favorite, “expensive.”

Personally, I'd choose the word "storytelling." I learned this from Dave Balter, author of the popular marketing book *Grapevine*. According to Balter, "Marketing is product storytelling."

I completely agree. Because in branding: people don't buy products, they buy people. Especially people with cool stories.

In which case, let me ask you this:

*What's your story? Is it cool?
Is it UNFORGETTABLE?*

*And is it simple enough that a
five year old could understand it?*

GREAT EXAMPLE: every year I return to my Alma Matter, Green Trails Elementary School, to speak at their annual Book Fair. For an entire week they bring in local authors, athletes and educators to talk about the importance of reading and writing.

It's a riot. First I give all the kids nametags. Then I read one of my favorite children's books. I also spend some time talking about how I wrote my own books and then close the session by letting the kindergarteners ask questions.



Now, most of the kids forget their questions by the time I call on them. Which is adorable. But in 2005, one student named Daniel asked, "Scott, do you wear your nametag in the shower?"

I just grinned as I thought about my nametag tattoo¹. But alas, it was not appropriate to show it to the kids. So I just smiled and said, “Yes I do.”

Because
in branding: people
don't buy products, they
buy people. Especially
people with cool
stories.

The entire class burst out laughing! It was priceless.

The next day I received an email from one of the students' fathers. It read:

“My youngest son, Daniel, came home from kindergarten class and said that he wanted to wear his ‘Hello, My Name is Daniel’ nametag in the shower just like you. When I told him it would probably wash off, we settled for wearing it to bed on his PJ’s. We then went to your website and viewed the video clips. Daniel said, ‘That’s him. He told us how he wore a nametag to make people friendlier and he writes books and gives speeches! He’s cool!’”

Is your idea that cool?

Is your idea that simple?

¹ Yes, I actually have a REAL tattoo of a nametag on my chest. If you really want to see a picture of it, go to www.hellomynameisscott.com



produce creativity by motivating your melon

“MANY IDEAS GROW BETTER WHEN
TRANSPLANTED INTO ANOTHER
MIND THAN IN THE ONE WHERE
THEY SPRANG UP.”

— WALT DISNEY, THAT CARTOON GUY —

All entrepreneurs must take daily steps to enhance their creativity. This chapter is based on an article from my regular column published in The St. Louis Small Business Monthly.

It was 8:00 PM and I'd hit a creative wall. Hard. But there was so much work to be done! And I just *had* to get out of the office or else my article would never get finished. So I knew the only way to stimulate my mind was to practice a technique called “displacement.”

You've no doubt heard of (and probably practiced) this creativity

booster before: take a different route to work, eat at a new restaurant or take an outside break. Anything to change your environment. In fact, if you Google the word “creativity,” most of the articles will instruct you to practice some type of displacement technique. They’ll urge you to “stray off the beaten path” because changes in your surroundings will stimulate your senses and enhance your ability to generate new ideas.

But I think Michael Michalko said it best in his famous book on business creativity, *Thinkertoys*: “Your mind is like vegetation. It flourishes in one soil and droops in another.”

I read that quotation right as I hit my wall one night. *Hmm...vegetation*, I thought. *That gives me an idea!* So I took his advice – literally – and went to the one place I’d be guaranteed to find lots of vegetation: the grocery store.

Trust me; this wasn’t my first choice for a place to get some work done. But Starbucks was closed and all the local restaurants were too loud. However, I did remember noticing a line of computer tables in the produce section of the store a few weeks earlier.

It felt awfully strange walking into the grocery store at 8:30 PM with a briefcase in one hand and an Ipod in the other. Then again, I needed some mental stimulation, and I needed it fast. So, what better place to enliven all five of the senses than the produce section?

It worked! Surrounding me were hundreds of fruits and vegetables of every color; crisp, cool air; and the aroma of fresh flowers and spices. It was everything my baffled brain needed. And within a few minutes, I was back on track with my article. New thoughts poured onto my laptop. Creative ideas came from out of the blue. I climbed over my mental wall!

Now, let’s talk about why this unusual displacement technique worked. Was it something in the air? Was it a coincidence? No. Creativity does-

n't know what the word "coincidence" means. It has to do with the thinking process. It has to do with displacement. Now, maybe the grocery store isn't for you. But when your brain decides it doesn't want to get creative anymore – and trust me, it will – you'll need some techniques to help you break out of the same old mental rut.

So, in your continuing quest to become UNFORGETTABLE so you can MAGNETIZE more business, here are four ways to motivate your melon.

Exercise

Have you ever noticed how creative you get while exercising for extended periods of time?

That's not a coincidence, either. It's biological. According to *Molecules of Emotion* by Candace B. Pert, continuous exercise like running, long-distance swimming, aerobics, cycling or cross-country skiing appears to contribute to an increased production and release of *endorphins*. These endorphins are morphine-like substances that have strong affects on the brain and body during exercise. They result in a sense of euphoria that has been popularly labeled as the "runner's high."

For example, I run 8 miles every Sunday. It's my weekly "mental dumping." Interestingly enough, since I've been running for the past 6 or 7 years, I've written articles, speeches - even this book, as I mentioned earlier - while jogging at the park! It's almost like taking a mind expanding drug every week to boost my creativity, except it's legal, free and safe.

Think of it this way: how in the world did Jimi Hendrix, Kurt Cobain and Jim Morrison come up with those incredible, timeless songs?

They all took drugs.

OK, they were also incredibly gifted musicians too, but you've got to admit that the drugs helped. Now, we all know what happened to all

three of those guys at the ripe age of 27. So this doesn't mean I encourage you to partake in such illegal activities. But remember: exercise is like a legal, healthy drug; and if you use it at the right time, you can come up with some incredibly creative stuff to help you better brainstorm for your business.

MELON MOTIVATOR #1: Take an hour to go for a walk, ride a bike or hike a trail.

Think of it this way:
how in the world did
Jimi Hendrix, Kurt
Cobain and Jim
Morrison come up
with those incredible,
timeless songs?

They all took drugs.

Work On The Floor

Do you ever feel like your desk is caving in on you? That you have dozens of papers, reports, books and folders coming from all directions, reducing your actual workspace to the size of a Post-It Note?

If so, try the floor. It works wonders for enhancing your creativity, especially from a visual standpoint. First of all, you'll have plenty of room to spread out your materials. This will help you more effectively solve problems, come up with new ideas and brainstorm because you'll see all of the elements involved.

Once you sit down on the floor, you'll start thinking about how silly you look, whether or not your pants are getting wrinkled and what you're going to say to your boss when she walks in the room. *Good.* That's the perfect way to take your mind off your mental block.

Displacing your vertical position also reveals patterns you never would have noticed otherwise. For example, I'm sitting in the grocery store right now as I write this chapter. To my left are Navel Oranges for \$5.99 a pound. And wouldn't you know it? Right below the oranges on the ground level are 16 oz. bottles of Little Rainbow Fruit Juice, for those unsuspecting little grocery shoppers of the youthful persuasion. Interesting...

MELON MOTIVATOR #2: The floor is your friend.

Change Your Workspace

Isn't it ironic that "thinking outside the box" is such an unoriginal and overused cliché that it's actually become an "inside the box" type of phrase?

That being said; forget about getting "outside the box," and get the heck out of the office! Wherever you live, there are bound to be dozens of workspaces you never would have thought to utilize. Coffee shops, all night diners, copy stores, 24 hour libraries, hotel lobbies, hospital cafeterias, even grocery stores are perfect to claim as your new "spot." Just be sure to find somewhere that's relatively quiet and appeals to the five senses in a manner that differs from your typical workspace.

In a recent article from Innovation Network, Jonathan Vehar revealed two examples of famous thinkers' workspace techniques. "Einstein came up with his greatest theories while sailing. And Edison, a man with over 1,000 patents to his credit, would go down to the dock and fish."

As for me, I like the produce section. What about you?

MELON MOTIVATOR #3: The world is your office.

Get The Heck Outta Dodge

Have you ever noticed that movie and television characters always seem to "go for a drive" when they need to figure out their problems? They don't do this because their cars have magical powers. They do it because of the displacement.

Barring any road rage encounters, driving can be a relaxing activity. And it's a perfect refresher for your brain. The combination of constant motion, changing scenery and your favorite music will certainly help you displace your mind and your body.

Hopefully not too much. You do want to make it back to work the next day!

As another example, look at Robert Lutz, the recently retired president and vice chairman of Chrysler Corporation. According to Johnathan Vehar (*ibid.*), “Mr. Lutz was driving the back roads of southeastern Michigan in a V-8 powered sports car. He conceptualized using their new V-10 truck engine in a new sports car as a way to add excitement to their product line. This eventually turned into the hot V-10 powered Dodge Viper!”

MELON MOTIVATOR #4: Motion creates emotion.

As you experiment with these four displacement techniques, remember that creativity isn’t a once a week or even a once a day thing. It’s perpetual. And it’s up to you to be on the lookout for materials you can use to build your ideas and get over that mental wall.

And while you’re at it, also remember that creativity is largely about **breaking the rules**. So don’t feel restricted in any way. After all, I’m writing this chapter at 11 PM on a Tuesday night sitting in the produce section of my local grocery store. Now THAT’S what you call motivating your melon!



revolutionary ideas come from ridiculous questions

“IF AT FIRST, THE IDEA IS NOT ABSURD,
THERE IS NO HOPE FOR IT.”

— ALBERT EINSTEIN, THAT REALLY REALLY SMART GUY —

Every creative business idea begins with a question.

A question that grabs attention. A question that might sound ridiculous at the time. A question that propels a wrecking ball of creativity through the walls of ordinary thinking. But still, a question that makes every person in the room stop what he or she's doing, sit back in the chair, stare off into space and say, “*Huh. Now that's an interesting idea...*”

That's QREATIVITY, or *creating something out of nothing by asking BIG questions.*

This idea of question-based creativity has evolved over centuries of study from around the world. "One who asks a question is a fool for five minutes; one who does not ask a question remains a fool forever," says the ancient Chinese proverb. In the same light, E.E. Cummings once said, "Always the beautiful answer who asks a more beautiful question." And Voltaire is famous for his words, "Judge a man by his questions rather than his answers."

Other creative powerhouses like Einstein, Edison and De Bono went on to perfect question-based creativity with various techniques and experiments still used by businesspeople around the world.

But sometimes, businesspeople need to ask bigger questions. Questions that push an ideas to their very limits. Questions reminiscent of Kant's Universalized Maxim which states "Act as if the maxim of your action were to become by your will a universal law of nature."

In other words: **what if everybody did it?**

Here are some excellent examples of UNFORGETTABLE businesspeople - some of whom became That Guy unexpectedly - all because they asked universalized questions to spark their QREATIVITY.

What if I met everyone who shared my same name?

Dave Gorman was a stand up comic from London who decided to search the world for other people named Dave Gorman. While it began as a whim discussed over a pint in a pub, Dave's adventures of searching for his "namesakes" led to books, television shows, DVD's and a traveling concert tour across the world. Talk about an interesting career! Check out www.davegorman.com.

What if I always said yes to everybody and everything?

Danny Wallace was a television producer who met an estranged old man on a bus who told him three words that changed his life: say yes

more. So he did. In fact, he didn't just say it more, he said it ALWAYS. To EVERYTHING. For 6 months! And it changed his entire perspective on life, helped him meet his future wife, and of course, inspired him to write a hilarious book called *The Yes Man*. Danny is now somewhat of a superhero around London. Check out www.dannywallace.com. (Interestingly enough, Danny Wallace was Dave Gorman's old roommate. Guess the QREATIVITY acorn doesn't fall far from tree!)

What if everybody wore their Lee jeans on the same day?

In 1995 somebody at Lee Jeans asked this question. 10 years later, Lee National Denim Day is the world's largest single-day fundraiser for breast cancer. On one Friday in October, National Breast Cancer Awareness Month, Lee Jeans encourages millions of people nationwide to slip into their favorite jeans and make a \$5 donation to the Susan G. Komen Breast Cancer Foundation. Since 1996, Lee National Denim Day has raised more than \$52 million for breast cancer research, education, screening and treatment programs. To learn more, check out www.lee.com.

What if everybody in Seattle read the same book?

It's doubtful that either Nancy Pearl, executive director of the Washington Center for the Book at the Seattle Public Library (WCB), or Chris Higashi, associate director for WCB, realized just how influential an idea they had conceived when they launched "If All of Seattle Reads the Same Book" in 1996. Today, over 50 cities, counties or states have begun programs that encourage communities to read the same book at the same time and then to discuss it in numerous venues. For more information, check out www.bookweb.org.

What if everybody donated just one dollar to cancer?

You've seen those ubiquitous yellow bracelets on the wrist of your friends, family members, politicians, athletes, even rock stars and

actors. In fact, they're SO ubiquitous; you can't even buy them anymore!

All those people did was donate one dollar to cancer through The Lance Armstrong Foundation. Founded in 1997 by cancer survivor and champion cyclist, Lance Armstrong, the LAF provides the practical information and tools people living with cancer need to live strong. Not to mention, their initial campaign was recorded as one of the most successful in history, raised millions of dollars for cancer awareness, and even started a wrist band fad that will probably go down as one of the most memorable trends of the new millennium. Go to www.livestrong.org.

What if every customer was always greeted at the door?

Leave it to Sam Walton when it comes to QREATIVITY. Not only was he the pioneer of employee nametags, but he changed the entire customer service process by introducing a church-style icon to retail stores: greeters. You've no doubt had a conversation with one of these people; probably sometime in the last month! According to www.walmart.com, greeters are the front-line "soldiers" of the company, and prove that people and customer service make the difference in building customer rapport.

That's QREATIVITY.

And so, I ask you: what BIG question could YOU ask today to spark your QREATIVITY?



listing helps creativity

“CREATIVE THINKING IS NOT A TALENT; IT IS A SKILL THAT CAN BE LEARNED. IT EMPOWERS PEOPLE BY ADDING STRENGTH TO THEIR NATURAL ABILITIES WHICH IMPROVES TEAMWORK, PRODUCTIVITY AND, WHERE APPROPRIATE, PROFITS.”

— EDWARD DE BONO, THAT LATERAL THINKING GUY —

To conclude this book's mini-section on expanding your creative prowess, let's talk about lists.

I love lists. I make them for everything. And I'm not just talking about groceries, things to do this week or places to see before I die; but more important lists that help me learn about who That Guy is and how he gives value.

A few years ago when I began writing books, giving speeches and publishing articles, I became obsessed with lists; mainly because

they're easier for other people to follow and easier for me to write. However, the science behind lists is a fascinating thing.

It all started with my friend Ed. He once told me to make a list called "101 Goals for 2005." *Wow, that's a lot*, I thought. It certainly put those New Year's Resolutions to shame! But coming up with 101 of anything is a lot. And over a period of two weeks, I finished my list. And as per Ed's suggestion, I made the first item on my list "Write a list of 101 goals." When I was done, I crossed it off!

Over the next few months, I looked at my list frequently. It kept my goals, dreams and desires in front of me; both business and personal. And I crossed new items off every week, accomplishing more than ever before!

Lists allow us to easily put information which belongs together in one place. They don't prioritize, segment, or bias any one item; but rather allow us to simply **get it all down on paper**. And sometimes that's the most important part of learning. In my case, I learned what goals I wanted to accomplish in 2005, some of which I NEVER would have thought of otherwise. So the beauty of lists is two sided: making the list, and using the list.

Organization

First of all, lists help you examine your ideas, thoughts and problems visually, often resulting in patterns. This works better than thinking or talking because humans remember that which appeals to their vision three times as well as any other sense. So, creating lists will widen the areas of your memory circuit and allow your information to become clearer.

Here's a great example: try making a list called "10 Problems My Customers Complain About." This exercise will identify several key difficulties for which That Guy has solutions. Not to mention, this is great information to memorize for future conversation with those customers.

Creativity

If you read any resource, book or website on creativity, all of them will tell you the same thing: lists stimulate and challenge your creativity. Sure, it's easy to pin down one answer to a problem or question. But what about 5? 7? 10? Forcing yourself to adhere to a set number of required items will generate greater depth and breadth of your ideas. Especially when you start making lists of 25, 50 and 100, you're bound to stretch your mind to its very limits!

Capturing

Have you ever heard the scientific fact that "Humans only use 10% of their brains"? Whether or not this is true, I don't know. But I do believe each one of us has a stockpile of valuable ideas, experiences, memories and brain sparks that need to be leveraged for the purposes of learning how we can become That Guy.

Here's a great tactic to help you understand your own personal brand. My mentor, Shep Hyken, author of *Moments of Magic* and *The Loyal Customer*, once told me to write my own list called "Top Ten Reasons You Should Hire Me." Wow. I'd never really thought of myself in that way. And I admit, it was a difficult task.

"But don't just put 'Because I'm nice,'" Shep told me, "write a word or phrase, then expand on it in a detailed paragraph."

So, what are the Top Ten Reasons anyone would want to work with YOU?

Learning

A few weeks ago my friend Ed – the same friend who challenged me to create that initial list of 101 Goals – summed up the issue perfectly.

"Lists help you evaluate yourself. They allow you to 'approach' who you are as a person. It's almost like building an INNER front porch."

Whoa. Somebody used my own term back to me! That blew my

mind. But Ed was right! If a front porch increases approachability, and approachability is a function of knowledge and uncertainty, then creating lists about yourself invites That Guy to get to know That Guy better.

Maybe we need to be more willing to approach *ourselves*. Or our companies. Or our personal brands. After all, Socrates once said, “The unexamined life is not worth living.”

Here are a few of my favorite lists, all of which I’ve completed and update/cross off regularly. I encourage you to take some time in the next few weeks to write a few of them out:

- 25 of Your Most Notable Business Accomplishments
- 37 Best Pieces of Business Advice You Ever Got
- 10 of Your Biggest Customer Success Stories
- 15 Reasons Someone Should Do Business With You
- 10 of Your Best Characteristics
- 10 Best Letters of Recommendation from Past Clients
- 7 Characteristics of Your Ideal Client
- 7 Clients You Never Should Have Worked With and Why
- 12 of the Stupidest Business Mistakes You’ve Ever Made
- 12 of the Smartest Business Decisions You’ve Ever Made
- 7 Most Lucrative Ways You Magnetize Your Clients

These lists will give you a better understanding of exactly who you are and how you do business. After all, before you know everything about your customers, you need to know everything about yourself.



anonymity is the greatest barrier to business success

“THOSE WHO GET NOTICED GET AHEAD.”

— TOM PETERS, THAT EXCLAMATION POINT! GUY —

Have you ever heard the expression “Like winking at someone in the dark”?

It means that no matter how great your hair looks, how stylish your new outfit is, or how witty, intelligent and charming you act; if someone can’t SEE you, she’ll never get the chance to discover how wonderful you really are.

This same property is applicable to entrepreneurs. In other words, no matter how great your website looks, how cutting edge your product is, or how savvy and creative you are; if you’re not constantly **visible** in the eyes of potential customers, they’ll never get a chance to discover how valuable you really are.

This brings us to the next essential element of being That Guy: *visibility*. It stems from another classic piece of business advice I couldn't live without:

Anonymity is the greatest barrier to business success.

I first discovered this gem during a marketing workshop hosted by a guy named David Avrin. He's known throughout the speaking industry as "The Visibility Coach" who helps professionals raise their profiles and their profits.

I first met David in the halls of our annual National Speakers Association conference. When I gave him one of my business cards, he instantly loved my idea. "Scott, this nametag/approachability thing is genius!" he said. "I wish I would have thought of that myself!"

To my surprise, a few hours later David did something incredibly nice; something incredible **VISIBLE**, that I'll never forget.

During his workshop called "Maximize Your Profile and Your Profits," Dave held up a copy of *HELLO, my name is Scott* in front of 200 people and said, "Does everybody know Scott Ginsberg? He's known around the world as 'The Nametag Guy,' and he's sitting right over there," David said as he pointed to my increasingly blushing cheeks.

"Scott has no idea I'm about to do this, but here's a copy of his first book. It's a perfect example of what this workshop is all about. And I think it's one of the most brilliant and unique ideas I've ever heard of!"

Whoa. Didn't see that one coming.

And so, when David's program was complete, at least 20 people I'd never met came right up to me and introduced themselves! Many of them simply inquired about the reactions to wearing a nametag,

while others posed questions about my books and speaking programs. All in all, David's mere mention of my book made me feel like a celebrity, albeit for a few minutes.

After the room cleared out, it was just David and me. I walked up to the stage and thanked him for his most generous gesture. He said he was happy to do it. I also thanked him for the powerful quotation during his awesome workshop.

Long story short, I ended up taking him on as my publicist. And with his help, I secured interviews on a wide variety of major media outlets. And now, thinking back to our first meeting, I know exactly why I hired David in the first place. Because after listening to him speak, I thought to myself, "This guy KNOWS visibility." And he's helped my career tremendously.

If someone can't SEE you, she'll never get the chance to discover how wonderful you really are.

But that's just the beginning. The thing about visibility is: there's a thousand ways to increase it! And because many of the chapters in this book will explore specific techniques on how to do so, I won't spend any more time talking about the big picture. You get it. And now you want tips, techniques and tricks that will actually increase it.

That way you won't just be winking in the dark.

Read on!



don't be different, be unique

"DON'T GET THROUGH, BREAK THROUGH;
DON'T HIDE OUT, SHINE OUT; AND
DON'T MEET THE STANDARD,
SET THE STANDARD."

— DAVID McNALLY, THAT BRANDING GUY —

Different is not the same as unique.

The word **different** is defined as "unlike" or "unusual," and it comes from the Latin *differre*, or "to set apart, differ."

Now, the word **unique** means something...well...*different*. (Ha ha.) It's defined as "the only one," and comes from the Latin *unicus*, or "single, sole." And according to my etymology dictionary, the word unique also evolved to mean "remarkable or uncommon."

Therefore, if you want to become That Guy, you must seriously ask yourself: "Are you different or unique?"



don't sell, enable people to buy

"PEOPLE HATE TO BE SOLD,
BUT THEY LOVE TO BUY."

— JEFFREY GITOMER, **THAT SALES GUY** —

The reason I chose the word MAGNETIZE in the subtitle of this book is because I, like a lot of business people, would rather jump off a ten story building than make cold calls.

Sure, I've *made* cold calls before. But I can honestly say that after all these years; I've only booked ONE speech as a result. Which apparently makes my closing ratio pretty crappy.

So, that either means:

- a) I suck at cold calling
- b) People won't buy from you unless you've given value first
- c) It's becoming increasingly difficult for businesspeople to successfully use interruption marketing techniques to obtain new clients

Probably all three.

On the other hand, consider this example. I've been contributing a monthly column to the *St. Louis Small Business Monthly* for the past three years. They don't pay me, but then again, I don't do it for the money. I do it because I love to write. I do it because I've developed a mutually valuable relationship with my editor, Ron. And I do it because I know that an article is one way to MAGNETIZE more business.

Because an article gives value first. It offers helpful content, displays credibility and expertise, and most importantly, builds trust between the author and the reader. And my hope is when the reader completes the piece, she's thinking to herself, "Wow, what a great article! I'd love to learn more."

Which is when the reader comes to the bottom of the page and sees the following:

Scott Ginsberg is a professional speaker and the author of "HELLO, my name is Scott," "The Power of Approachability" and "How to be That Guy." He helps people and companies MAXIMIZE personal and professional approachability – one conversation at a time. To book Scott for your next company meeting, association conference or corporate event, call (314) 256-1800 or go to www.hellomynameisscott.com.

And that's why articles beat cold calls any day of the week:
because they don't sell, they enable people to buy.

It really works, too. In fact, I can attribute over \$20,000 of business in the last three years as a result of articles. Which is exactly why, since 2003, I've been writing and publishing one article per week, every week. And while not every piece gets picked up, the more

content you have out there, the greater probability you have to MAGNETIZE more business. It's like Peter Montoya says, "Personal branding means business comes to you, even when you're not around.

But not everybody likes to write. Some people would rather make a thousand cold calls than write an 800 word article! And that's cool. It's not about writing, per se. Articles are simply one of many techniques that use your UNFORGETTABLE personal brand to MAGNETIZE more business.



don't be selfish with your knowledge

"SHARING YOUR WISDOM IS THE BEST
EXERCISE OF THE HEART."

— RALPH WALDO EMERSON, THAT WRITER GUY —

About a year ago I read an article from USA Today that stated: "8 out of every 10 Americans want to write a book; but less than ONE will actually do it."

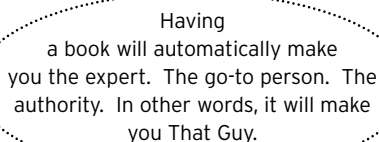
Sound about right?

Well, think about it: how many people (yourself included) have ever said, "I would love to write a book someday!"? My guess is, a lot. And after being a board member of the St. Louis Publishers Association for the past few years; as well as authoring several books myself, allow me to explain why people think this way:

- 1) They don't **think anyone will read** their book
- 2) They don't **know how to start** writing their book
- 3) They don't **possess the discipline** to finish their book

Due in part to these reasons, people end up NOT writing their books. Which is a shame, because I know there are some amazing books out there just waiting to be written and shared with the world.

Like yours.



Having
a book will automatically make
you the expert. The go-to person. The
authority. In other words, it will make
you That Guy.

And speaking from experience, let me say this: there is no greater smell than that first copy off the printing press; no better sense of accomplishment than to hold your own book in your hand; and no funnier moment than reading through that book only to discover how many typos you overlooked - yet NOT caring because that baby is DONE!!

Not to mention, having a book will automatically make you the expert. The go-to person. The authority.

So, take it from someone who's done it three times: writing a book *will* be the hardest thing you'll ever do in your life. But it *will* be worth it the next time you're sitting on an airplane beside a potential customer to whom you can say, "Oh, here! Enjoy a copy of my new book!"

And here's the thing: **you don't have to be great to get started; but you have to get started to be great.** So if you want to write a book, do it. Now! The only person standing in your way is the author.

(That's you.)

But I promise, writing a book perhaps THE most effective way to MANGETIZE more business.



**if everybody did
exactly what you
said, what would
the world look like?**

**"EACH PERSON HAS THE RIGHT TO SHARE
HIS POINT OF VIEW WITH THE WORLD."**

— MARK SANBORNE, THAT FRED FACTOR GUY —

In order to be UNFORGETTABLE, you must have your own philosophy. A lens. A paradigm. A system. A unique method or expertise unlike anyone else in your industry.

I call this a "School of Thought," and it all started when my best friend, mentor and former 10th grade English teacher, William Jenkins, asked me an extremely powerful question:

If everybody did exactly what you said, what would the world look like?

When you find the answer to that question, you've got your philosophy. When you find your philosophy, you've got your uniqueness. And when you find your uniqueness, you become That Guy.

And here's the best part about a School of Thought: **you already have one.**

Most people have certain philosophies and theories about business, but few people write them down. So take some time one Saturday or Sunday, go to the park (or the supermarket) and organize your thoughts. Think of yourself as a famous philosopher who is writing his or her manifesto about business.

Now, you don't actually have to write the whole thing out, but list several key areas of your business along with which rules, theories or philosophies you adhere to in order to become successful, unique and valuable. You never know, you may already be the next great business thinker! And you'll also be surprised at how easy it is to organize your ideas once you do so visually.

I started this process after the first two years of my business. I developed something called "The Approachability Philosophy," which helps my clients understand exactly how I work, and how approachability works as well.²

THE BEST PART: ultimately, having your own School of Thought helps you become a **shoulder angel**. You remember those little buggers from the cartoons, right? They'd always appear out of a poof of smoke whenever a character was faced with a difficult decision. The devil and the angel would sit atop the cartoon's shoulder and try to persuade that individual to follow certain advice.

² To view a visual map and video of my philosophy, go to www.hellomynameisscott.com

OK. That's you. The angel. (Not the devil!) And when you have a School of Thought, when you are That Guy, you become the voice of reason, the voice of expertise, speaking into the ears of your customers.

After all, you know more about something, or are better at something that anyone else in the world! And when people have a problem, they need to automatically think of you, That Guy, whose School of Thought will help them solve their problem.



if you don't have a blog, you're a putz

"BLOGGING ENABLES COMPANIES TO
CONVERT CUSTOMERS INTO WORD-
CHAMPIONING EVANGELISTS, A POWERFUL
MECHANISM FOR TRUE BELIEVERS TO
SPREAD THE WORD ABOUT WHAT YOU DO
AND WHY OTHER PEOPLE SHOULD BELIEVE
IN WHAT YOU ARE DOING."

— ROBERT SCOBLE, THAT MICROSOFT BLOGGER GUY —

It's the most important part of the Internet today. It's a highly controversial issue in the area of free speech. It's the reason anybody in the world – businessperson, grad student, church pastor, pilot or teenager - can have a voice.

It's a blog. And if you don't know what that word means, prepare to be enlightened.

Let's start with the facts. The following list which was paraphrased

from www.blogger.com will give you a crash course on blogging basics:

- A blog is a journal that is available on the web, short for the word “weblog”
- Blogs generally represent the personality of an individual, website or company
- A blog is a frequent, chronological publication of personal thoughts and Web links
- The activity of updating a blog is “blogging,” someone who keeps a blog is a “blogger,” and all the blogs in the world represent the “blogosphere”
- Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog
- A blog is often a mixture of what is happening in a person’s life and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people
- People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems, most notably Blogger at www.blogger.com
- The content and purposes of blogs varies greatly - from links and commentary about other web sites, to news about a company/person/idea, to diaries, photos, poetry, mini-essays, project updates, even fiction

Ok. Now that you’re up to speed on the term, let’s explore six ways to pump up your posting prowess.

TIP #1: Consistency

Technorati is THE authority on what’s going on in the world of blogs. (In March of 2006, they tracked over 30 million blogs.) Unfortunately, too many blogs lack consistency. And too many people create a blog simply for the sake of creating a blog. In other words, they’re not updated regularly. The blogger posts a dozen or so posts initially, and

then forgets all about it.

Therein lies the first key point: **if you're going to blog, blog often**. After all, it IS a marketing tool. You wouldn't run one newspaper ad on a random Tuesday and never advertise again. You'd do it consistently. So at the least, post more than twice a week.

TIP #2: Audience

If you post on a blog, you must talk directly to the reader. Keep it real. Keep it personal. Ask questions. Write conversationally. And don't be afraid to change your writing style to a more informal nature. Your readers will feel more comfortable offering their own comments after each of your posts. That's the whole point of a blog: **to create community**. To create fans. And if you want to do that effectively, you must do so on a one-on-one basis.

TIP #3: Theme

All posts on your blog need to maintain consistency with your theme. So, before you even begin a blog, think back to last chapter's big question: *If everybody who read my blog did exactly what I said, what would their world look like?* Once you've answered that question, you'll have a theme to which all of your future blog posts will adhere.

Most blogs will have sections in which you can both name and explain what your blog is about. So, once you've uncovered your theme, you can easily come up with a pithy title and concise explanation. This will assure that every person who comes to your blog will know exactly what it's about as soon as they arrive.

TIP #4: Resource

Blogs aren't just for ranting, complaining, telling stories, asking questions and facilitating discussion. They're also resources. And each of your posts should contain at least one link to another blog or website that connects with your idea. This not only gives value to the reader, but creates internetworking opportunities as well. Furthermore, every

time you connect your blog with someone else's, it's an opportunity to meet a fellow blogger with whom you can develop a mutually valuable relationship.

TIP #5: Visual

We live in a visual culture. People need stimulation. And when it comes to blogs, readers expect to see pictures, graphics, diagrams and other visuals to help accentuate your points. Use pictures from your own library, download free images that connect with your post, or even use picture links from other blogs. Whatever you do, just be sure to have something visual other than your words.

TIP #6: Sales

Many bloggers use their posts to help drive sales for their products or services which are consistent with the theme of the blog. The key to doing so successfully is accessibility and subtlety. So, make your products visible to your readers at all times. Scroll images of your items down one side of the page with links to your website. But keep the selling to a minimum. Readers of your blog don't want to be bombarded with ads. The average person already is exposed to 3000 ads a day, according to a 2003 UCLA study! So don't worry; informational, interesting and creative posts will do the selling for you.

If everybody who read my blog did exactly what I said, what would their world look like?

Blogging Research

Naked Conversations is the leading book that truly captures the essence, importance and value of why businesspeople need to blog.

It's written by Robert Scoble and Shel Isreal. Robert Scoble helps run Microsoft's Channel 9 Web site. He began his blog in 2000 and now has more than 3.5 million readers every year. Scoble's blog has earned acclaim in *Fortune* magazine, *Fast Company*, and *The Economist*. Shel Israel played a key strategic role in introducing some of technology's most successful products, including PowerPoint, FileMaker, and Sun Microsystems workstations. He's been an expert on innovation for more than twenty years.

Now, since I always enjoyed book reports when I was a kid, here are the best quotes from the book that are worth repeating:

"While as many as 1/3 of all blogs started may be abandoned within a year, the overall growth of blogging is among the fastest of any technology in history. According to Pew, 1/4 of all Web users in the US read blogs, and that number is increasing at the rate of 60% annually."

"The most important aspect of the blog is that it is conversational ... businesses need to join the conversations because they build trust ... blogs also humanize companies, or at least the people who work inside them."

"Blogging turns out to be the best way to secure a high Google ranking ... nothing will boost your search engine standing better ... neither a press release nor a full page ad in the New York Times will boost your search engine rankings as much as a regularly updated blog."

"While word of mouth has always been the most credible way to expand awareness and adoption, blogging fits into all this as the most powerful word of mouth delivery mechanism to date."

"The blogosphere is a better place to market your reputation than sell your goods, and in the end that will prove more valuable."

"Because blogs help organizations get closer to customers and customers closer to brands, blogs are a powerful tool that few can afford to ignore."

"Good word of mouth in the blogosphere leads to coverage in the offline media."

"Authenticity is the core value that makes blogging such a new and different way for businesses to communicate. If authenticity is the defining feature of blogging, then credibility is its benefit."

There are no two ways about it: **blogging is a must.**

Interestingly enough, *How to be That Guy* only took about two months to write. And do you know why? Because each of the 47 chapters started out as short blog posts on www.hellomynameisblog.com

Cool, huh?

Also, check this out: in early 2006 I started a **second blog** called “Adventures in Nametagging”:

www.myspace.com/thatguywiththenametag.

You better believe that’s going to become my next book!

Just don’t tell anyone. ;)



own a word

“FOCUS YOUR BRANDING EFFORTS
ON OWNING A WORD IN THE
PROSPECT’S MIND. A WORD
THAT NOBODY ELSE OWNS.”

— AL RIES, THAT IMMUTABLE LAWS GUY —

When I hear the word *psychology*, I think of Dr. Phil.

When I hear the word *motivation*, I think of Tony Robbins.

When I hear the word *marketing*, I think of Seth Godin.

And when I hear the word *closeout*, I think of my Dad.

Why? Because each of those people are individuals who, in MY mind, have the most expertise about, and most association with a particular word. That’s called **word ownership**.

In terms of being That Guy, however, word ownership is a great advantage to your business. It differentiates you from your competi-

tors, keeps you in the minds of the people you serve and positions you an expert. Ultimately, it's a fundamental key to entrepreneurial success because it gets your foot in someone's mental door.

In Al Ries's famous book, *22 Immutable Laws of Branding*, he explains that if you want to build a brand, you must "Focus your branding efforts on owning a word in the prospect's mind. A word that nobody else owns."

He also said, "Forget about the laundry list of wonderful attributes your product has. You can't possibly associate them all with your brand name in a human mind. The key to getting into the consumer's mind is sacrifice. You have to reduce the essence of your brand to a single thought or attribute. An attribute that nobody else already owns in your category."

With that in mind, the first question to ask yourself is, "Do I already own a word?"

If so, congrats! You're way ahead of the crowd. If not, that's cool too. (Odds are, you already DO own a word and you just don't know it yet.)

To discover which word you own, ask yourself the following questions:

- * If you looked up the word _____ in the dictionary, you'd see a picture of my company
- * If you googled the word _____, the first ten pages would be my company's website
- * If I was about to give a speech to 10,000 people and one of the audience members came back stage and asked, "So, what's your speech about?" I'd probably say _____
- * In my marketing materials, the one word you will find that no other company uses is _____
- * If CNN called me for an interview, they'd want my expert opinion on _____
- * After people get to know me, they'll never think about the word _____

- _____ the same way again
- * The reason my customers love me so much is because I always help them with _____
 - * If people were talking about me behind my back, they'd probably call me "The _____ Guy" (or Girl)

Obviously, the goal of this exercise is to arrive at the same answer for every question. Now, if you can't do that yet, here's what to do. Ask those same questions to 20 of your closest friends, family members, customers and coworkers. They might match with some of your answers, they might be way off, they might even think of words that never occurred to you! But at least it will give you an objective look on your degree of word ownership, as well as your status as That Guy.

Hey! That's My Word!

OK, now that you've explored some possibilities as to which word you own, you need to maintain that ownership. After all, that word is yours, baby! Nobody else in the world deserves to own it besides you! Here are some suggestions to make sure you keep it.

REGISTER IT: just for kicks, see if www.yourword.com is already taken. If not, get it! Domain names are like currency these days! You might also try registering a domain name with your word in the URL, i.e., www.thebotanyexpert.com or www.perfectfamilyphotos.com. This will better position you in search engines.

RESEARCH IT: find out everything you possibly can about your word. Search for books on Amazon with your word in the title. Go on Google, type in your word and spend an hour a week reading every entry you can. Look up the etymology of your word's origin. Do anything you can to increase your knowledge because, after all, you're the expert on that word!

RECORD IT: write and publish articles related to your word. Think of yourself as a syndicated columnist, whose weekly articles always have something to do with your word. And if you're stuck on ideas

for articles or have trouble writing, don't worry. Just go online and search "article" + "your word." Thousands of articles on your word will come up and that will stimulate your creativity.

REVEAL IT: once you've developed and positioned your expertise on your word, tell everyone! Use it in your collateral materials, website, newsletter, public appearances, client meetings, face-to-face networking or any of your other marketing channels. Shout it from the rooftops! Over time, customers and prospects will recognize the connection between YOU and your word. And they will know that whenever they need help on (insert your word here), there is no person in the world they'd rather call than you!

OK. You now own a word. The world knows it. Your customers know it. Even Google knows it! So the next question is: *how will this word change your business?*

I'm so glad you asked.

Here's a personal example of word ownership at its finest. It all started with a voicemail waiting on my cell phone as I walked off the airplane into the St. Louis terminal.

"Yes, Mr. Ginsberg, I'm one of the editors of *Cosmopolitan Magazine*. I'd like to set up an interview with you for an upcoming piece. Please call me back at the following number ... "

When I returned her call, she enthusiastically replied, "Oh great! I'm so glad you got right back to me – my deadline is tomorrow!"

"So, what can I do for you?" I asked.

"Well, have you ever seen those little 'quizzes' that Cosmo runs every month?"

"Oh, right. My girlfriend used to take those things in college." I replied.

"Exactly. Well, as the editor of the section, it's my job to seek out experts to help create those quizzes. And in our upcoming issue for January 2006, we'll be running a quiz called 'Are You Approachable?'"

"Reeeeeaaaalllly," I said.

"Yes. And in my research for possible contributors," she continued, "I went on Amazon to search for books about approachability. And guess what? Your book was the first and only title that came up! So, we'd like for YOU to write the quiz. After all, you are the expert. Would you be interested?"

Um, are you kidding?! Me, write a quiz for one of the most widely read publications in the world?! I thought.

"Yes. Yes I would," I said.

Word.

Here's a snapshot of the piece, or if you want, you can take the quiz on www.cosmopolitan.com or www.hellomynameisscott.com.





fans, not customers

“MARKETING IS ABOUT TURNING STRANGERS INTO FRIENDS, FRIENDS INTO CUSTOMERS AND CUSTOMERS INTO FANS.”

— SETH GODIN, THAT PURPLE COW GUY —

I’ve been to 97 concerts in my lifetime. I know this because every ticket stub of every show I’ve ever seen since I was 12 lay under a sheet of glass on my coffee table. Some of the stubs are signed by my favorite musicians; some are tattered and torn from the pouring rain through which I stood and sung for hours. Some of the tickets aren’t even tickets! They’re napkins or flyers I stole from the venue because I just HAD to get a memento from every event.

And each day when I look at those faded pieces of cardstock, I don’t just think about some of the greatest memories of my life.

I think about being a fan.

A fan who would stop at nothing to watch his favorite bands play live. Even if he’d already seen them 8 times before. Even if he had to

drive three hours each way. Even if he had to skip school to wait in line to get tickets, stay out all night and then fail his midterm in Marketing 391 the next morning.³

Because that's what fans do.

But does the term “fan” ONLY refer to a music lover, sports enthusiast or dedicated follower of a performing art? What about business?

Let's ask Webster. It defines a *fan* as an “enthusiastic devotee or an ardent admirer or enthusiast.” They also have related words for fan like: addict, aficionado, buff, bug, devotee, enthusiast, fanatic, fancier, fiend, freak, lover, maniac, nut, groupie; admirer, collector, connoisseur, dilettante; authority, expert; cultist, disciple, follower, votary; backer, patron, promoter, supporter; partisan, zealot; booster, rooter and well-wisher.

You get the point.

And so, it isn't just painted faces and screaming audience members; **it's simply someone who “loves your stuff.”** For example, maybe someone's been to your website before. Bought your products before. Worked with your people before. Stayed at your hotel before.

Then one day they come to you and say, “You know, I just LOVE your stuff.”

If you ever hear those beautiful words come out of your customer's mouth, congratulations. You have a fan. And fans are the most important people in your business.

Fans are better than customers because they're devoted to you and your company. They stick with you and come back for more. And most importantly, they tell all their friends to do the same.

³ Hypothetically

So the question is: how can companies create and keep their fans?

Well, since the term “fan” is most often associated with music, let’s look at four of my favorite musical performers and bands to see what they do.

Riding with the King

B.B. King has been playing the blues since he was 18 years old. Recently, I saw The King in concert on his 80th Birthday Tour. Wow! That means he’s been creating and keeping fans for over 62 years.

After the show, I figured out why he’s known as “The King of the Blues.” It’s not because he’s a precise, gifted guitar player. It’s not because he sings with more soul than a church choir. It’s because he’s a storyteller. And his stories throughout the concert captivated 5000 screaming fans who will never forget “riding with the king.”

And why? Because it wasn’t a concert, it was an **experience**. It was unlike any of the other 96 concerts I’d ever seen. That’s why I’ll go see B.B. next time he comes through town. That’s why I’ll buy his next album. And that’s why I’m using him as an example in this book.

FAN CLUB RULE #1: Fans crave an experience.

The Best of What’s Around

I’ve been a hard core Dave Matthews Band fan since 1994 when his debut album changed the face of “jam rock” forever. And by hard core I mean: I’ve seen him in concert I-can’t-remember-how-many times; I can play every song he’s ever written on the guitar; I’ve bought every album, every DVD, every t-shirt; even joined his fan club online so I can get advanced notice (and priority seating) for upcoming shows!

But then, in February of 2001, something happened. Something that almost killed me. DMB released their 7th album, *Everyday*.

And I hated it.

I listened to the CD twice on the day I bought it and never listened to it again. The reviews were terrible. And all of my fan-friends agreed that it was the band's worst album to date. I was so disappointed, I felt sick. After all, this was my favorite band in the world and they'd let me down!

But were they about to lose me as a fan?

No way.

Because I knew that someday, they'd win me back. Even the great DMB was capable of putting out a bad album. And sure enough, one year later, they released their 8th album, *Busted Stuff*. And it was unbelievable. I listened to it over and over again. Then I paid \$72 to see them in concert for the umpteenth time.

And why?

One word: **loyalty**.

FAN CLUB RULE #2: Fans will stick with you, even when you make a mistake.

Gimme Shelter

VH1 once did a countdown of "The Greatest Rock and Roll Bands of All Time." Their number one pick: The Rolling Stones. And I remember watching the program with my dad (another dedicated fan) who said, "I can't believe they beat out the Beatles!"

"Yeah, but the Beatles' last concert was in 1966," I said. "The Stones are like, **in their 60's**, and they're still rockin' and selling out stadiums!"

That's why, three weeks later, I skipped class to stand in line outside of a record store for three hours freezing my butt off with \$700 worth of my friends' ticket money in my pocket.

Because it was the Stones, man. THE STONES!

The show was unparalleled to anything we'd ever seen before – or would ever see in the future. My friends thanked me non-stop for three weeks. And I knew that everything I'd gone through was worth it.

Because that's what fans do.

Come on, you do it too. How many times have you driven that extra few miles just to eat at the restaurant you love so much? How many times have you gone to store after store, looking to re-buy that ONE item you can't live with out?

Just imagine if your customers did that for YOU.

FAN CLUB RULE #3: Fans will go to the ends of the earth for you.

With Or Without You

I first heard the song "Vertigo" by U2 while driving to a speech one morning. After the song was over, the DJ said, "And that's the new hit single from U2! Their new album just hit stores today. It's called ... "

And that's all I needed to know.

I immediately exited off the highway and drove right over to my local record store. Within 5 minutes I had their new album in my CD player. I listened to it 7 times that day. Then I called every other U2 fan I knew and told them to go buy it. Then I burned copies for my friends. Then I listened to it three more times the next day. Then I spent \$178 dollars to see them in concert when they came through town 9 months later.

Because when it comes to U2, nothing else matters. I just love them THAT much. I'm such a die hard fan that I don't care what the critics say about the new album; I don't care how much the ticket costs; I don't care what else I have to do that day. I need my U2. And that's that.

Would your customers do that for you?

FAN CLUB RULE #4: Fans don't need to be sold.

Fans, Not Customers

The business world is obsessed with the word "customer." In fact, if you type in the word "customer" on Amazon, 174,906 books come up. And if you type in the word "fan," 5,418 books come up.

My opinion? **Customers, schmustomers.** You need fans. Fans are people who will do your marketing for you, encourage and support everything you do, and most importantly, tell all their friends to become fans of yours too.

So, if you want to create and keep those fans, remember these four keys:

Fans crave an experience.

Fans will stick with you, even when you make a mistake.

Fans will go to the ends of the earth for you.

Fans don't need to be sold.

That reminds me: in late 2005, I was asked by the Word of Mouth Marketing Association (WOMMA) to give the keynote address at their 2006 convention along side three best-selling authors. (Gasp!)

Right before signing the contract, I asked my newly acquired client an important question, "Why me?"

And do you know what he said?

"Scott, I love your stuff."



kiss your power suit goodbye

“EVERY TIME A WOMAN LEAVES OFF
SOMETHING SHE LOOKS BETTER, BUT
EVERY TIME A MAN LEAVES OFF
SOMETHING HE LOOKS WORSE.

— WILL ROGERS, THAT OLD FUNNY GUY —

I once had lunch with a colleague when the topic of business attire came up. As a 25 year veteran of the corporate world, she was curious about my thoughts on power suits. So, when she asked what I chose to wear during meetings, speeches, conferences, etc., I told her that I wasn't a “suit and tie” kind of guy. But I also thought it was important to exude a sense of professionalism while staying consistent with my brand and individual style.

She then gave me a brilliant piece of advice I'll never forget:

“There’s no such thing as a power suit anymore. The outfit that allows you to feel most comfortable and most like yourself will, in fact, give you the most power.”

What about you?

What does That Guy wear?



be the only one

“DON’T JUST BE THE BEST AT
WHAT YOU DO; BE THE ONLY ONE
WHO DOES WHAT YOU DO.”

— JERRY GARCIA, THAT GRATEFUL DEAD GUY —

Is there anyone else who does exactly what you do?

That’s a BIG question. A question that businesspeople **need** to ask themselves. A question that not *enough* businesspeople ask themselves. So, before you continue on in this chapter, I want you to seriously consider your answer.

Is there anyone else who does exactly what you do?

In my industry, there are approximately 5000 professional speakers. And during my initial research before entering into the profession, I learned that the most common “topics” were leadership, peak performance, sales, communication and customer service.

But the more speakers I met or read about, the more I realized: *I don’t*

want to be another “communication” or “networking” speaker...

...I want to start my *own* topic.

So I did.

I leveraged my experiences, experiments, observations and stories from wearing a nametag 24-7 and combined it with thousands of resources, articles, case studies and books on communication. Then, through consistent publishing of books, articles and speaking, I became the **ONLY** professional speaker in the world whose expertise was on **approachability**.

This doesn't just apply to speakers. Whether you're a financial planner, consultant, author, store owner, artist or any type of entrepreneur, you still need to be **the only one**.

Here's why...

When you're the only one, **customers come to you**. Because you're That Guy. You're the go-to person. You're the expert. You're the authority. You're the professional they trust will help solve their specific problem based on your specific expertise. It's The Law of Attraction. And you've GOT to embrace it.

Whether you're a financial planner, consultant, author, store owner, artist or any type of entrepreneur, you still need to be the only one.

BOTTOM LINE: the more imitable you are, the less valuable you are.

Besides, if you're like everyone else, what do your customers need you for?



be your own adjective

“LIVE YOUR VALUES, TALENTS, TASTES OR
STYLE SO PASSIONATELY AND OPENLY
THAT OTHERS KNOW EXACTLY
WHAT YOU STAND FOR WITHOUT
NEEDING TO ASK YOU.”

— ANDREA O'NEILL, *THAT BRANDING QUEEN* —

What do Quentin Tarantino, Bob Dylan and Seth Godin have in common?

They've all **become their own adjective**. Think about it:

- When you hear any folk song recorded after 1970, there's always that faint trace of Bob Dylan's influence in between the notes. And you think, “Hmm...this song has a Dylan-esque sound.”
- When you watch a movie that has rapid-fire dialogue (loaded with pop cultural references) and a non-linear plot style, you comment, “Ah yes, very Tarantino-like.”
- And when you see an advertisement, website or idea that's so

incredibly remarkable, so cool and so word-of-mouth-worthy, you smile and say, “Ha! That’s such a Seth Godin thing to do!”

These individuals have become their own adjective because, over a period of years, their uniqueness, artistry, school of thought, talents, style, visibility, expertise and consistency have become so recognizable, so memorable and so prevalent in their respective industries that people actually begin to use their NAMES as adjectives to describe other things IN that industry.

This is a fascinating personal branding phenomenon. The root of the idea actually dates back several decades when certain brands that were the first of their kind experienced something called *genericide*.

Genericide is defined by WordSpy as, “The process by which a brand name becomes a generic name for an entire product category.”

Take *Trampoline*, for example. Originally, it was the actual brand name for a fun, spring-like toy on which people could bounce up and down. But as its popularity grew, and as more and more companies created copycat products with different brand names; customers still referred to any other toy in the same category as a “trampoline.”

And ultimately, the success of the product was the difference between *Trampoline*, the proper noun that was the brand name; and *trampoline*, the adjective of a certain kind of toy.

One capital letter made all the difference. *God I love the English language!*

Now, the list of brands associated with this phenomenon goes on and on. And while the topic of genericide has been researched in detail through notable products such as Kleenex, Scotch Tape and Rollerblade; the personal branding movement has slightly altered this concept.

Because now, since YOU are the brand, since YOU are the company,

since YOU are That Guy - YOU need to become your own adjective.

Andrea O'Neill, Brand Strategist and Executive Marketing Coach, strongly believes in the power of becoming your own adjective. "It means you live your values, talents, tastes or style so passionately and openly that others know exactly what you stand for without needing to ask you," says O'Neill, " ... and if you express your passions honestly in your every day actions, those around you will know exactly where you stand."

Adjectivity first exists in the minds of the people you know best. O'Neill uses the example of clothing. "Have you ever walked through a department store, saw an outfit on display and said, 'Oh, that dress is SO Mary?'"

That's because, in someone's mind, "Mary" has become her own adjective.

But we're not talking about clothes. This is about marketing. It's about top of mind awareness. And it's about being **known for something**. Therefore, adjectivity must next exist in the minds of your customers, prospects and fans. And in order to MAGNETIZE more business to YOU, think of adjectivity in this way:

- Becoming your own adjective is like word ownership ... raised to the 10th power.
You don't just own the word, you ARE the word.
- Becoming your own adjective is like being That Guy ... on marketing steroids.
You aren't just that guy, you're the STRONGEST guy.
- Becoming your own adjective is like **telling your story** ... on the FRONT PAGE of the New York Times.
And everyone's reading it.

- Becoming your own adjective is like **doing something cool** ... that instantly becomes the HOTTEST new trend.
But it doesn't fade away.
- Becoming your own adjective is like creating **fans, not customers** ... who love your work SO much, they'd move heaven and earth to support you.
Then they'd tell all their friends how great you are.

But of course, this only happens when you market yourself daily. When you constantly put yourself, your ideas and your business out there for the world to see, all of which must be consistent with who you are, what you do and how you do it.

That's how you become your own adjective.

In closing, I'd like to share a line from David McNally's book, *Be Your Own Brand*:

"Don't STAND out, SHINE out. Don't MEET the standard, SET the standard."

Yeah, I know, closing a chapter with a quotation is such a "Tony Robbins" thing to do.

(*wink*)



be ubiquitous

“BUSINESS IS JUST A MATTER OF BEING
EVERYWHERE.”

— CAROLYN KEPCHER, *THAT APPRENTICE LADY* —

Great word: *ubiquitous*.

It means “existing or being everywhere at the same time, constantly encountered or widespread.”

Some synonyms include: everywhere, pervasive, far-reaching, copious, continual, everyday, familiar, persistent and recurring.

The word *ubiquitous* first struck me when I lived in Portland, Oregon. Home of the Trailblazers, the best salmon rolls ever, and of course, more Starbucks than any city in the world. Seriously, there was a Starbucks three blocks north of my apartment and two blocks west of my apartment. It reminded me of my favorite Onion article, “New Starbucks Opens In Rest Room Of Existing Starbucks.”

But all kidding aside, the lesson is simple: **in order to become That Guy, you've got to be everywhere.**

The word *ubiquitous* is valuable to businesspeople, entrepreneurs, marketers, authors, or pretty much anyone who has an idea for which they hope to create and maintain fans.

Insofar as you are *ubiquitous*, you increase That Guy's visibility and brand recognition.

Not to mention your credibility, since customers only give you credit for that which they see you doing consistently.

So, ask yourself these questions: are you *ubiquitous*? is your company *ubiquitous*? and are you taking advantage of blogs, newsletters, search engines, podcasts, article databases, Squidoo, MySpace, social networking sites and the like in order to BE *ubiquitous*?

I hope so! Because when you ARE *ubiquitous*, you'll start to hear your customers, fans and friends say those three magical words: "Wow, you're everywhere!"



be transparent

“WE LIVE IN THE AGE OF TRANSPARENCY.
IN THE END, YOU CANNOT FAKE VALUE
CREATION.”

— DEAN KREHMEYER, THAT ROUNDTABLE GUY —

My friend Sean Murphy, aka “The T-Shirt Guy” from CustomInk.com GETS it. We became friends after a speech I gave to the Word of Mouth Marketing Association.

Go to his site. And you, just like me, will be instantly magnetized to this bar on the right side of the page. When I first saw it I thought to myself, *that’s the most brilliant thing I’ve ever seen.*

It’s honest. Open. Approachable. Transparent. Credible. And the thing is, customers rarely (if ever) see online retailers doing stuff like this.

Why not?

Because they’re scared? Because they don’t care? Who knows.

Talk to a real person
800.293.4232

Customer Satisfaction

98.87%

Percentage of 48,356 customers surveyed who would order again. (as of 02/01/06)

Today's Uncensored Customer Reviews

11:09am eastern...

"very good experience"

-David M.

Providence , RI

11:02am eastern...

"I came to the website, played around with the design a little bit, made the order, and then got the T-Shirts a day earlier than expected. It was easy, and easy is good."

-Christopher L., NCOIC, Marine Corps
Camp Lejeune, NC

[See More](#)

So I asked Sean about his Instantly Updated, Always Uncensored Customer Satisfaction Bar, and here's what he had to say:

"Our uncensored customer reviews are very much like an introduction to someone by your friend. If there is a person you want to meet at a social gathering, it's more comfortable for most of us to be introduced to them rather than walking up to them cold. Or another way to look at it, is that our uncensored customer reviews are like the conversations you hear when you walk into a neighborhood store.

New visitors to CustomInk.com see the comments, both the good and the bad ones, that were posted moments before they visited the site — just as if they'd walked into their neighborhood store. Of

course, 99% of what our customers say about us is positive but the public nature of this feedback motivates us to aim for 100%.

I wouldn't call it a marketing tool, but in my personal life, honesty and transparency are two essential factors in my relationships with both people and companies. I guess it all comes back to the golden rule, treat others as you would want to be treated."

What are you doing to maintain transparency?



the most important word in marketing

"CUSTOMERS BUY FOR THEIR REASONS,
NOT YOURS."

— ORVEL RAY WILSON, THAT GUERILLA GUY —

A quick note before you start this chapter...

What you are about to read is a reprint of an article I wrote in the fall of 2005. Out of the 100+ pieces I've contributed to various online and print publications over the last several years, this has been the single most successful, widely read and most profitable column I've ever written. It has led to over \$10,000 in business and invaluable amounts of web recognition. Enjoy!

* * * * *

What's the most important word in marketing?

Free?

Why?

Truth?

Honesty?

Integrity?

At first glance, it seems like a simple question. But the more you think about it, the more complex it gets. One could probably argue any number of answers based on his or her beliefs, values or type of business.

But is there really *one* word that's more important than all the others?

One word without which your marketing efforts will be unsuccessful?

I recently surveyed dozens of marketing professionals, authors, consultants and small business owners on www.hellomynameisblog.com. The results included a wide range of words; from the emotionally charged to the pragmatic, from the right brain to the left brain and from the customer focused to the company focused. But all of the suggested "most important words in marketing" fell into one of two categories: Traditional Marketing or Modern Marketing.

Traditional Marketing: The Old School

Traditional Marketing used to be all about advertising. It was expensive, short lived, and had little to do with the Internet or word of mouth. Also, it aimed its messages at passive audiences. Leading expert and best selling author Seth Godin calls this "Interruption Marketing," in which the marketer talks directly to as many consumers as possible.

Now, although this traditional style of marketing has lost some of its prowess to the fierce competition of the web, it's still a powerful medium through which companies can reach their customers. Let's see which words the experts chose from this category.

NOTE: before you read the survey results below, take a minute to answer the question for yourself: **What do you think is the most important word in marketing?** Once you've made your decision, read on and see how your answer compares.

NEW

"NEW is probably the strongest word in marketing," explains Ronnie Horowitz from *The TRIZ Journal*. "People are attracted to new products like a magnet. Introducing new products on a constant basis is the best way to get attention and invaluable free publicity for your business."

WHY

Michael "The Success Doctor" Fortin believes the most important word in marketing is **why**. "It is much better to communicate why you are original, special or unique; why you are better, different or superior than competitors – not just the fact that you are. Imply your superiority by specifying as much as possible."

CUSTOMER

Sivaraman Swaminathan from Customer World says we shouldn't overlook the obvious word, **customer**. "I think marketing has evolved because the focus is on the customer. The soul of marketing is the customer. And in marketing, you will fail even if you have greatest passion for the wrong target audience; you will fail if you don't know whom you should respect, and you will fail if you don't know which customer to trust."

YOU

Similarly, Robert Middleton from Action Plan Marketing said, "The most important word in marketing is **you**. That is, marketing needs to convey very clearly what's in it for the client or customer."

FREE

Free was also touted by several experts as the most important word. Edward "Skip" Masland, owner of Web Solvers said, "Free was, is and

will always be the most powerful word in marketing. It attracts eyeballs. It gets results and responses quickly. And marketers may not profit today – or tomorrow – but if they can generate a groundswell of interest from something free, they know they will profit sooner or later.”

On the other hand, Bob Serling from Idea Quotient wrote an article claiming that free was the most *dangerous* word in marketing. “I’ve been advising businesses for nearly 20 years that a model driven by attracting prospects through giving something away for free is almost always a model for failure. And it doesn’t matter whether you use this model online or offline – it will nearly always fail.”

LISTENING

Next, Karen from DeSign Matters explained that the most important word in marketing was something you DON’T say. “I think the word is **listening**. A little time leaning back and listening quietly can save time, money and leave the client and customer feeling that someone truly heard what they were trying to say.”

BECAUSE

Michael Daehn, author of *Marketing The Church* explained, “I read a case study about cutting in lines at a copy machines. The hypothesis was that the word ‘please’ would get the best response. But the results proved that the word ‘because’ received a much better response given that the word offered a reason to let someone cut in line. Therefore, we as marketers need to give customers a reason to buy.”

RESULTS

Lastly, Michael Cage from Small Business Marketing Systems said the most important word in marketing was **results**. “Small businesses are often suckered into fluffy, fancy marketing concepts that sound great but produce absolutely nothing in the real world. If the business owner or marketing department can’t tie what they do to results, likewise, they need to step back and get it right before passing go.”

Modern Marketing: The New School

20 years ago, nobody knew what the words “blog,” “RSS feed,” “personal branding,” “viral marketing” or “Google” meant. But now – at the risk of sounding cliché – *the rules have changed*. Business is different. Customers are smarter. And marketing isn’t the same old run-a-bunch-of-ads-and-hope-people-buy-your-stuff system.

Now, it’s all about creating an emotional connection. It’s about being UNFORGETTABLE, unbelievable and unique. It’s about providing an experience that’s so fantastic, customers not only remain loyal to you – but they tell all their friends to do the same.

Here’s what the experts said about the most important words in Modern Marketing.

RESPECT

It’s not surprising that Seth Godin – author of seven best selling books about how to make your business remarkable – always emails me back within 30 minutes. I drop him a line every once in a while to pass along an interesting website or, in this case, ask a question. He replied with a brilliant one-word answer: **respect**. Period.

AUTHENTICITY

John Moore, owner of Brand Autopsy, maintained the most important word in marketing was **authenticity**. “With the world becoming one gigantic ad, consumers today can sniff out anything that smells the least bit fake and inauthentic. Success will come truer and faster if companies can design products, programs, and services that are authentic in meaning, purpose, and delivery.”

Moore dug deeper on the topic of authenticity and explained that “Authenticity is usually a by-product of a purpose-driven business. And unfortunately, there ain’t enough businesses out there with the purpose of making a positive difference in the world.”

PASSION

Similarly, Tom Asacker from A Clear Eye says it's all about **passion**. "Passion for one's business and for one's calling inspires and attracts people. They want to be to believe, to belong; to become. And that's the essence of marketing today."

Tom and John's posts on the blog discussion generated high amounts of support from other experts. Laura from the Smart Musings Blog agreed by saying, "John and Tom are right. Consumers can distinguish between authentic and inauthentic marketing. Authentic messages will strike a chord with them. That may encourage them to buy. And once they become a customer, then they, too, may become passionate about the product. And that is the ultimate goal of marketing: not just to have passionate employees, but passionate customers."

TRUST

Another popular word was **trust**. Kevin Berringer from the Reflections on Business Blog simply said, "No trust = no belief = nobody listens."

EXPERIENCE

Then, Chris Ray from Interactively Speaking voted for the word **experience**, as in The Customer Experience. "I believe this word summarizes respect, authenticity, passion, results, etc." said Ray. "It ultimately decides whether or not a company succeeds."

AROMA

Next, Jim Seybert from the Jim Seybert Company offered a most unusual suggestion: **aroma**. "Brain scientists tell me that smell is the only sense that goes directly to the limbic lobe in our brains and triggers nothing short of primal emotions. Marketers should pay attention to the 'aroma' of their brand. They need to identify the unavoidable, immediate and emotional reaction customers experience upon coming into contact with their brand."

OPEN

Another intriguing response came from Nellie Lide of the New Persuasion Blog. Her word was OPEN. “You’ve got to be open. Open to others. Open to customers. Open to employees. Open to new. Open to old. Open to scrutiny. Open to derision. Open to joy. Open to different.”

TRUTH

George Silverman, author of *The Secrets to Word of Mouth Marketing* says it’s all about **truth**. “Marketing has become synonymous with hype. The truth, compellingly told, is all you need. Just tell it in an interesting way, usually with a story. This allows you to tell the truth about your product and the truth about yourself.”

No Word

The last respondent of the survey was Sean D’Souza from Psycho Tactics. He decided to take the contrarian’s point of view. “There is no one single word that’s the most important in marketing. Making such a claim would be like saying your heart is the most important part of your body. I think we try to make things too simplistic. In reality, marketing is a series of things that coordinate together to create magic.”

It’s All In The Hunt

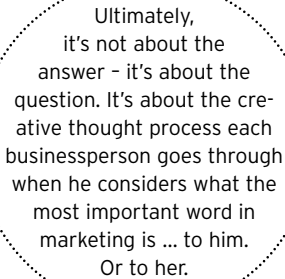
In case you haven’t already figured it out, the answer to the question “What’s the most important word in marketing?” is: *it all depends*.

Typical marketing answer, huh?

Ultimately, it’s not about the answer – it’s about the question. It’s about the creative thought process each businessperson goes through when he considers what the most important word in marketing is ... to him. Or to her.

Personally, I chose the word CONFIDENCE.

In other words, I want to instill confidence in the minds of potential customers that if they step onto *my* company's front porch, they will be working with That Guy who is a credible, valuable, trustworthy individual whose unique school of thought will help them produce results.



Ultimately,
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ative thought process each
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most important word in
marketing is ... to him.
Or to her.

But that's just me. That's how *I* roll. Now, it's up to YOU to reexamine what "marketing" truly means to you and your company. In so doing, you will gain a better understanding about who you are, what you do and whom you do it for.

So, what's the most important word in marketing ... to YOU?



on eating alone

“NEVER EAT ALONE.”

— KEITH FERRAZZI, *THAT NEVER EAT ALONE GUY* —

Ever eat lunch alone?

I know, it sounds contrary to the entire concept of networking and approachability. Especially if you’ve read Keith Ferrazzi’s best selling book, *Never Eat Alone*. But hear me out on this one. Because eating alone (every once in a while) gives you an opportunity to do something you often forget to do while dining out with a client or coworker: observe.

Now, don’t think of it as eavesdropping, snooping or spying. It’s research. And it’s amazing what you can learn about approachability if you just immerse yourself in it, watch, and then listen.

So, I tried it recently. I ate at my favorite lunch spot, all by my lonesome. Just me, some gumbo and a book by John Maxwell. The smell of seafood filled the air, dozens of businesspeople talked about their plans for the week and servers frantically hustled around the floor to deliver their guests’ meals.

And here's what I observed ...

- Two businesspeople seated to my left fumbled through folders and papers. The man in the red tie did most of the talking while the woman across the booth hung on his every word. He asked engaging questions. She gave creative answers. At one point, I sensed confusion in the woman's voice, but then felt reassurance in the man's voice as he leaned closer and softened his tone. I also heard him say "Heather" three times. Nice. Then I heard laughter. Very nice. And of course, I saw smiles on both sides of the booth. Awesome!
- At another table I saw two guys carefully examine a spreadsheet. They deeply immersed themselves in the numbers while completely ignoring the poor waitress who worked her butt off trying to deliver their dishes on time. And they barely acknowledged her existence, much less offered a simple "thank you" for their multiple iced tea refills.
- I also noticed five women seated around a booth laughing hysterically with their server. One of them wiped away tears of hilarity with her bev-nap, while two others high-fived each other at a joke I sort of wished I'd heard.
- On the way out the door I heard someone's cell phone go off. *Oh no!* I thought. Sure enough, I watched as a woman gave her client the "Just A Minute While I Talk To Someone More Important Than Your Index Finger," while she took the call. Ten seconds later she returned to the conversation and said, "Sorry, what were you saying?"

I paid my check, took my mint and thanked my server for doing a great job. When I got back to the office I hopped online to see if I could dig up some statistics on lunch meetings.

Interestingly enough, I came across a great survey about lunch meeting etiquette developed by The Creative Group. It was conducted by an independent research firm and includes 250 responses from advertising executives and marketing executives among the nation's 1,000 largest companies.

Respondents were asked, **“Which one of the following actions do you think would most hurt a professional’s chances of impressing a current or potential client during a lunch meeting?”**

“Displaying poor manners when interacting with the wait staff — or anyone — during a business meeting will prompt prospective clients and business partners to question whether they and their staff members will be treated the same,” said Tracey Turner, executive director of The Creative Group. “Showing up late is a similar sign of disrespect.”

Added Turner, “The key to a successful lunch meeting is making people feel comfortable. Behaving graciously throughout the meal will go a long way toward forming a positive working relationship.”

But hear me out on this one. Because eating alone (every once in a while) gives you an opportunity to do something you often forget to do while dining out with a client or coworker: observe.

That was the word I was looking for: **comfort**. After all, comfort is the axis upon which approachability rotates. Comfort is the reason strangers become friends, friends become prospects, prospects become clients, and clients become fans. And fans, the people who “love your stuff,” tell their friends about you, That Guy, because of their confidence in your ability to give them unique value.

Still, it kind of made me wonder: “What table did I sit at during my last lunch meeting?”

Was I the engaging businessperson at an enjoyable, yet productive lunch? Did I sit across a table from an inconsiderate cell phone junkie? Was I the workaholic who shunned the outside world at the expense of my server’s frustration? Or was I the group of friends who saw lunch as a much needed vacation from the stresses of a typical workday?

Either way, Yogi Berra was right. “You can observe a lot by just watch-

ing.” So this week, I challenge you to go out to lunch at the most crowded, popular, loud, and packed-to-the-walls-with-businesspeople restaurant in your area.

And I want you to go **all by yourself**.

Now, I know that might sound a bit awkward to you. But trust me, it’s great field research. So just give it a shot! You’ll learn a lot about how That Guy might act in public. And if you want, you can even bring along a good book to read during your lunch. If so, I highly recommend Keith Ferrazzi’s *Never Eat Alone*.



allow customers to participate in your brand

"IF I SAY IT, THEY DOUBT IT.
IF THEY SAY IT, THEY BELIEVE IT."

— TOM HOPKINS, THAT SALES CHAMPION GUY —

On a **daily** basis, I receive at least one email from a friend, client, even complete stranger who starts his or her letter with, "*HELLO, my name is...*"

On a **weekly** basis, audience members from my speeches approach me and say, "Hello Scott! MY name is..."

And **every so often**, friends, colleagues and strangers alike will ask me for blank nametags, write down their names and stick them on their shirts.

Now, you might wonder: *do encounters and jokes like these ever get old?*

Heck no. After all; they're fun, they're friendly and they engage people!

But look closely at what's happening here. These individuals, who may or may be joking around, are still **participating in my brand**. Therefore:

The most UNFORGETTABLE and MAGNETIC brands are participatory.

Think Verizon. What's their main tagline, repeated over and over in every commercial?

"Can you hear me now...?"

Right. And how many times have you said that on your cell phone and then chuckled because you thought of the commercial?

Exactly. Because their brand is participatory.

Or take Men's Warehouse. Ever heard one of their radio ads? They feature actual voicemail messages left on CEO George Zimmer's answering machine from loyal customers who "like the way they look."

Damn right. Because their brand is participatory.

What about you? Do you want thousands of people using your brand in their daily conversations? Do you want top of mind awareness with your customers?

If you do (and who doesn't?!), then honestly answer this question:

Does your brand encourage participation?

Here's a quick guide (a la Jeff Foxworthy) that will give you a few clues.

YOU MIGHT HAVE A PARTICIPATORY BRAND IF...

- ... during conversations your fans “quote” your brand back to you
- ... key words and phrases only used by you manage to show up in emails you receive from customers
- ... when being interviewed on radio, TV and print media, journalists use your taglines for intros, headlines and images
- ... strangers unknowingly vocalize your brand and then think of you

EXERCISE: grab a blank piece of paper. Fold it in half. Write all of your brand’s key phrases, sentences, taglines, words and mantras on the left side. On the right side, list all of the cliché moments, common experiences and typical situations in which ordinary people are likely to use, mention, or refer those same items. When you’re finished, you will know whether or not your brand is participatory.

HINT: if you can’t fill out the right side, maybe it’s time to reconsider what’s written on the left.



how well do your customers know you?

“THE FIRST RULE OF MARKETING IS:
KNOW YOUR CUSTOMER.”

— EVERY ADVERTISING EXECUTIVE WHO EVER LIVED —

Know your customer, know your customer, know your customer.
Three very important rules of business. But let me ask you this:

How well do your customers know YOU?

Sam Walton, founder of Wal-Mart, asked himself this important question several decades ago. His answer: employee nametags. So, he rolled out an initiative that required all of his employees to wear badges, the purpose of which was to “help the customers get to know the people they bought from.”

But helping customers “get to know you” isn’t just about names, it’s about information and emotions. For example, I once worked at a

mom-and-pop furniture store in Portland, Oregon. More so than any business I've ever walked into, the owners of City Liquidators leveraged this idea to its fullest extent. You couldn't step five feet into their store without seeing pictures of their family. The walls bore clippings from nostalgic newspaper articles and various personal memorabilia that brought the store to life!

As a result, shoppers who walked in the door felt like they personally knew the owners. Engaging conversations about children, families and growing up in Portland were frequent among the customers. And, the emotional connection sparked by these interactions helped the customers feel more comfortable while shopping – which ultimately secured their loyalty.

So, let me ask ya this: how well do your customers know That Guy?



keep people coming back

"GIVE CUSTOMERS A REASON
TO COME BACK TO YOU."

— SETH GODIN, THAT PURPLE COW GUY —

In late 2002 my website went live. My webmaster, Chad Kouse, asked me an important question: *Do you want to include a counter at the bottom of each page?*

And I thought, "Does anyone really care how many thousands of people have viewed my site?" *Probably not.*

But then I thought about McDonald's. You see, when I was a kid, every Sunday my Grampa Frank would take my brother, cousins and I to McDonald's for breakfast. It was our favorite tradition. And every week the best part about our trip was pulling into the parking lot, looking up at that enormous yellow and red sign and wondering, "Hey, let's see what the 'number of people served' is NOW!"

Do you remember when McDonald's used to do this? As a kid, it was the coolest thing. I remember when it was 70 million, 89 million, 100 million, and eventually, a billion! (Obviously, McDonald's has now served more people than can fit on a sign.)

Ok, back to the website. So in 2002, I thought that in the spirit of the Great McCounter, I would come up with MY OWN way to "bring people back." Something different from any other site on the web. Something only I, as That Guy, could do. So Chad and I came up with this:



Now, keep in mind that when the site first went live, my streak was somewhere around 700 days wearing a nametag. But having that daily-increasing number at the bottom of every page served many purposes.

First of all, interviewers from TV, radio and print could cite the "number of days wearing a nametag." This added a sense of credibility AND remarkability to their stories.

Next, I would use that number in my daily nametag-related conversations in two ways. First, when I'd explain the back story, i.e., "875 days ago ..." it would enhance the believability of my story. And secondly, when people would ask, "Hey Scott, how many days is it now ... ?" I'd simply throw out a quick number like '1,506.' And most

people were amazed, although my brother started calling me "HELLO, my name is Rainman."

Yeah. Definitely 1,506.

Lastly, it helped develop word of mouth online about "That Guy with the Nametag," from people who blogged or linked to the site. It seemed to make their posts more interesting (and clickable) when they put a specific number of days by my name. Ultimately, more buzz developed from people who would start coming back to the site on a regular basis thinking, "I wonder how many days it's been NOW!"

The key is: this is a number that brings people back. And it's been an effective marketing tool since I started my company. So whether you have a store, an organization or a website, you must find a way to bring people back. You must keep them interested, intrigued and wondering to themselves, "I wonder what That Guy's up to NOW?"



consistency is far better than rare moments of greatness

"INCONSISTENCY IS THE DEVIL
OF A STRONG BRAND."

— DAVID McNALLY, THAT BRANDING GUY —

You just never know.

When you answer a phone call from an unknown number.
When you engage in a conversation with a guest at your office.
When you greet a potential customer who walks into your store.
When you make small talk with a stranger you've just been
introduced to.
When you respond to a random email from a friend of a friend
of a friend.

You just never know.

And because of that, because any of these individuals has the potential to immediately tell everyone he knows either “That Girl’s great!” or “That Guy’s a jerk!” you must remember that **consistency is far better than rare moments of greatness.**

This means you have a choice. You can be a nice, friendly, approachable, authentic, easy-to-deal-with person ONLY around those “important” people, i.e., customers, coworkers and managers; or you can act that way with EVERYBODY, notwithstanding their apparent insignificance. It brings to mind the words of Roy Beers, who once said, “Your true character is most accurately measured by how you treat those who can do nothing for you.”

GREAT EXAMPLE: I do a lot of staff training for hotels, namely, Hyatt Regency. One Friday night after hosting an afternoon session, I bumped into a few of my audience members at a nearby bar. (I didn’t know who they were at the time.) But literally, we smacked into each other! And I spilled half of my drink on the floor. I looked up at the three guys and said, “No worries guys - this place is a madhouse. It’s just water anyway.”

One of them said, “Sorry about that Scott. Hey, by the way, we really loved your speech on approachability today! Thanks a lot.”

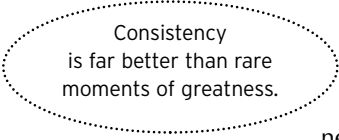
I’ll be damned. They were audience members. Customers. And I had no idea.

I could have easily responded by saying, “Hey, watch where you’re going jerk!”

Has this ever happened to you? Have you ever realized who the person was 20 seconds AFTER you’d made your impression?

It’s kind of scary. Kind of makes you think back and wonder, “Wait,

what did I say again? Was it something stupid? And would I have said something different if I knew exactly who I was talking to?"



Consistency
is far better than rare
moments of greatness.

That's the big question. That's where consistency comes in to play. Because odds are, you might not know right away if the person you're talking to is stranger you'll never see again, an existing customer, a potential customer, or a friend of an existing or potential customer.

And all it takes is one sentence to make him think, "You know, I think I'll take my business elsewhere." Then again, all it takes is one sentence to make him think, "Man, I love this person! I can't wait to tell everyone back at the office all about her!"

Because you just never know.

And yet, some people still don't understand the power of this idea. Probably because they've never had a business-changing encounter – positive or negative – that swiveled on the hinges of serendipity.

So whether you're prospecting, greeting guests or just making small talk around the office, remember this: it's just easier to be consistent. Kind of like the old adage, "If you tell the truth all the time, you won't have to remember anything."

Because you just never know.



make your business card unforgettable

"IF YOU SHOW YOUR BUSINESS CARD TO SOMEONE AND THEY DON'T SAY 'HEY, COOL CARD!' GET A NEW CARD."

— JEFFREY GITOMER, THAT SALES GUY —

Every time you hear someone say "May I have one of your business cards?" you should get excited. I know I do. That's because I LOVE my cards. I spend thousands of dollars to constantly reprint them each year.

And it's always worth it.

A business card is an entrepreneur's best friend, her most valuable marketing tool and an essential element to becoming UNFORGETTABLE. Unfortunately, too many people have business cards that simply blend into the multitude of cookie cutter garbage. And that's a shame, because a business card is more powerful than you think.

Think back to the last trade show, networking event, seminar, convention, social hour or association meeting you attended. How did people react to your business card? Did they compliment its design? Quickly shove it into their pocket? Show it to someone else? Rip it up?

Whatever the response was, your card made some type of impression. But only the most creative, unique and memorable business cards make UNFORGETTABLE impressions. And those types of cards elicit reactions like...

- “I showed your card to everybody in my office!” says a hot prospect.
- “Can I have another one? A friend of mine will LOVE this!” exclaims your tablemate.
- “Oooh! I want one too!” begs the person in looking over your shoulder.
- “Hey...can you show my friend Paul your business card?” asks a colleague of yours.
- “You know, I’ve never thrown your card away!” says one of your customers.

If you’ve ever heard a compliment along those lines before, congrats! You’re on the right track.

That reminds me of Gus, who works for a company called The Rocket Group. He and I sat next to each other at a sales seminar a few years ago. During the program, the facilitator asked the audience members to exchange cards and get to know each other. Gus’s card was amazing: thick, colorful, double sided, bold, shiny and best of all, simple. (That was no surprise – he was in advertising!) But it was one of the best I’d ever seen. So we introduced ourselves, exchanged cards and talked for a few minutes. And that was about it. *Nice guy*, I thought.

Now, here’s the cool part: although Gus and I didn’t really keep in touch, **I’ve never thrown his card away**. I show it to every-

one! In fact, I even use it as a prop in some of my networking workshops! His card was just that good.

Is yours that good?

TRY THIS OUT: recently I took 66 business cards I've collected over the years and spread them out on a table. I closed my eyes for 30 seconds, opened them and took note of which cards stood out the most. And here's what I noticed:

- **Red:** every card that had red on it stood out.
- **Picture:** only a few cards had pictures of the cardholder. This not only made them stand out, but helped me connect faces with names and companies.
- **Vertical:** several cards were formatted vertically, which caught my eye.
- **Black Background:** most cards have a white background, so the black ones REALLY stood out.
- **Image:** cards with some sort of colorful image that took up at least one fourth of the total surface area captured my interest.

Here's a snapshot of this fascinating experiment:



This was a valuable exercise in understanding UNFORGETTABLE business cards, and I recommend it to everyone. Try it out! Gather dozens of accumulated cards from your desk and discover which ones stand out. Oh, and don't forget to put your OWN card in the pile. You'll be amazed at what you see.

Or don't see.

ONE LAST POINT: during my workshops with associations and networking groups, I usually end the module about business cards by requiring all audience members to read the Unforgettable Business Card Credo out loud. I recommend you hold your business card in your right hand and do the same right now:

"This is my business card. There are many others out there, but none of them are like mine – because there's nobody else like me. My business card is not a formality. It's not a piece of paper containing my name and contact information. And it's not another annoying thing to keep in my pocket. My business card is the most important networking tool that I own. It's a reflection of my personal brand and a bite-sized morsel of the mission of my business. I LOVE my business card. And I can't wait until somebody asks me for one. Because when they do, I will find a way to give that person value."

You didn't say it out loud, did you?

That's OK. Maybe wait till nobody's around.

But I promise you, if you possess an UNFORGETTABLE business card, every time someone asks, "May I have one of your cards?" it will be like music to your ears.



when business cards aren't enough

"70% OF ALL NEW BUSINESS
COMES FROM SOME FORM
OF NETWORKING."

— THE FEDERAL BUREAU OF LABOR, THOSE GOVERNMENT GUYS —

There comes a time in every entrepreneur's life when common networking practices like handing out business cards, attending various meetings and schmoozing with potential clients only goes so far. Eventually, the same old techniques get overused to the point that they become insufficient.

But how many times have you gained new business, created a great relationship or watched your website hits skyrocket because you did something unusual? Or uncommon? Perhaps even unexpected? Maybe you were on the right track.

The following is a list of atypical networking techniques that will help boost business. WARNING: They will stretch your courage.

They will test your expertise. And they will challenge your creativity. But when business cards aren't enough, alternative ways to develop and maintain mutually valuable relationships are your ticket to success.

Mix the Medium and Wow People

When I receive an email from an organization or business who wants to book me for a speech, I do something called Mix the Medium. Here's how it works:

- 1) The exact moment I finish reading the email, I obtain the person's phone number. If there's no email signature, I look at their email address or go to their website. If all I know is their company, I call Directory Assistance or look them up on City Search. Basically, I do anything I can to get their phone number within the next two minutes.
- 2) Then I call them right back.
- 3) I then say, "Hey, it's Scott, That Guy with the Nametag. I was in the office when your email came through and I thought I'd call you back!"

PEOPLE LOVE THIS. I have never done this without completely blowing the caller away. They respond with such excited phrases as "Wow, that was fast!" or "I'm impressed you called back already!" In fact, I recently received an email from a friend of mine who just changed jobs. He was writing to say hello and wish me a Happy New Year. Now, since I hadn't heard from Jake in quite a while, I Mixed the Medium and called him right back. Five minutes later he booked me to do one of my speaking programs for his new organization!

How many times have you gained new business, created a great relationship or watched your website hits skyrocket because you did something unusual?

Or uncommon?

Perhaps even unexpected?

Maybe you were on the right track.

Network en Masse

Speaking of speaking, here's another untapped networking resource: local groups, organizations and associations. But I'm not talking about joining; I'm talking about giving a speech. It's what I call "Networking en Masse."

That Guy is successful because he's the expert. The go-to guy. So whether you're in sales, printing, tech consulting or retail, find a way to transform your expertise into an informative, concise and entertaining speech that will help other people like yourself boost business.

Contact the meeting coordinator of your local Chamber, Rotary Club, Networking Group or Trade Association. They always need speakers. Offer the group a free 15-20 minute program. Include valuable tips, stories, illustrations and examples from your own business experiences that are of interest to the members. By speaking, you position yourself as an expert, validate your credibility and increase your company's visibility.

Write as an Expert

Another underused networking tactic is writing articles or tip sheets about hot topics in your industry. You don't even have to be a freelance writer or a journalist – just a business professional who can effectively convey his or her expertise in the form of a short article. Similar to speaking, writing articles in a publication read by your target market is the perfect way to position you and your company.

Here's how to get started with this tip: Go to Google, type in your topic of expertise and the word "article." For example, if you work in phone book advertising, type in "phone book advertising article." (Be sure to use the quotation marks.) Hundreds of hits will come up. Read through a few dozen of them. This will give you an idea of what hot topics other people in your industry are writing articles about.

Then, find out which online databases, ezines, newsletters or web-sites syndicated the articles you just read. By localizing these sources, you can contact the editors and inquire about article submission guidelines. (And if you get the opportunity to publish articles online, you can easily email the article link to other people who would benefit from reading your work.)

Drop a Line

At a National Speakers Association Convention in July of 2004, I had the pleasure of attending a session with Seth Godin, best selling author of *Unleash the Ideavirus* and *Purple Cow*. Now, in addition hearing him speak, I've also been a frequent reader of his books and articles for years. And a few months after seeing him live I thought, "What the heck. Maybe I'll just drop him an email."

So it came to pass on October 8th, 2004, that I emailed Seth Godin. I told him how much I enjoyed his speech at the convention and that his work was a big influence on my own books and speeches. I also told him to check out my website, for it was an example of the kind of remarkable business idea he so passionately supported.

What did I have to lose, right?

To my surprise about a half hour later, he wrote me back. "Thanks for the kind words, Scott! I blogged your site. Good luck."

Little did I realize that Seth Godin publishes one of the top ten most frequently read blogs in the world. As a result, I received over 70,000 hits on my website every day for a week! This resulted in some great new contacts, several exciting business opportunities and the birth of my own blog, which is now a critical part of my business!

The commonality of these unusual, uncommon and unexpected networking techniques is this: **you must do what nobody else is willing to do.**

Because you're That Guy (or Girl).

Sure, handing out business cards and attending meetings are all good techniques.

But everyone does that.

And you're not like everybody, are you?



internetworking

“ALMOST OVERNIGHT, THE INTERNET
WENT FROM A TECHNICAL WONDER
TO A BUSINESS MUST.”

— DIANE DARLING, *THAT NETWORKING LADY* —

Several hundred years ago Ben Franklin contemplated a revolutionary business concept: to gather people together on a regular basis to share ideas and help each other boost business. Little did he know that his idea would evolve into a field of study embraced by legions of businesspeople centuries later: *networking*.

Certainly over the next few hundred years, networking evolved in myriad ways. But with the advent of and dependence on the Internet, networking has now taken a turn to the on-ramp of the information superhighway.

So, the time has come for a new kind of networking: *internetworking*.

The definition of *networking* is “Development and maintenance of mutually valuable relationships.” Therefore this new term, *internet-*

working, can be defined as “Development and maintenance of mutually valuable relationships online.” This chapter will explore five suggestions that will help take your internetworking to the next level.

Goals of Internetworking

Although the motivation for internetworking varies from person to person and business to business, here are the three primary goals:

1. To Develop and Maintain Mutually Valuable Relationships
2. To Maximize Your Web Presence as That Guy
3. To Give Value First

Notice the absence of such phrases as “get new clients,” “book more business” and “make more money.” Those were not found on the list of internetworking goals because those phrases aren’t goals – they’re results. And they’re not the motivation behind internetworking – they’re the fruits of its labor.

Don’t worry. Those results will come in their due time. But remember, internetworking isn’t a one-time deal, quick-fix, get-rich-in-30-days or a sell-lots-of-stuff-the-day-your-website-goes-live type of concept. It’s an ongoing practice. So keep your goals in the back of your mind while you practice.

Ladies and Gentleman, Start Your Engines

Before you do anything, I recommend you Google yourself. You’ll be amazed at what you find – or don’t find. In addition to being fun, this will also give you a general idea about your existing web presence – or lack thereof.

I’ll never forget the first time I Googled myself. The year was 2002.

I had just started my business, written my first book and www.hellomynameisscott.com went live. I was so excited to see how many Google hits I got! And can you guess how many pages came up?

One.

One damned hit! And it was my high school golf score from a tournament I played when I was 17 years old.⁴

Looks like I had a long way to go.

If your Google ranking isn't as high as you'd like it to be, that's ok. It takes time to climb the search engine ladder. But, by investigating your ranking prior to jumping right into internetworking, you'll have a better idea of where you need to go. Also, as you put to use many of these internetworking tips, your ranking will increase.

Just remember: if you don't exist on Google, you don't exist at all.

Research, Research, Research

Speaking of search engines, Google is the perfect portal to discover not only where you stand, but where other business people stand. Part of internetworking is connecting with other people in your industry – or complimentary industries – with whom you can develop mutually valuable relationships.

Let's say you sell promotional products. Why not take 30 minutes a week to research who else works in the same field? Here are some suggestions for search terms (make certain to use the quotations):

- “promotional product sales”
- “promotional product ideas”
- “worst promotional products
- “best promotional products”

When you search your industry, job or profession in this manner, you will discover every website, link, article, and reference to it on the web! What's more, your search results will transcend geographical boundaries and reach valuable contacts you never could have met at your local Chamber meeting.

⁴ I shot a 64. On the back nine.

These people would be perfect additions to your network. But you *do* have to take initiative. So, no matter what industry you're in, here's what to do next:

- 1) Review someone's website or article from your search
- 2) Drop 'em an email
- 3) In the letter, tell the person how you came across his or her information, introduce yourself, and why the two of you should connect with each other. Explain how important networking relationships are to business, and that you'd like to be able to help by sharing ideas and brainstorming and offering resources and recommendations.

Not every person will respond. But most professionals will be willing to, at the least, check out your site and get to know you a little better so they can expand their network too. And you never know: the one person that you email could change everything!

THE BOTTOM LINE: **internetworking is the future.** If you think attending Chamber and association meetings, offering referrals, hosting informational lunches and keeping a stack of 50 business cards on your desk is networking, you're right. It is. But it's not enough. In fact, the Federal Bureau of Labor recently indicated that 70% of new business comes from some form of networking. So the real question is: how much of your 70% will come from internet-working?



how to nail your networking intro

“SO, WHAT DO YOU DO?”

— EVERY AMERICAN WHO EVER LIVED —

Elevator speeches. 60 Second Commercials. 30 Second Commercials. Personal Introductions. Networking Introductions. Defining Statements. Positioning Statements.

Ahhhhhhhhhh! Which one do you use? And when? And with whom?

Tough question. Especially because since the early 90's, tens of thousands of articles, books, manuals and guides have been written on the topic of networking. And all of them address various techniques on how to answer the question: “So, what do you do?”

To put it in perspective, consider these results from a recent Google search:

- * 30 Second Commercial – 135,000 pages
- * Elevator Speech – 128,000 pages
- * Positioning Statement – 106,740 pages
- * 60 Second Commercial – 33,500 pages
- * Defining Statement – 26,000
- * Personal Introduction – 3,600 pages

Wow. Overwhelming, huh? Makes you wonder which one is right! Still, each of these techniques is some variety of your Networking Introduction. Unfortunately, it won't come out the way all the books and articles say it will. It's doubtful you'll ever tell someone what you do in an elevator; you'll probably never have exactly 30 or 60 seconds to do so; and the odds of you explaining it the same way each time are highly unlikely.

In REAL networking, you'll be rushed, caught off guard and asked unexpected questions. You'll meet people on busses and in bathrooms. You'll address three strangers at a time, get interrupted mid-commercial, and sometimes, you won't get a chance to say a single word until the last five seconds of a conversation. And all the while, you won't have time to decide whether or not you should give your Elevator Speech, 30 Second Commercial or Defining Statement!

Sorry. Didn't mean to scare you there.

But it's true. Networking is unpredictable. And yet, we depend on it for the growth of our careers. So, rather than put additional pressure on yourself by worrying about how many seconds you have, here are some key points for an effective, concise and memorable Networking Introduction to make That Guy UNFORGETTABLE.

Start from the Top

Because you never know how much time you'll have to introduce yourself, I suggest starting at the top with the following exercise. Take five pieces of paper. Assign one of the following sentences to the top of each sheet:

- * Who you are
- * What you do
- * Whom you do it for
- * How you do it
- * What happens as a result

Write down all the words, characteristics, ideas, phrases and the like that pertain to each of these areas of your introduction. Have fun! Spend at least a few minutes on each sheet. The whole point of starting with this activity is to understand the full scope of you and your business.

Back to the Bottom

Now that your mind is swimming with dozens of key points about your work, it's time to get down to the "Bare Bones Intros." These are pithy one-liner type sentences that grab attention and intrigue the listener. Now, since thousands of networking resources claim to have their own magic formula, I'll simply offer the technique I've found to be most effective in my own business:

I'm a/an (your job title) ...
and I work with (your target customers) ...
who want to (become, increase, etc.) ...
so they can (some benefit or result).

You don't have to use this exact formula. Just be sure your Bare Bones Intro includes what you do, whom you do it for and what happens when you do it.

And of course, make sure it reminds people that you're That Guy.

So, write out different versions. Say them out loud. Share them with friends and colleagues. And eventually you'll be able to pick out the most effective ones.

Anytime, Anywhere

In my workshops I make it a point to tell my audience members: "There is a time and place for networking: ANY time and ANY place." With that in mind, let's take the material you brainstormed from earlier and put it to use in possible scenarios. (You might want to practice these with a partner too.)

- * You have five minutes at your local association meeting to introduce yourself via speech to 100 strangers in the audience. What would you say?
- * At the sub shop you go to once a week, the teenage cashier says, "Hey there! It must be Tuesday again, huh? Good to see ya! And you know, you always come in here, but I don't think I know what you do..." (Remember, the line is long.) What would you tell her?
- * You're participating in a rapid-fire-speed-networking-blitz type activity in which you have less than 30 seconds to introduce yourself to 25 people in a row. GO!
- * You're dressing in a hurry in the locker room when the new guy introduces himself. He notices your briefcase and asks, "So, where do you work?"
- * You email a complete stranger who was referred to you by someone in your network. She probably gets 100 emails a day, so you don't want to make it too long. What do you write?
- * As you fill out your new credit card application, you notice two boxes. One says, "Occupation," and the other says, "Please explain in the space below." It's a small space. Better make it quick!
- * Your spouse runs into her boss at Happy Hour. You shake his hand and he says, "Nice to meet you! So, what do YOU do?" (You think he's had a few.)

Nailing Your Networking Intro

All specifics aside, the most important part of a Networking Intro is: always be memorable. In a July 2003 article from *Entrepreneur*, Ivan Misner, founder and CEO of Business Network International (BNI), explained “The ideal introduction is brief and memorable - one that provides enough impact to arouse the interest of those to whom you’re introducing yourself and get them to join your word-of-mouth team.”

So put away your stopwatch. Forget about the elevator. And stop thinking about networking as a commercial. Networking is the development and maintenance of mutually valuable relationships. And those relationships are initially sparked by your ability to effectively, concisely and memorably respond when someone says, “So, what do YOU do?”



underused hotspots for your personal branding iron

“ESCALATION OF POSITIVE EMOTIONS
RESULTS FROM CONTINUOUS
BRAND MOMENTS.”

— PETER MONTOYA, THAT PERSONAL BRANDING GUY —

I’ll never forget what my mentor told me: “Don’t communicate in any way to any person without the stamp of your personal brand.”

Everyone has a personal brand, whether they know it or not. And everyone has a personal brand, whether they like it or not. But only those who actively and consistently create, maintain and imprint their personal brands on the people with whom they interact will sizzle!

Honestly, I’m getting kind of tired of the term “Personal Branding.” That’s one of the reasons I wrote this book: because we need a new term. (Like “That Guy”!)

Nevertheless, Peter Montoya, author of *The Brand Called You*, defines it as “A personal identity that stimulates precise, meaningful perceptions in its audience about the values and qualities that person stands for.” But your personal brand is only as strong as the moments in which it is manifested.

Now, because YOU are the product, because YOU are what people want, and because YOU need to make an UNFORGETTABLE first impression; everything must be stamped with your personal brand. And I’m not just talking about the obvious hot spots like your website, business cards, marketing materials and promotional items. I’m talking about those underused and overlooked places that could benefit from a little more of you.

The “From” Line

Recently, my friend Paul told me to change my “from line” on my outgoing mail. It used to simply have my email address, but then I changed it to say **HELLO, my name is Scott**, which also happens to be my website URL, the title of my first book and the name of my company. And as soon as I made the change, Paul said it stood out amidst all the other emails and enticed him to read my message first!

The “from” line is a perfect, yet underused hot spot to stamp with your personal brand. Let’s say you’re known as “The Garden Girl.” Great! Put that instead of your email address. It will stand out among the hundreds of letters in your customers’ inboxes.

Try this quick exercise. It’s deliciously fun. Go to your inbox right now, start at the top, and slowly scroll down through ALL of your emails. Then look at the “from” lines. Which ones stand out?

Here are some of the “from” lines in my inbox:

- J-RITZ (Rapper/Producer in Portland, OR)
- Paul & The Ripples Project (The President of a non-profit)

- Warp Speed Errands (Personal Concierge Business)
- Dan Poynter & Para Publishing (Author/Publisher/Seminar Leader)
- EZ Way Web Connections (Website Designer)
- DON the IDEA GUY (Writer/Creative Consultant)

NOTE: My inbox has 511 emails, and these were the only 6 that stood out. That's exactly 1.1%. What does that tell you?!

Signatures

Email signatures are wonderful. Use them. But don't put TOO much information. Whatever program you use for email – Outlook, Eudora, Yahoo, Gmail – find out how to customize your signature. There's nothing more frustrating than receiving an email from someone who wants to talk about the fees of your services that doesn't have any personal information in the email. At the end of every email you send, cross reference the following information:

- Name
- Title
- Company/Organization
- Mailing address
- Phone numbers
- Email address
- Website
- A few sentences about yourself, your company or your job

Think how many emails you send out each day: what if each one reinforced your brand?

Answering the Phone

I once read an article about a seedy bar in North Carolina called "He's Not Here." The name originated from an owner who was accused of attracting customers of the, shall we say, unfaithful nature. And because of the fear of jealous wives rampaging for their husbands, the bartender always answered the phone by saying, "He's not here!"

Now, although the brand of that business isn't exactly proper, you've got to admit – that's a damn clever way to answer the phone. And consistent. And memorable. And funny.

Sadly, only a small percentage of people do this; either because they're too lazy, they'd rather just utter the canned "This is Jim..." or they can't think of anything creative to say.

A few years ago I was invited to be a guest on a local morning show to talk about my first book, *HELLO, my name is Scott*. Since I knew the DJ's would give me a hard time, when they dialed my number (on the air) and waited for me to pick up, I answered with, "HELLO, my name is Scott...?"

The three DJ's started laughing so hard, I had to hold the phone away from my ear! They were dying! They even complimented my creative approach to answering the phone. And so, ever since then, I've **never** answered the phone any other way. And people still laugh almost every time.



show, don't tell

"SHOW, DON'T TELL."

— EVERY SALESMAN WHO EVER LIVED —

I'll never forget the day I added images of my books onto my business cards. The reactions were incredible! One woman even said, "Scott, that's the coolest business card I've ever seen in my life!"

Thanks, Mom.

This is a perfect example of "Show, Don't Tell," a phrase pounded down the throat of every writer. I learned it from Stephen King in his book, *On Writing*, where he examines the idea to its fullest extent. Yet, "Show, Don't Tell" is another one of those concepts that carries over into just about any discipline, insofar as its ability to create UNFORGETTABLE communication!

Here are some suggestions for *showing* instead of *telling*:

- Instead of telling your customers how great you are, show them a testimonial of someone else who says how great you are

- Instead of telling your colleagues how much you value their friendship, post pictures of you and them on Flickr⁵ and send them the link
- Instead of telling a prospect what you can do for her, invite her to come to your office or next event to see you in action

How do you SHOW instead of tell?

⁵ www.flickr.com/photos/hellomynameisscott



sit with the right company

“YOU CANNOT DO A KINDNESS TOO
SOON, FOR YOU NEVER KNOW HOW
SOON IT WILL BE TOO LATE.”

— AMMA, THAT HUGGING LADY —

When I walked into Dallas’s famous Y.O. Ranch Steakhouse, all I wanted to do was to enjoy my New York Strip steak, relax and quietly review my notes for the following day’s speech. Little did I know that a valuable business lesson awaited me at the table.

The only other customer in the bar was a guy sitting in the corner pounding away on his laptop. He didn’t look up when I walked in. The bartender on the other hand noticed my nametag when I arrived and yelled, “Hey Scott! Grab a stool and have a drink!”

I walked over as he flung a coaster down and said, “What’ll you have?”

"Actually," I said, looking at that man in corner, "I have some work to do. Is it cool if I grab one of those corner tables over there?"

"Sure, sit wherever you want," he said.

I sat down at the table caddy-corner from Mr. Laptop. He had one of the new Apple G5's. *Nice computer*, I thought. Briefly peering over at his screen, I saw that he was working online.

"Excuse me, but do you get high speed access in this bar?" I asked.

"Yeah! I'm set up with a wireless system. And it's nice because I'd rather work here than in my hotel room."

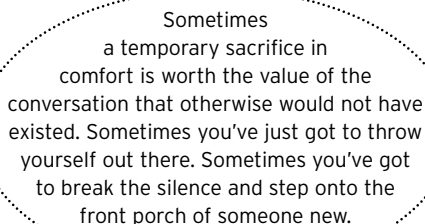
"Oh yeah, I know the feeling," I replied. "That's why I came here too."

Pointing down at my nametag, he asked what convention I was attending. I smiled and told him, "Actually I *always* wear a nametag. It makes people friendlier and more approachable." He chuckled, as most people often do when I give them my standard answer to this frequently asked question.

"Well Scott, it certainly worked on me! My name is Joachin. It's nice to meet you."

Joachin was a tech consultant from Orange County. He also flew in for the day to give a speech to one of his clients. Not surprisingly, we clicked instantly. And for

the next hour, Joachin and I had one of those rare stranger conversations that covered just about every topic you could imagine. It was like we were old friends! And both of us seemed to have forgotten all about the work we'd each brought to the restaurant.



Sometimes a temporary sacrifice in comfort is worth the value of the conversation that otherwise would not have existed. Sometimes you've just got to throw yourself out there. Sometimes you've got to break the silence and step onto the front porch of someone new.

God I love it when that happens, I thought.

The more we got to know each other, the more it felt like our conversation could have lasted for hours. But it was getting late, and we both had big days ahead of us. So, after exchanging business cards and agreeing to drop each other a line sometime, Joachin left and returned to his hotel.

Wow! I'm so glad I talked to that guy! I said as I grabbed the notes for my speech. And as I took another bite of my steak, I also thought to myself, *now wait a sec – something just happened here ...*

One of the principles of approachability I often discuss in my speeches and books is called “Sitting With The Right Company.” This idea reminds us that every new encounter represents a choice. For instance, we can walk into a meeting, a party or even a restaurant and immediately seek out the easy seat. That seat could mean sitting all by ourselves or perhaps with a group of people we already know.

You'll notice this will happen a lot at networking functions. Employees from the same company – who work together 8 hours a day, 5 days a week, 50 weeks a year – will always sit together.

Because it's comfortable.

But sometimes, a temporary sacrifice in comfort is worth the value of the conversation that otherwise would not have existed. Sometimes you've just got to throw yourself out there. Sometimes you've got to break the silence and step onto the front porch of someone new.

Because you just never know. You never know whom you will meet, what you will learn or how it will reciprocate. Unfortunately, too many people are held captive by their comfort. And those are the people who are missing out on opportunities to enhance the net worth of their social capital. Sure, it's easier to talk to people we

already know. But there's also something to be said for digging your well before you're thirsty.

Now, will Joachin and I become life long friends? *I doubt it.* Business associates? *Certainly, that's a possibility.* But ... will we either of us regret spending our meal talking and connecting with an exciting new person instead of sitting alone in a corner burying our noses in work?

No way. And in the end ...

I was SO glad I didn't sit at the bar.

I was SO glad I didn't work on my speech.

And I was SO glad I DID sit with the right company.



the power of (website) approachability

“APPROACHABILITY IS THE LEADING
CHARACTERISTIC OF SUCCESSFUL
COMMUNICATORS.”

— SCOTT GINSBERG, **THAT GUY WITH THE NAMETAG** —

- 1) Put every piece of contact info possible: name, address, cell, IM, everything. Customers need to talk to That Guy. They love a real voice.
- 2) Accept comments, good and bad on blogs, boards etc. Approachability is about transparency, and you need to show that you are open to criticism, and accept it gracefully. And don't be afraid to post a blog comment that says, “Woops! You're right. Sorry.”
- 3) THE ONE THING – when people come to your site, they have to think “OK, what's the one thing they want me to do?” Make it

- clear, big, bold, etc. Too many sites have SO much stuff that people get intimidated and walk away. Not very approachable.
- 4) Easy, memorable URL. And do a redirect to your blog. Nobody remembers www.hellomynameisscott.blogspot.com, but everyone remembers www.hellomynameisblog.com. Think about it.
 - 5) Have pictures, personal stories, anything that tells the customers who YOU are. Approachability is underscored by self-disclosure, and if you want to “know your customers” you need to be proactive and let them “know about your first.”
 - 6) If you don’t have a blog, you’re a putz. (See Chapter 15)
 - 7) Make your “About Page” say something like “Who is The Grape Girl?” And, ALWAYS include a picture. People need to connect your website with your face so when they see you walking down the street they can approach you and say, “Hey, you’re The Grape Girl! Love your site!”
 - 8) Don’t use one of those stupid forms that say “We’ll try to address all entries and get back to you.” Forms suck. Customers hate them. Put your actual email like scott@hellomynameisscott.com and tell customers to email YOU if you have a problem. So you get a little spam. Who cares! Like Rick Warren said in *The Purpose Driven Life*, “It’s not about you.”
 - 9) Go to www.websitesthatsuck.com and make sure they look nothing like yours.



screw the operator

“BRANDING IS A WAY OF LIFE AND IT
RESONATES THROUGH EVERY
POINT OF CONTACT.”

— KAREN POST, THAT BRANDING DIVA —

Time to talk about the **name announcement**.

This is the recording someone hears when you leave a message on his or her phone, i.e., “Next message ... received on March 21st ... from ... *Scott Ginsberg*.”

When you set up your new voicemail program, the operator usually says, “Please record **ONLY** your first and last name after the tone. When you are finished, press the pound key.”

BEEP!

This is the part where you’re supposed to say your full name so people know that **YOU** left them a message.

And why?

Because the operator told you to.

Well you know what? *Screw the operator.*

Because just like the “from” line on your email, why not leverage this opportunity to show your callers that you truly are That Guy? Think of all the possibilities to make this two second recording stand out and be more creative and unforgettable. You could say:

- The World’s Greatest Accountant
- Your Friendly Neighborhood Landscaper
- The Laptop Guy
- The Quilt Ladies
- Don The Idea Guy⁶ (he’s actually a friend of mine!)

Have some fun with this. Remember, professionalism doesn’t always mean *roboticism*.

⁶ www.dontheideaguy.com



be easy to get a hold of

“DON’T BE A PAIN IN THE
BUTT TO GET A HOLD OF.”

— DEBORAH FINE, THAT SMALL TALK LADY —

“Gee, you guys are tough to get a hold of...”

“I finally tracked you down!”

“I’ve been trying to get in touch with you for weeks.”

This is not good.

When you answer the phone and hear one of these comments, it means that your caller, potential customer, raving fan or transient website visitor who would just LOVE to talk to you, who FINALLY got a hold of you for first time, is already annoyed. She’s already thinking, *Damn it ... maybe this company isn’t worth it anyway.*

And you haven't even started the conversation yet.

Nice.

Think back. Have you ever sought help from a person or a company, scoured their website for a few minutes, only to frustratingly discover NO contact information other than one of those cryptic, impersonal, we-promise-to-get-back-to-you-soon forms?

What a pain in the ass!

But let's turn the tables for a sec. Have you ever needed to talk to someone - like, NOW - easily found a phone number on their website and instantly heard a That Guy's voice within five seconds?

Apparently, customers love this. Which sounds kind of obvious, right? *Customers love talking to a real person? Duh!*

But here's the thing. Over the past few years I've received a lot of random phone calls, either on my cell or on my office line, from people around the country who wanted to buy books, set up speaking programs, or even just shoot the breeze. And often times, this is what the conversation sounds like:

"HELLO, my name is Scott!"

"Oh, uh ... Scott?"

"Yeah ... ?"

"Wow, I-I didn't expect you to actually answer the phone."

"Really? Why not?"

"Um, I don't know. I guess most people are just tough to get a hold of. But this is great! I'm so glad we're talking! Anyway, my name is Karen. The reason I called is because I'm the Program Coordinator for

my company's annual conference, and we're looking for a speaker to kick off the ... "

Sweet.

Still, I'm blown away every time I hear a remark like that because **it just seems smart to be easy to get a hold of. And I'm surprised more people don't embrace that idea.**

Now, maybe that's just my style. Maybe that's my generation. Or maybe that's because I run a one man operation and there's nobody else here to answer the phones.

But even Microsoft blogger Robert Scoble posted about this very idea last year:

"Make it easy to get a hold of you — especially if you ever want something nice to happen to you. I've been trying to get a hold of bloggers lately to do various things with them (and even hire some of them) and often it's hard to find a way to contact the blogger. But you never know who wants to get a hold of you. How they'll change your business. How they'll change your career."

Amen to that.

And I know: putting your anonymity on the line (no pun intended) has its drawbacks. There's the possibility of stalkers⁷, crank calls, additional cell phone charges for incoming calls (damn you Sprint!) and of course, people trying to sell you stuff you don't want.

But the bottom line is: **customers love and want to talk to That Guy.**

⁷ I actually DID have a stalker a few years ago. Trust me, you don't want to hear that story.

If that's not approachability, I don't know what is.

Wanna talk about it? Call my cell: (314) 374-3397. I almost always answer.

Unless The Simpsons are on.



leave your mark wherever you go

"DO NOT FOLLOW WHERE
THE PATH MAY LEAD.
GO, INSTEAD, WHERE THERE
IS NO PATH AND LEAVE A TRAIL."

— RALPH WALDO EMERSON, THAT WRITER GUY —

She wore a long, black cape and a colorful hat. Stunning. Beautiful. Sexy. And on the back of her garb read the word *Viva!*

I smiled and she smiled back. Then she gracefully danced away. Two seconds later, I saw another one. Then another! Then another! And out of nowhere, four identical women banded together in formation and walked down the main street of downtown Puerto Vallarta like a gang of *Femme Fatales* looking for their next victim.

Wow. When I die, that's the way I wanna go.

"So, what do you think Viva! is?" my dad asked as we stopped in the middle of the street to gaze.

"I don't know. But I intend to find out," I said.

About 15 minutes later, my family and I found ourselves in front of the store.

Hmmm ... Viva! I wondered. Maybe this is where that gang of girls came from. Better go inside and inquire.

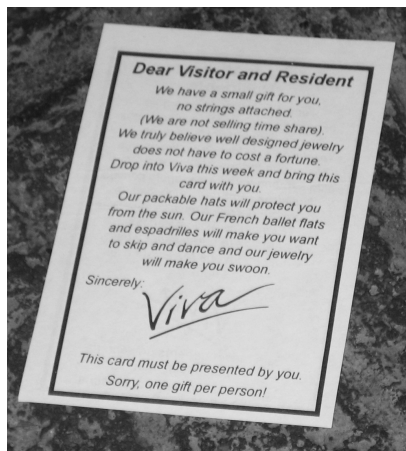
I located a manager in the store and asked about the women. He put his hand on my shoulder, nodded like a proud father and flashed one of those *Oh, so you don't know?* kind of smiles. And like Antonio Banderas himself, Marco said:

"They are 'The Viva Divas.' It's like a ... how-you-say, 'advertisement'? Si. The women promote the store by walking into restaurants around town. Everyone notices them. They are beautiful. And they pass out little cards with pictures of our items. Kind of like a movie when you see the ah ... how-you-say, 'preview'? Ah, yes. It makes the customers want to learn more."

I thanked Marco for the info as we exited Viva! My parents, brother and I walked down the streets of Puerto Vallarta as our vacation continued. I carefully watched every person pass by, hoping to catch another glimpse of a Viva Diva.

Pero nada.

However, on the floor of the restaurant we ate dinner at, I noticed a small card.



The moral of the story is: **That Guy leaves his mark wherever he goes.**

Now, I've had a lot of luck using nametags. For example, I carry several blank nametags with me at all times, (and a blue Sharpie) just in case someone asks for one.

And trust me, people ask for them *all the time!*

So I happily pass them out. Not because I want everyone to wear nametags, but because it's UNFORGETTABLE. Because I'm The Nametag Guy, and it only makes sense for me to have a supply with me at all times. And not only is it a great way to have fun, make friends and encourage approachability; it's also **leaving a visible part of my brand behind.**

Another effective tool for "leaving your mark" is a Takeaway Card. Although they're primarily used by speakers as handouts for audience members, I think anyone who wants to become That Guy should carry these with them wherever they go.

It all started a few years ago when a woman I'd been chatting with at a football game asked me, "So Scott, how can I become more approachable?"

Because it was such a broad question, I had a tough time condensing my answer into a quick response. So later that week I went to my printer and created 5000 of these:



"Approachability moves people from How are you? to Who are you?"

Top 7 Ways To MAXIMIZE Your Approachability

1. Smile when you answer the phone, start and exit conversations.
2. Ask open ended questions beginning with "What's your favorite?" and "What's the best?"
3. Avoid answering questions with F.I.N.E., which stands for "Feeling I'm Not Expressing."
4. As soon as possible, discover the CPI (Common Point of Interest) with people you've just met.
5. Carry at least 5 business cards in your wallet, bag, car or briefcase at all times.
6. Remember that approachability is a two way street: stepping AND inviting people onto front porches.
7. Always wear your nametag!

Scott Ginsberg

Author, Speaker, Therapist with the nametag
Front Porch Productions - PO Box 410684
St. Louis, MO 63141 - (314) 878-5419
scott@hellomynameisscott.com
www.hellomynameisscott.com

Now, I hand these out almost everyday. And people love them! They give value, maintain consistency with my brand, and most importantly, **people never throw them away.** Talk about being UNFORGETTABLE!

So, here's what you do. Think back to the question you pondered earlier in Chapter 14:

If everybody did exactly what you said, what would the world look like?

Let's say you're a financial planner. Think about the 5-7 most important things your clients need to know. Write out a bullet point list that briefly explains those items, along with your contact information, a memorable tagline or quotation from you, and any of your logo or brand images. Put all of that stuff onto a double sided, laminated card on thick paper. Then hand it out to everyone as a handy resource/tip sheet **in addition** to your standard business card.

Because ultimately, while people might "store" your business card in their circular file cabinet, it's pretty tough to trash something that gives value.



yoda was right

“SIZE MATERS NOT.”

— YODA, THAT LITTLE GREEN JEDI GUY —

When I receive speaking inquiries from organizations who want me to keynote their conferences or meetings, I always chuckle when I hear comments like:

*“Could you have your assistant
fax me a fee schedule?”*

“Who does your booking for you?”

*“Should I call your agent find out if you
have that date available?”*

My response is usually something like, “Oh, well actually, it’s just me!”

A lot of my customers think that’s awesome. They value the ability to talk directory to That Guy. In fact, most of my clients tell me that’s

one of their favorite parts about working with me.

On the other hand, some business people believe in presenting their company (website, materials, voicemail and the like) in a manner which makes them appear a lot bigger than they really are. Which isn't necessarily a bad thing; although I think people must take caution while tip-toeing on the fine line between professionalism and misrepresentation.

Then again, it depends on 1) your brand, and 2) your customers.

My brand happens to be friendly, transparent and approachable. So I have no problem posting my fee schedule on my site, for example, or telling customers that my company is a completely entrepreneurial, one-man show.

But your company might not be like that, which is cool too. If you want to appear big, go big! As long as you're consistent with your brand and it makes your customers feel comfortable working with you, go for it.

The point I'm trying to make is this: **you don't have to BE big to do big things.**

I only know this because, since I started *HELLO*, my name is Scott in 2002, I've been featured in almost every major news publication in the country, done hundreds of radio and TV interviews and been quoted as an expert on approachability in *The Wall Street Journal* and *Cosmopolitan*. And you know what? I have all the cutouts pasted around the walls of my office.

And I look at them every day. Not because I'm a big shot, and not because I'm some egomaniac, but because those are *big things*, and I'm just ONE guy. So I truly believe that if I can do it, you can too. Whether you're big or not.



it's not who you know, it's who knows you

"IT'S NOT WHAT YOU KNOW,
IT'S WHO YOU KNOW."

— EVERY BUSINESSPERSON WHO EVER LIVED —

May 4, 2003. Two days after CNN interviewed me. My cell phone rang early in the morning, displaying an area code I didn't recognize. I picked up the receiver and answered, "HELLO, my name is Scott...!"

"Scott, my name is Jeffrey Gitomer," the man said. "I'm calling from Charlotte, North Carolina. I just saw your interview on CNN, and I only have one thing to say to you: *way to freakin' go kid!*"

"Ha ha, thanks!" I chuckled, wondering who the heck this guy was.

"I want you to check out my website," he said, "I've actually been

wearing a nametag for years.”

It turns out he wasn’t kidding. As we began to chat, I perused his website and learned that Jeffrey was one of the world’s leading authors, columnists, speakers and experts on the topic of sales mastery. His nametag simply read “Jeffrey: Sales Maintenance Department.” *Nice.* And to my delight, he championed my idea about wearing a nametag 24-7 to symbolize approachability. In fact, I think his exact words were, “Damn, that’s a cool idea!”

After talking for a while, he offered himself as an informal mentor to me as I embarked on my quest to become a successful author and speaker; although I wasn’t sure why. Maybe he saw potential in my idea. Maybe he liked me. Or maybe he was just a nice guy who wanted to give value first.

As it turned out, Jeffrey was all of those things. And for the past few years now, his help has been invaluable to me, my customers and my business. Not to mention, he’s also my friend.

But Jeffrey said something to me during that initial conversation that I never forgot:

“Remember Scotty: it’s not who you know, it’s who knows YOU.”

My face lit up like a young apprentice whose guru had just helped him discover the meaning of life. *Wow!* I thought. *What a great line! I gotta remember that one!*

I immediately wrote it down on a sticky note and placed it on my keyboard. *It’s not who you know, it’s who knows you.* And to this day, I still glance at it every morning to remind myself about the value of visibility. Because ultimately, customers will always feel more confident doing business with you if they’ve **heard of you before.** In fact, in Peter Economy’s book *Networking for Dummies*, he

explains that customers buy from you for three reasons:

1. They've heard YOU
2. They've heard OF you
3. Someone they TRUST has heard OF you

If not, if customers have no idea who you are, then do they have any reason to buy from you? Do they have any reason to trust in you?

No way.

And that's exactly why you need to be That Guy. Because people buy people first. And if your reputation precedes you, you win. (Unless you're a jerk, in which case, you lose.)

So let me ask you this: the last time you were introduced to a new acquaintance, sent an email to a potential client, contacted a referral or made a cold call to a hot prospect; how many of them made comments like this:

"I've heard of you before..."

"Oh wait, I know who you are!"

"Yes, I know a lot about you already."

If so, congratulations! This means the accumulation of your networking, branding, word of mouth, web presence and everything else you've learned in this book has preceded you. And there's nothing better than starting a conversation with a potential customer whose face lights up when she meets you and thinks, "Wait a minute, I've heard of That Guy before!"⁸

⁸ I'm writing this chapter as I lay in my hospital bed because, unfortunately, my left lung collapsed on February 18th, 2005. (I made it out OK, don't worry.) Anyway, funny story. A few minutes ago one of the nurses came into my room to administer my pain medication. She noticed my laptop and asked what I was working on. I told her I was an author and writing a new book called "How To Be That Guy." She nodded her head, noticed my nametag and then asked, "Hey wait, I know you! You're The Nametag Guy, right?"



every word is a seed that scatters

“THERE IS NOTHING THAT DOESN'T
MATTER. EVERY WORD IS A SEED THAT
SCATTERS. EVERYTHING MATTERS.”

— GLEN PHILLIPS, THAT TOAD THE WET SPROCKET GUY —

I first met my good friend Ed at one of my networking workshops on August 19, 2004. He came up to me afterwards and said he'd heard of my nametag idea years before, but wanted to introduce himself in person.

Ever since then, we've shared countless lunches, book idea brainstorms, networking opportunities and a valuable friendship for which I am extremely grateful.

Almost one year later, I had the opportunity to give a speech to Ed's company, as per his recommendation. Right before the program began Ed said, “Hey, do you see that guy over there in the blue shirt? That's Denny. He's the person who first told me about your website before we met.”

“Really? I don’t recognize him. Can you introduce me?”

We walked over to Denny. He stuck out his hand and said, “Nice to see you again Scott!”

Where do I know this man from? I wondered.

“Denny, I’m sure we’ve met before, but could you please remind me where?”

“Oh, you don’t remember?” he grinned, “Yeah it was about 3 years ago at a Dierberg’s Grocery store in St. Louis. I saw you walking around the aisles wearing a nametag, so I asked, ‘Hey Scott - what the hell are ya doin with that nametag?’ And after you told me, I checked out your website and showed it to Ed. Small world, huh?”

Ha! A small world, indeed.

The moral of the story: **word of mouth works.**

George Silverman, author of *Secrets of Word of Mouth Marketing*, says, “Word of mouth is an honest medium.” What’s more, the latest word of mouth marketing book, *Grapevine*, by Dave Balter & John Butman, says:

“Everybody talks about products and services, and they talk about them all the time. Word of mouth is NOT about identifying a small subgroup of highly influential or well-connected people to talk up a product or service. It’s not about mavens or bees or celebrities or people with specialist knowledge. It’s about everybody.”

It’s about everybody.

I love that part.

You see, being That Guy is about personal interactions with others. It's about personifying your brand via every possible touch point; especially when you meet someone for the first time.

Because, in the words of my hero Glen Phillips, "There is nothing that doesn't matter. Every word is a seed that scatters. Everything matters."



market yourself daily

“WHAT HAVE YOU DONE TODAY
TO ADVERTISE YOU?”

— TOM PETERS, THAT EXCLAMATION POINT! GUY —

Market yourself daily.

The single best piece of business advice I ever got. Period.



be fearless when asking for help; especially from the Big Shots

“BIG SHOTS ARE ONLY LITTLE SHOTS
WHO KEEP ON SHOOTING.”

— ZIG ZIGLAR, THAT MOTIVATIONAL SPEAKER GUY —

I once read an article in *BusinessWeek* called “The Art of Doing It Yourself,” which said, “Share your ideas with those who have done it before. You can learn a lot from the experiences of seasoned entrepreneurs, and they are much more approachable than you think.”

I couldn’t agree more. And the article also referenced a 2005 piece from *BusinessWeek* written by Vivek Wadhwa called Ask for Help — and Offer It. I dug up the archives and found some pretty cool quotes ...

“Heads of big outfits are often approachable and willing to assist. Now that I’ve gained some success, I try to practice the same generosity.”

“Some of the most important lessons I’ve learned as an entrepreneur are things they don’t teach you in business school. I’ve learned to be fearless in approaching a celebrated figure, listen carefully to those who have paved the trails, and mentor others who seek to learn from my experiences.”

This reminds me of a great piece of advice given to me by my friend Todd Brockdorf at my first NSA Convention: “Scott, don’t be a Speaker Groupie. Don’t be afraid. These Big Shots that get paid huge speaking fees actually pretty cool guys. You can just go up and say hi.”

So I did. And I’ve made friends with many of them.

Are you willing to approach a Big Shot and introduce him to That Guy?



if you build it, they (might) come

“IF YOU BUILD IT, THEY WILL COME.”

— THE VOICE, THAT FIELD OF DREAMS GUY —

I’m writing this chapter at 5:00 AM in Columbus, Ohio. I’m delivering the closing keynote at the Ohio Workforce 411 Conference in about 6 hours.

Couldn’t sleep last night. I was too excited about my article in *The Wall Street Journal* by Jeffrey Zaslow called “First Impressions Get Faster.”

Here are a few excerpts from the article from Thursday, Feb 16th, 2006 issue; page D4, Personal Journal Section:

“In St. Louis, Scott Ginsberg, 26 years old, is now testing theories about first impressions. For more than 5 years, every day, he has worn a nametag that says, ‘HELLO, my name is Scott.’ The former marketing student says the nametag allows people to develop a first impression

of him in seconds. His goal is to appear friendly and more approachable, and to tap into those instincts of others. Women who mock or ignore him probably aren't right for him, he says. But those who engage in conversation about the nametag learn things about him that lead beyond first impressions."

"'I'll always wear the nametag. It's a lifelong experiment,' vows Mr. Ginsberg, who now gives lectures to corporations on 'approachability.' He's concerned that the first impression window keeps narrowing. 'It's like an asymptotic calculus equation. Will it eventually approach zero?'"

I'm sharing this article for two reasons.

First of all, when you get the chance to introduce That Guy to someone, **time is not your friend**. But you still need to be UNFORGETTABLE. So whether you're reciting your "Networking Intro," handing out a business card or practicing any of the ideas already discussed in this book; if you want to be That Guy, you must know how to articulate his or her value quickly, concisely and memorably.

Secondly, you might be wondering "Scott, how did you get *The Wall Street Journal* **to call you** for an expert opinion!

I was wondering the same thing during my interview. So I asked Jeff when the article came out, "How'd you hear about me?" (Always, always ask this question when working with the media.)

Jeff said, "Well, I was googling 'first impressions,' and I came across several **articles** you wrote, your **blog** and your **website**. So I just thought I'd **call your cell phone** to see if you could help me out."

Hallelujah!

Now, you might wonder: *Did I sell thousands of books when that article came out? Did I book dozens of speeches to big corporations when that article came out?*

My answer is: **who cares!**

It was the *Wall Street Journal*!

WHICH MEANS: for the rest of my career, I can leverage that article on every website, book, marketing piece and speaker introduction to validate my credibility, expertise and value. Besides, if the *Wall Street Journal* quotes you as an expert, you **MUST** know *something*!

Therefore, was “The Voice” accurate in *Field of Dreams* when he said, “If you build it, they will come.”?

Almost. I’d say he wasn’t incorrect; but rather *incomplete*.

If you build it (authentically), they will come.

If you build it (creatively), they will come.

If you build it (consistently), they will come.

If you build it (interestingly), they will come.

If you build it (intentionally), they will come.

If you build it (fearlessly), they will come.

If you build it (daily), they will come.

If you build it (humanly), they will come.

If you build it (visually), they will come.

If you build it (concisely), they will come.

If you build it (transparently), they will come.

If you build it (participatory), they will come.

If you build it (uniquely), they will come.

If you build it (respectfully), they will come.

If you build it (unselfishly), they will come.

If you build it (simply), they will come.

If you build it (magnetically), they will come.

Here's what I mean:

When I say *build it*, I'm referring to the creation of your UNFORGETTABLE brand.

When I say *they*, I'm referring to customers, prospects, the media, friends, even strangers.

And when I say *they will come*, I'm referring to a sense of professional approachability and attraction that allows those people to feel comfortable and confident doing business with you...

...because you're That Guy.



life isn't about finding yourself; it's about creating yourself

"YOU ARE THE BRAND."

— PETER MONTOYA, THAT PERSONAL BRANDING GUY —

On New Years Day of 2006, I sat down with an empty sheet of paper and thought long and hard about every valuable business lesson or memorable piece of advice I'd learned in 2005. It took me a few hours to write, but eventually I came up with this great little piece. I'm not sure if it's a poem, an article, a manifesto, a credo, or just a bunch of helpful one-liners. But it brings together a lot of the key points you've read in this book.

So, before we finish up; and just in case you weren't taking notes or paying attention to the last 45 chapters, here's a quick summary of *almost* everything it takes to become That Guy:

* * * * *

BE brilliant at the basics. Be the change you want to see in the world. Be the first one. Be the only one. Be unforgettable. Be interesting. Be a sleeper. Be That Guy. Be That Girl. Be the world's expert on yourself. Be better than yesterday, but not as good as tomorrow. Be confident enough to be humble. But be somebody who reminds everybody of nobody else in the world.

AND DON'T wish it was easier, wish you were better. Don't sell, enable people to buy. Don't let the bastards get you down. Don't be weary in well doing, for in due season you will reap a great harvest if you faint not. And don't wait for the mainstream to validate your voice. Don't despise the day of small beginnings. Don't be selfish with your knowledge. Don't complain if you haven't earned the right. And don't be different, be unique.

BECAUSE YOU are what you charge. You are what you believe. You are the books you've read and the people you've met. And you are an empty sheet of paper in the minds of every person you encounter.

AFTER ALL, the world cannot resist a man on a mission. The best swimmers are always in the pool. The sculpture is inside the stone. And the two greatest days in your life are the day you're born, and the day you realize why you were born.

AND if you are successful you will always have too much to do and too little time. If you aren't being criticized, you aren't doing much. And if everyone says you're out of your mind, you just might be onto something.

EVEN THOUGH, it's not easy being yourself. It's not who you know, it's who knows you. And it's not the years, it's the mileage.

SO, WORK hard, work long and work smart. Work like you don't need the money. And work from technique, because you never know how you will feel.

AND DON'T FORGET THAT success leaves clues. That confidence is king. That credibility comes from specificity. That listening is not waiting to talk. And that a nice person who is mean to a waiter is not a nice person.

OR, TO tell the truth, to tell it all and to tell it now. To give value first. To paint yourself into a good corner. To allow customers to participate in your brand. To do the work once and benefit many times. To give yourself away. To respect people's noes. To take massive action. And to act as if you already are the person you're trying to become.

THEREFORE, ALWAYS stand up, stand out or be counted out. Discover your Personal Differential Advantage. Learn to love your zone of discomfort. Greet each day with love in your heart. Show, don't tell. Make daily appointments with yourself. Never apologize for your art. Remember your Victory Dance. Work harder on yourself than your job. Find your one big idea. And always validate your existence, be yourself and do something cool – every single day.



fear not to entertain strangers

“EVERYBODY IS SOMEBODY’S SOMEBODY.”

— JOEL OSTEEN, THAT TV PREACHER GUY —

Serendipity is defined as: *the lucky tendency to find interesting or valuable things by chance.*

I live by it. In fact, this book wouldn’t exist without it.

December of 2002. Portland, Oregon. It was raining as usual. I caught the #15 bus and headed home from the furniture store – just like I did every night. I awaited my stop at Northwest 21st and Irving.

But this night was different.

This night was the most important night of my life.

This night would become the reason you are reading this book, right now.

I sat down in an open seat next to a clean cut man in his mid thirties. Once I brushed off the rain and got my shoulder bag and poncho situated, I thought to myself, “What would be a good way to start a conversation with this man? How could I step onto his front porch?”

I got it – Thanksgiving. Everyone loves talking about Thanksgiving!

I turned to him, smiled and asked, “So...what was the best part about your Thanksgiving?”

He smiled back.

“Well, I went back to San Francisco to see my family and take some time off work. And I got to relax – *that* was the best part,” he nodded. “So what about you...*Scott*,” he chuckled as he looked at my nametag, “what was the best part about *your* Thanksgiving?”

“I was out of town too. I’m from St. Louis, originally. It was great to see my family and spend some time with old friends. But I think the best part was eating an entire pumpkin pie in one night!”

“It sounds like you had a good holiday to me. So, what kind of work do you do Scott?”

“Well, right now I’m selling furniture. But in a few weeks I have this book coming out, and I’ll be getting into the business of approachability.”

“Approachability, huh? Cool! Tell me more...”

I went on to tell him the original nametag story, the front porch concept and the exciting news about my upcoming book release. The bus – and the rain – rolled on as he shared one of his favorite nametag stories from when he was in law school.

After a few minutes, the bus slowed down at 14th street.

"Well, this is my stop. It's been great talking with you Scott; and good luck on the book release. By the way, my name's Garrett. Here's my card. I'll buy ya a beer when your book comes out!"

"Sounds good, man – I'm always looking to meet new people. Here's one of my cards, too."

He stepped out into the rain and walked down the platform. I gave him a friendly salute goodbye.

And I never saw him again.

He never called.

Typical guy! *Sniff.*

BUT...one week later, I got a call on my cell phone. A call that changed everything. A call that would be the reason you're reading this book, right now.

I was at work at the furniture store at about 9:00 AM when I looked at the display on my phone only to see a caller ID I didn't recognize.

Who the heck is calling me at 9:00 AM on a Monday morning?

Curiously, I answered the phone the same way I always do when I have no idea who's calling: *"HELLO, my name is Scott..."*

"Hi – is this Scott Ginsberg, **That Guy** who wears the nametag?" asked a sexy, articulate female voice.

"Um...it is..."

"Great! Well, I just wanted to tell you I think your nametag idea is so **cool**, you've got a **great, simple story** and I'm excited about

your whole approachability **school of thought**. I went to your **website** and I'm looking forward to your upcoming **book** release in a few weeks!"

"Hey thanks! I appreciate the positive feedback," I replied. "But, if you don't mind me asking: who are you? how did you get my **cell phone** number?"

"Oh I'm sorry, let me introduce myself. My name is Jill and I'm calling from the *Portland Tribune*. The reason I wanted to get in touch with you because I'd love to do a feature story about your nametag idea and upcoming book, *HELLO, my name is Scott*. Would you be interested in setting up an interview?"

My heart stopped.

"Are you kidding? Of course I would! Let's do it on Thursday!"

A few days later we met at Powell's Books in downtown Portland. And for the next hour or so, Jill and I walked around in the rain as she asked all about my experiences with wearing a nametag, the new book and my quest to help people and companies MAXIMIZE personal and professional approachability – one conversation at a time.

Two weeks later, the four page article ran on in the Lifestyle section in the December 29, 2002 issue of the *Portland Tribune*, and was distributed via news wire to **every major news publication in the country**.

And now, as you well know after having finished my third book, the rest was history.

Everything that's happened to my business since then – the speaking, the interviews, the books, the incredible web presence, and especially becoming That Guy - is all because of one thing:

Because one rainy December evening, I decided to sit down on a bus next to a complete stranger, and step onto his front porch. A stranger who just so happened to be:

**The boyfriend of that reporter
for the *Portland Tribune*.**

That's what happens when you become That Guy.

You become UNFORGETTABLE.

You MAGNETIZE more business.

The Nametag Guy's Speaking Programs

Scott regularly speaks across the globe to **companies, associations, organizations** and **students** on topics such as:

- The Power of Approachability
- How to Be That Guy
- Building a Front Porch for your Front Line
- UNFORGETTABLE First Impressions
- How to Make a Name for Yourself



As a member of National Speakers Association, Scott's **clients** include Prudential, Hyatt Regency, The American Society of Association Executives, STAPLES, Leo Burnett, UniGroup and The International Association for Workforce Development. To book Scott for your next association meeting, conference or corporate event, call 314/256-1800 or visit www.hellomynameisscott.com!

Written Comments from the Nametag Guy's Audience Members in the Past Two Years ...

Scott's "Stranger on the Bus" story gave me **chills** ... He was SO awesome! He had a way of putting a smile upon people's faces ... I was **blown away** by Scott's speech on approachability! ... Lively, comfortable and informative ... Scott's work is eye opening and somewhat **revolutionary** ... A wonderful message, one that everyone could benefit from ... Awesome speaker & **killer content!** ... Not just amusing but ultimately **helpful** to my business! ... He taught us things that **SHOULD** be common sense, but aren't ... I have A.D.D. and Scott kept me **engaged and interested for 3 hours!** ... I was dubious about his youth at first, but then Scott won me over! ... In the 10 years I've been part of this association, we've **never had a speaker** who talked about **approachability!** ... Scott's program was exactly what a shy gal like me needed! ... Fun, authentic and substantive ... All 40 of the students **LOVED Scott!** Even during a 3+ hour workshop, they **hung on his every word**. Great ideas and **easy to learn from!** ... If you have not had the opportunity to hear The Nametag Guy, you're missing a good one! ... He certainly kept control of those "uncooperative" audience members ... **Scott's presentation changed my life!** ... I didn't want to be bothered during lunch, but Scott won me over! ... He made me **think differently about communicating with my clients!** ... Scott should have been the opening AND the closing speaker! ... Very **applicable to our roles** in the workforce community ... His speech was a great, upbeat way to end an otherwise un-encouraging conference ... Much more sincere than Dale Carnegie's stuff! ... Scott's techniques are now **part of my company's marketing strategy!** ... I would recommend Scott to any organization! ... I've been coming to these association conferences for 30 years, and Scott was **one of the best speakers** I've ever seen!

Turn the page to see what other clients said about The Nametag Guy!



"Scott spoke to our employees during our General Meeting regarding using the guests' names. Those meetings combined with our internal efforts resulted in a 75% score for our service essentials on our most recent evaluation. We are now in the top 3 in the company for in 2005!"
Human Resources Director, Hyatt Regency St. Louis

"If you have not had the opportunity to hear The Nametag Guy, you're missing a good one. This young, energetic speaker is more than motivational, in fact, he's not. He gives practical, useful tips about networking, branding, breaking the ice, sincerity - and does it in a pleasant, humorous style that everyone at our recent regional meeting enjoyed."

Meeting Planners International, Indiana Chapter

"I was blown away by Scott's speech on approachability. He was polished and tight and the program was educational, fun and interesting. His speech was the high point of the conference because of his simple, easily adaptable message and the way he delivered it. Out of 60+ speakers, his program was one of the best!"

Director, Word of Mouth Marketing Association

"Wonderful! I still heard people talking about the ideas they learned from Scott's program all afternoon...his success story was not only inspiring, but made me think differently about how I communicate with my clients!"

Meeting Coordinator, Prudential Financial

"Scott's presentation was a great success for our staff meeting and the chapter AYP conference. 90% of our staff meeting participants and 84% of our conference participants rated him as excellent or WOW! The participants learned ideas that were relevant, practical, and easy to apply back at their YMCA."

YMCA of Greater St. Louis/Association of YMCA Professionals

*Book Scott NOW @ 314/256-1800 or visit
www.hellomynameisscott.com
 to watch a preview video and check his availability!*

also by Scott Ginsberg...

HELLO, my name is Scott

The Power of Approachability

UNFORGETTABLE First Impressions

How to become a Networking Superhero

66 Priceless Pieces of Business Advice I Couldn't Live Without

**What are *you*
known for?**

