



Scott Ginsberg
That Guy with the Nametag
Author, Speaker, Coach, Entrepreneur

GET THEM TO COME TO YOU

HELLO, my name is Scott's...

Strategies to Attract MORE Clients
MORE Opportunities and
MORE Luck into Your Life

2 BOOKS
IN 1

2 BOOKS
IN 1

Scott

Scott Ginsberg
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STICK YOURSELF OUT THERE
GET THEM TO COME TO YOU

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IN 1

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Strategies to GET Noticed,
GET Remembered
and GET Business

HELLO, my name is Scott's...

STICK YOURSELF OUT THERE



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Nobody
notices
normal.

BUT:

**If you *GET noticed,*
you *GET remembered.***

**And if you
GET remembered,
you *GET business.***

**Still thinking
about being
*normal?***

Stick Yourself Out There

Scott Ginsberg
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Printed in the United States of America.

Cover design by
Sue Sylvia of Staircase Press Design

Text layout by
Jeff Braun of TriFecta Creative
www.trifectacreative.com

Edited by
Jessica "That Bagel Girl" Adams

ISBN: 0-9726497-3-5

How to GET Noticed,
GET Remembered
and GET Business

**STICK YOURSELF
OUT
THERE**

Marketing Mistakes You're (Probably) Making:

You're not That Guy.

You're not remarkable.

You're not blogging yet.

You're not marketing daily.

You're not focused at ALL.

You're not using Google Alerts.

You're not word-of-mouth worthy.

You're not building a permission asset.

You're not giving enough away for free.

You're not building a timeline of credibility.

You're not the origin; you're the echo of someone else's idea.

You're not leveraging your media appearances in every possible way.

You're getting talked about, but you don't know who's doing the talking.

You're remarkable (hooray!), but you're not relevant, worthwhile or marketable.

You ARE blogging, but you're not disciplining yourself to blog every day.

You ARE blogging every day, but your posts are too long, too safe, uninteresting, unfocused and written with poor architecture and ZERO Call to Action.

You're saying WAY too much.

You're creating noise, not music.

You're trying to force word of mouth.

You're The Observer, not The Observed.

You're trying too hard to convince people.

You're worried about marketshare, not MIND share.

You're interrupting people, not interacting with them.

You're relying on your customers to connect the dots.

You're trying to be the arrow instead of the bullseye.

ULTIMATELY: Your marketing efforts cause
people to hear *from* you, not *about* you.

Marketing Mistakes Your Organization Is (Probably) Making:

You're still calling it "marketing."

You're still calling them "customers."

You're still wasting your money on advertising.

You're still using *Papyrus* as your company's primary font.

You're still ripping off that horrendous *got milk?* campaign from 1996.

You think people care.

You think people have time.

You think customers aren't smart.

You think putting up a *MySpace* page is (actually) going to grow your business.

You don't know who you are.

You don't have enough samples out there.

You take too long to return calls and emails.

You stop marketing when you become successful.

You have a strong web-SITE, but a weak web-PRESENCE.

You're using WAY too much text on EVERYTHING.

You're sitting around waiting for your annoying, low-rent YouTube video to "go viral."

Your marketing looks like marketing.

Your goal is to make money, not create positive change.

Your company name includes words like "Associates," "Communications," "Creative," "Kwik," "Premiere," "Solutions" and "Deluxe."

ULTIMATELY: You're trying too hard to be *authentic*, which makes you NOT authentic.

So, here's the solution:

Stop calling it "marketing."

Marketing is evil.

Or at least, that's the perception.

That marketing is dishonest.

That marketing is contrived.

That marketing is interruptive.

That marketing is disrespectful.

That marketing is manipulative.

That marketing is underhanded.

Which, in many cases, it CAN be; and which, in many cases, it IS.

But only if you continue to call it "marketing."

SO, HERE'S YOUR CHALLENGE: Eliminate the word "marketing" from your vocabulary.

Reframe it in a way that allows you to identify with it on a personal level.

A few examples:

It's not marketing.

It's STRATEGIC SHARING.

It's not marketing.

It's TRANSFERING EMOTION.

It's not marketing.

It's TELLING A STORY.

It's not marketing.

It's STICKING YOURSELF OUT THERE.

AFTER ALL: The best marketers in the world are the ones you don't even realize are marketing.

And I don't count those super-slick, manipulative advertisers who sneakily pump marketing messages into every available public crevasse and leverage people's unconscious minds against themselves.

Those people ARE evil.

I'm talking about the people (and organizations) who are...

Starting movements.

Building a following.

Creating REAL change.

Spreading valuable ideas.

Having a blast, every day.

Making the mundane memorable.

Delivering unique, unforgettable and unarguable value.

**Doing nothing other than BEING THEMSELVES,
and sharing that with the world.**

Two quick things I don't believe in

OK. Before you read any further, you should probably know:

1. I don't believe in MARKETING.

Sure, this book will teach you practices that might be *considered* marketing: blogging, ezines, publicity and publishing articles.

But to me, that's not "marketing."

That's storytelling.

That's sharing expertise with fans.

That's positioning yourself as a resource.

That's consistently and uniquely sticking yourself out there.

2. I don't believe in BRANDING.

Sure, this book will teach you practices that might be *considered* branding: crafting your soundbites, naming your company, creating a telephone personality and designing unforgettable business cards.

But to me, that's not "branding."

That's reputation management.

That's become more of yourself.

That's articulating your uniqueness.

That's reinforcing your personal philosophies.

That's creating an expectation for your clients.

So, this isn't a book about "marketing."

It's not about "branding" either.

It's about IDENTITY. *Much better word.*

It comes from the Latin *identere*, which means "over and over." And when you're trying to pinpoint your unique value – as an entrepreneur, as a company, as a PERSON – you need to discover your defaults.

The stuff you just DO.
The stuff you can't NOT do.
The stuff you can't HELP but to do.

Over and over.

That's identity.

Famed psychologist Erik Erickson described identity as, "The uniqueness and individuality that makes a person distinct from others."

IN SHORT: Sharing with the world that which is SO you.

That's identity. That's who you are.

And it's a GIFT. Possibly the greatest gift in the world.

So, your duty is to uncover it, re-gift it, and use it in the service of others.

* * * * *

My name is Scott.

Since November 2nd, 2000, I have been wearing a nametag. All day. Every day. 24-7. *I plan to do so for the rest of my life.*

My occupation is a writer.
My job is an entrepreneur.
My expertise is approachability.

And what I "do" is teach people like you how to stick yourself out there.

So, what you're about to read isn't a book.

It's a symphony.

And if you allow its gorgeous music to reverberate down to your bones, I promise:

You will GET noticed, GET remembered and GET business.

Movements 1 & 2

PRELUDE: Origin, not echo.

- Part 1: The more imitable you are, the less valuable you are.
- Part 2: Niches = Riches
- Part 3: But I have so many competitors!
- Part 4: Let people know what you aren't.
- Part 5: What are you (not) perceived as?

Interlude: The most important piece of real estate in the world.

PRELUDE: Imagination, not millions.

- Part 6: Are you *Some Guy* or *That Guy*?
- Part 7: What do you differentiate through?
- Part 8: Yeah, it's remarkable BUT...
- Part 9: The Point of Dissonance.
- Part 10: What's in a name?
- Part 11: Words That Should NOT Be In Your Company Name
- Part 12: So, what do YOU do?
- Part 13: AIDAR

Coda: On Being Unarguable.

Movements 3 & 4

PRELUDE: Observed, not observer.

- Part 14: Self-promotion doesn't have to be shameless.
- Part 15: Are you a Master of The Welcome?
- Part 16: What does your email address say about you?
- Part 17: You've GOT to see this guy's business card...
- Part 18: People need to see you doing what you do.
- Part 19: How to Create Strategic Serendipity

Interlude: Everything I know about marketing I learned from karaoke.

PRELUDE: Fans, not customers.

- Part 20: Are you building a following?
- Part 21: Building a Permission Asset, Pt 1.
- Part 22: Building a Permission Asset, Pt 2.
- Part 23: Building a Permission Asset, Pt 3.
- Part 24: Fanagement 101

— *Reprise* —

Coda: What a long, strange trip it's been!

 PRELUDE

**Origin,
not echo**

There are no cover bands in the *Rock and Roll Hall of Fame*. Why?

Because cover bands are imitations.

Copies. Replicas. Fakes. Designer imposters. In other words, *echoes*.

An *echo* is defined as a “repetition or close imitation.”

On the other hand, an *origin* is defined as a “starting point or first cause.”

And if you take a quick look around, you’ll notice a **WHOLE** lot of companies, products, people and ideas are just that – echoes.

EXAMPLE: In the mid 90’s when David Spade was a regular cast member on *Saturday Night Live*, he did a great bit on Weekend Update called “Hollywood Minute.”

My favorite episode from the 1994-95 season featured a picture of grunge rockers Stone Temple Pilots. Spade’s punch line was, “Yeah, these guys were great the **FIRST** time I saw them ... *when they were called Pearl Jam.*”

The audience howled.

So, Spade was suggesting that Stone Temple Pilots were the echo, while Pearl Jam was the origin. Which, if you ask anybody who grew up in the 90’s, is true.

Now, don’t get me wrong. I love *Stone Temple Pilots*.

The problem with being an echo is that it’s never quite as beautiful, never quite as cool, and never quite as effective as the origin.

This is about being first. This is about being unique. This is about finding your voice.

And it goes for ALL industries, ALL products and ALL services.

**This movement is about
uncovering and perfecting your identity.
*Are you the echo or the origin?***

**Pick the category box
that says, "OTHER."**

**Create a new niche
and OWN it!**

*Are you revolutionary,
or evolutionary?*



PART 1

.....

The more imitable you are, the less valuable you are

That being said, begin by asking yourself these questions:

How many other people do what you do?

How many other people do it the way you do it?

How easily do people confuse you with someone else?

How easily do people confuse your company with another one?

If someone tried to steal your shtick, how easy would it be for that person to pull it off?

With these questions in mind, continue by examining this list of BE-UN's:

Be UN-avoidable.

So customers can't (not) take a picture of your store.

So customers can't (not) walk into your store.

Be UN-competable.

So you're the only one who does what you do.

So you're not only ON your customer's list, you ARE your customer's list.

Be UN-confusable.

*So you're a category of one.
So you're the origin, not the echo.*

Be UN-defeatable.

*So you keep showing up.
So you prove your persistence.*

Be UN-disputable.

*So you become THEE, not A.
So you become the obvious choice.*

Be UN-forgettable.

*So your service goes beyond being "memorable."
So you stay in customers' minds forever.*

Be UN-stealable.

*So if somebody tried to copy you or steal your shtick, they would fail.
So if somebody tried to copy you or steal your shtick, people would know.*

Be UN-stoppable.

*So you're not another One Hit Wonder.
So you're constantly expanding your body of work and reinforcing your legacy.*



PART 2

.....

Niches = Riches

It doesn't matter WHAT your identity is.
It only matters THAT you identify and extract it.

Similarly, it doesn't matter WHAT your niche is.
It only matters THAT you have one.

AFTER ALL: Niches lead to riches.

Now, there are two potential types of niches you can leverage:

1. Niche Expertise
2. Niche Market

Having a Niche Expertise means you know A LOT about a SPECIFIC TOPIC that applies to a WIDE AUDIENCE.

So, it's the answers to the questions:

1. What, specifically, are you known FOR?
2. What word do you OWN?

FOR EXAMPLE: Let's say you're a consultant whose expertise is on handling angry, pissed off or difficult customers.

Fantastic. That's what you're known FOR.

And the good news is, people and companies with Niche Expertise have several advantages:

- They *become* a big fish in a big pond.
- They *apply* their knowledge across industries.
- They *open* wide doors for expanding their businesses.
- They *diversify* their client base, which leads to new business.
- They *become* the obvious expert sought out by the mainstream media.
- They *allow* new markets to add multiple dimensions to their single topic.

That's Niche Expertise.

On the other hand, having a Niche Market means you know A LOT about a SPECIFIC GROUP OF PEOPLE to whom you apply MANY TOPICS.

So, it's the answers to the questions:

1. Whom, specifically, are you known BY?
2. What industry do you DOMINATE?

FOR EXAMPLE: Let's say you're a consultant who works solely in the Jewelry Retail Industry.

Awesome. That's whom you're known BY.

And the good news is, people and companies with a Niche Market have several advantages:

- They *become* a big fish in a small pond.
- They *apply* their knowledge across topics.
- They *open* deep doors for expanding their businesses.
- They *specialize* their client base, which leads to repeat business.
- They *become* the obvious expert sought out by industry and trade media.
- They *allow* industry trends to add multiple dimensions to their various topics.

That's a Niche Market.

Now, occasionally you will run into entrepreneurs that have both a Niche Topic AND a Niche Market.

FOR EXAMPLE: How to handle angry, pissed off or difficult customers ... *who shop at retail jewelry stores.*

That's a SUPER Niche.

And although it's rare, if you can pull it off ... *good on ya.*

You get the best of both worlds.

Either way, you MUST remember this process:

1. **Focus first; THEN spray.** *Either covering your topic or your industry.*
2. **Develop specialized knowledge.** *Either about your topic or about your industry.*
3. **Pick a lane.** *Either the topic lane or the industry lane.*
4. **Go with gusto!** *Either about your topic or about your industry.*
5. **Become That Guy.** *Either "for" the topic or "by" the market.*

REMEMBER: People prefer specialists.

LET ME SUGGEST THIS...

For a copy of the list called "20 Questions to Determine Uncontested Waters," send an e-mail to scott@hellomynameisscott.com and I'll send YOU the list for free!



PART 3

.....

But I have so many competitors!

You've pinpointed your identity.

You've decided upon your niche.

THE NEXT QUESTION IS: What about the competition?

Well, imagine your expertise is in the area of, say, marketing.

I have good news and bad news for you.

THE BAD NEWS IS: There are (probably) about 14 gazillion other companies out there who have the same expertise.

Bummer.

BUT, HERE'S THE GOOD NEWS: If you'd be willing to do an experiment with me, together we can sidestep this small business landmine.

Here's what I want you to do:

1. Go to Google.
2. Type in the search term "marketing consultant," or whatever generic title you might give to your position.

3. Next, grab about 300 index cards and a Sharpie. (Be sure to use pretty colors – it’s healthier for your brain.)
4. Then, spend the next few hours exploring the website of EVERY competitor you can find.
5. And for each existing company, summarize their value statement, USP or leading attribute in less than 10 words. Write one on each card.
6. Spread your cards out on the floor in rows and columns, kind of like a giant game of Memory.
7. Do this for a while. When your brain hurts and your eyes are ready to bleed, you can stop.
8. Then, stand up. Take a five-minute break. Go for a walk. Stretch. Get coffee. Do ANYTHING other than work.
9. Five minutes later, you return with strength.
10. Next, stay standing. Look around at all the cards. Soften your focus. Try not to look too hard. Let natural patterns emerge.
11. Slowly, certain cards will jump out at you. And they will want connect with each other. So, start to rearrange the cards into piles based on common themes. Do this for another hour or two.
12. Eventually, your 300 cards will consolidate into categories, probably a dozen or two.
13. Next, you’ll find yourself staring at a bunch of piles. And you’ll think, “OK. It appears that most of my competitors out there have USP’s revolving around these 12-24 major themes ... cool.
14. The final step is the most important part of this experiment. It also happens to be the most difficult and the most time consuming. But it’s also the most rewarding. So, considering all those example companies on your index cards, the final step is to spend another few hours pondering the following CRUCIAL questions:

- 1. Where's the hole?**
- 2. What's missing here?**
- 3. What topic has been ignored?**
- 4. How can I disrupt industry standards?**
- 5. How could I deliver unmatched value?**
- 6. What could I rearrange to make my mark?**
- 7. What's the one area nobody has tackled yet?**
- 8. What NEW category can my expertise create?**
- 9. What do I know better than ANY of these chumps?**
- 10. What's the one thing nobody seems to EVER talk about?**
- 11. How could I position myself to have ZERO competition?**
- 12. If I didn't care about beating the competition, what would I do differently?**
- 13. How can I change the rules so I can win at my own game?**
- 14. What unclaimed piece of the pie is (clearly) waiting for me?**

- 15. Where are the uncontested waters, and how can I swim there?**
- 16. What niche market could I go after that's currently unserved?**
- 17. What inherent uniqueness do I offer that's the complete opposite of everybody else?**
- 18. What counterintuitive approach could I take that flies in the face of these existing companies?**

NOTE: This experiment works for ANY kind of business. In fact, it's how I identified my own niche topic of *approachability* as a writer, speaker and coach.

AND HERE'S THE BEST PART: Once you've completed the experiment and arrived at the answer(s) to these questions, you will have both an understanding of your unique value as well as the specific hole in the marketplace in which it best fits.

And ultimately, you don't BEAT the competition – you eliminate it.

LET ME SUGGEST THIS...

For a copy of the list called
"6 Ways to Out Position Your Competition,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**The best way
to beat the
competition is
to **NOT** have any.**

*Are you the
only one who does
what you do?*



PART 4

.....

Let people know what you aren't

Successful entrepreneurs aren't only experts on certain topics or industries.

They're also The World's Experts on Themselves.

This is another crucial component to sticking yourself out there:

Let people know what you aren't.

Entrepreneurs and small business owners often work with an attitude of diversity. That is, they want to pursue several different project, ideas and avenues to deliver value to their customers.

And that's a good thing. *Diversity is equity.*

The challenge is to understand where to draw the line. *Saying no.* Not taking on every prospective client or new opportunity. Especially if they're inconsistent with who you are and what you're trying to accomplish.

Consider these three suggestions for letting people know what you aren't:

- 1. Make a list of everything ... YOU ARE.** *Your personal and professional roles. Your job titles. Your duties. Your top-income-generating activities.* Figure out the essence of where you spend your time and devote your energy.

2. **Make a list of everything ... YOU DON'T DO.** *This is your boundary list. Your personal and professional policies. Your nos. Your preferences. Your philosophies.* The work and clients and projects that you've earned the right not to deal with.

3. **Make a list of everything ... YOU WON'T STAND FOR.** *People and situations you will not tolerate. Moments you choose to walk away from.* This type of boundary doesn't make you snobby or arrogant, merely discerning and choosy about the type of clients and opportunities you pursue.

With these three considerations, you will develop a better understanding of who you AREN'T.

AND THEN, HERE'S THE FINAL STEP: Shout it from the rooftops!

Let your clients, coworkers, managers and prospects know what you aren't. I even suggest posting a few key ideas from your three lists on your website, like, "Our company chooses not to do business between December 15th and January 1st."

People will appreciate your honesty, integrity and character.

THE BEST PART: You create a filter that's consistent with your identity.

This dismisses all the requests, questions and potential opportunities that aren't right for you. And that will save you LOADS of time, effort and frustration.

So, don't (only) maintain a Niche Expertise or Niche Topic – become The World's Expert on Yourself.

Let people know what you aren't.



PART 5

.....

What are you NOT perceived as?

A tremendous amount of time, energy and money is spent on perception management.

The perception in the eyes of your customers.

The perception in the eyes of your competitors.

The perception in the eyes of your constituency.

Which is good. *Perception TRULY is reality.*

But, here's a counterintuitive question for you:

What are you (not) perceived as?

It's an extension of *letting people know what you aren't*. And in this final part on uncovering and perfecting your identity, consider these examples:

Maybe you're (not) perceived as a salesperson.

Rather, as a resource. A partner. A trusted advisor.

Maybe you're (not) perceived as a manager.

Rather, as a coach. A leader. A guide for inspiration.

Maybe you're (not) perceived as a consultant.

Rather, as an expert. A listener. A smart, cool person who happens to do consulting.

So, there are two questions to ask:

1. What are you (not) perceived as?

2. What do (not) WANT to be perceived as?

LET ME SUGGEST THIS...

For a copy of the list called
"25 Questions to Uncover Your BEST,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



INTERLUDE

.....

The most important piece of real estate in the world

Marketshare is overrated.

What's more important is MIND share.

The shelf space you hold in people's memories.

And if you want to become That Guy – that is, if you want to become the go-to person that customers, employees and the media seek out for answers – remember three words:

Mindshare, not marketshare.

Kind of like in *Spaceballs*, when Lord Helmet discovers his radar has been “jammed.”

He exclaims, “There's only ONE MAN who would DARE give me the raspberry....”

“LONESTAAAARRRRRR!!!!!!”

That's mindshare.

And in my experience as an entrepreneur, there are four variations to the concept of “mindshare.” Let's take a look.

1. When you're the FIRST person that comes to mind.

That means you have "immediate" mindshare.

Because customers don't even have to think twice.

"Employee engagement consultants? Oh, sure. I've got the perfect person for ya. Call Dixie Anderson."

Nice.

SO, ASK YOURSELF:

- Are you the expert, or the perceived expert?
- What are you recognized as being the first at?
- What happens when someone googles your name?

That's **immediate** mindshare.

2. When you're the OBVIOUS person that comes to mind.

That means you have "Duh!" mindshare.

Because customers don't have to waste (much) time searching.

"Sir, we've been brainstorming for about an hour now, and it looks like the answer is obvious. We've GOT to bring in Steve Hughes to consult on this project."

Sweet.

SO, ASK YOURSELF:

- Is your brand unconfusable?
- Are you the obvious expert?
- What are you the answer to?

That's **DUH** mindshare.

3. When you're the ONLY person that comes to mind.

That means you have "sole source" mindshare.

Because customers don't have to waste (any) time searching.

"Well, anytime we need help on marketing, we work with our guy Andy Masters – and ONLY Andy Masters."

Word.

SO, ASK YOURSELF:

- What are you THEE expert on?
- How could you have zero competition?
- How easily can someone else imitate you?

That's **sole source** mindshare.

4. When you're the BEST person that comes to mind...

That means you have "number one" mindshare.

Because when customers DO search around, you dwarf the competition.

"I made a few calls and did some googling around. It looks like Carol Weisman is the BEST in the business when it comes to non-profit governance. Let's get her."

Hell yes.

SO, ASK YOURSELF:

- What are you specializing in?
- What one thing do you do great?
- What are you recognized as being the best at?

REMEMBER: Mindshare, not marketshare.

LET ME SUGGEST THIS...

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"12 Ways to Out SERVICE Your Competitors,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

 PRELUDE

**Imagination,
not millions**

So you want to build a brand, huh?

Well, you're in luck. Because there's good news, and REALLY good news.

THE GOOD NEWS: It doesn't take much money.

Don't be fooled by headlines like, "Coca-Cola spends ten million dollars on new thirty second spot," or "Nike takes out front page ad for \$20,000."

Because, in the words of best-selling author Harry Beckwith, "Branding doesn't take millions, it takes IMAGINATION."

AND THE REALLY GOOD NEWS: You can get started building your brand TODAY.

Even if you're new to the industry.

Even if you just started your company.

Even if you don't know much about marketing.

Even if you don't want to spend a dime on advertising, direct mail or any of that other paper-wasting, money-draining junk.

There's ONE question I want you to consider:

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

My mentor, William Jenkins first taught me this question a few years ago. He told me to ask it to myself on a regular basis.

It clarifies your values, helps you articulate your personal and professional philosophies and it *builds a framework around which you can keep your actions accountable.*

SO, HERE'S THE CHALLENGE: Sit down with your team (or, if you work alone, your dog) and come up with 5-7 bullet point answers to that question. "If everybody did EXACTLY what you said, what would the world look like?"

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Once you're comfortable with the answers, you now have a brand foundation.

Write it down, post it all around the office, even consider creating a philosophy card and handing it out to customers as a reminder of your philosophy.

People will learn to love *your unique way* of doing business and delivering value.

AND HERE'S THE BEST PART: Once you get your philosophy, the rest is simple.

Make sure that every time you work with a customer, you're consistently providing him with the tools he needs to build that world.

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

THAT is the question of the day. And it doesn't take money; it takes imagination.

SO REMEMBER: Even though a brand doesn't millions to create, that doesn't mean that it can't create millions.

**This movement is about positioning your
identity in a unique and unforgettable way.
*Are you using millions of dollars
or millions of brain cells?***

**Being “different”
is for amateurs.**

**Extract and magnify
your uniqueness.**

*How are you
making people
S – T – O – P
to say, “Huh...?”*



PART 6

.....

Are you *Some Guy* or *That Guy*?

Whatever identity and niche you choose, you still need to be That Guy.

Known FOR something.

Known AS someone.

The only one who does what you do.

Somebody that reminds everybody of nobody else.

In my book, *How to be That Guy*, I spent 218 pages teaching this concept.

AND HERE'S WHY: The market demands that you become That Guy.

For eleven reasons:

1. **Clients need to know they're getting YOU.** Because they don't trust corporations, they trust PEOPLE. And they don't want to do business with corporations, they want to do business with PEOPLE.
2. **We live in a hyperspeed, A.D.D. culture.** The average human attention span is six seconds. Which means people need shortcuts. And that's exactly what brands are: *shortcuts*.
3. **Customers crave simplicity.** That's it.

- 4. **Customers are impatient.** Please refer back to #2.
- 5. **We live in a culture of sales resistance.** Consumers are skeptical and require confidence before deciding to buy. They've been advertised to, marketed to, duped, fooled, conned, scammed, sold and screwed over too many times.
- 6. **Loyalty is a joke.** Big companies don't realize that people aren't loyal to big companies. They're loyal to people.
- 7. **The world demands specialists.** "Being well rounded is totally overrated," as Seth Godin says. *Amen to that.*
- 8. **Trust is at an all-time low.** (Thanks to faceless scandalous corporate and government monoliths.) But That Guy is approachable. That Guy is familiar. And familiarity leads to predictability. Predictability leads to trust. And TRUST is the foundation of all business.
- 9. **The world is crying for uniqueness.** Turn on your TV. Open a newspaper. People LOVE That Guy, That Girl, Those Guys, That Company, That Firm, That City, That Hotel, That Bar, That Place, That Band, That Airline, That ... *you get the point.*
- 10. **Acronyms suck.** Monograms are NOT brands, and generic names generate generic business. (More on this topic later.)
- 11. **Nobody notices normal.** Fifty years ago? *Maybe.* But the market is cluttered, it is crowded and it is L-O-U-D. Positioning yourself as "normal" is like asking customers to find a needle in a stack of needles.

* * * * *

You need to be That Guy. (Even if you're not a guy.)

Somebody who reminds everybody of nobody else.



PART 7

.....

What do YOU differentiate through?

Sticking yourself out there is about differentiation. For example:

Maybe you differentiate through ... your service.

By making it quick.

By making it unexpectedly responsive.

By making the mundane into memorable.

Like Nashville's Hotel Preston, which, instead of just *The Bible*, offers a choice of more than ten religious books to ANY guest who asks.

Wow.

Maybe you differentiate through ... your diagnosis.

By noticing new patterns.

By challenging people to reexamine their assumptions.

By seeing what others can't see because they're too close to it.

Like my friend Dr. Thomas, who believes ALL illnesses are stress-related.

True that.

Maybe you differentiate through ... your questions.

By asking them at the right time.
By peppering them with the right words.
By asking the questions nobody's ever been asked before.

Like my mentor Richard, who asks provocative questions like, "Was that what she SAID; or was that your INTERPRETATION of what she said?"

Ouch.

Maybe you differentiate through ... your answers.

By surprising people.
By always having more than one.
By offering counterintuitive responses that come out of left field.

Like Henry, the bellman I used to work with, who always answered the question, "How are you?" with "Everything is beautiful!"

Sweet.

Maybe you differentiate through ... your philosophy.

By knowing it cold.
By writing on a philosophy card and giving it everybody you meet.
By believing, saying, doing, and of course, BEING that philosophy daily.

Like my clients and friends @ *Brains on Fire*, who refuse to label itself as a "Marketing Company," but rather as an "Identity Company."

Hell yes.

**What do YOU
differentiate through?**



PART 8

.....

Yeah, it's remarkable, BUT...

Wait! Before proceeding any further with your AMAZINGLY unique offering, remember this:

There are a LOT of remarkable ideas out there.

There are a LOT of remarkable people out there.

There are a LOT of remarkable businesses out there.

But.

Remarkability is no longer enough.

There are two levels:

First, there's BASELINE Remarkability.

"Something worth making a remark about," as explained in the marketing classic, *Purple Cow*.

Which is good. And essential.

But again, it's not enough.

In addition to (just) being remarkable; you, your idea and your business must advance to the second level: ENDURING Remarkability.

Which means answering, "Yes!" to the following questions:

1. Yeah, it's remarkable ... but is it relevant?

Because if it isn't, no media outlet will give you the time of day.

2. Yeah, it's remarkable ... but do people even care?

Because if they don't, they're not going to take any action as a result.

3. Yeah, it's remarkable ... but is it worthwhile?

Because if it's not, nobody is going to see any value behind it.

4. Yeah, it's remarkable ... but is it marketable?

Because if it's not, you'll waste your company's time, money and energy.

5. Yeah, it's remarkable ... but is there quality substance behind it?

Because if there isn't, it doesn't matter how many people are talking about it.

6. Yeah, it's remarkable ... but does it support your brand?

Because if it doesn't, what's the point?

* * * * *

That's *Enduring Remarkability*. And now, to go a bit deeper, consider these three examples:

1. Remember the story about the girl who had been hiccupping for an entire year? *OK, I admit, that was pretty funny.* And she got heaps of media attention.

BUT, HERE'S MY QUESTION: What were people supposed to do, feel or think differently as a result?

AND, HERE'S MY OTHER QUESTION: Where is that girl NOW?

2. YouTube has a LOT of funny, ridiculous videos that are certainly remarkable. *Even I've emailed friends encouraging them to check out certain clips.*

BUT, HERE'S MY QUESTION: Aren't most YouTube viewing experiences just 20 seconds of mindless entertainment?

WHICH LEADS TO MY OTHER QUESTION: In a year, will anybody care about (or even remember) a video about some twelve year-old kid who sang karaoke to *Fat Bottom Girls* in his mom's basement?

2. Remember Crystal Pepsi? *Sure, it was a cool, novel idea that millions of people told their friends about.*

BUT, HERE'S MY QUESTION: Did all that hype change the fact that Crystal Pepsi tasted like feet?

AND, HERE'S MY OTHER QUESTION: Does word of mouth even matter if the product lacks the quality to support it?

Ultimately, when it comes to being remarkable, remember these *three keys*:

Don't force it.

Don't be all shtick and no substance.

Don't be remarkable for the sake of being remarkable.

Make sure you, your idea and your company are remarkable on *both* baseline AND enduring levels. Otherwise, people can talk all they want about you. But it won't be enough.

REMEMBER: Any number multiplied by zero is still zero.

**Do you
TRULY offer
meaningful
uniqueness?**



PART 9

.....

Point of Dissonance (POD)

I get this question about once a week:

“Hey Scott, why do you choose to wear the simple, hand-written nametags? Why not get something more customized and permanent?”

While there are many answers I could offer, here’s the one that matters MOST to you:

Vagueness stimulates curiosity.

Curiosity is a natural motivator of human engagement. And there’s a certain dissonance when people observe an unexpected or unexplained behavior. Especially when it’s *inconsistent with their environment*.

Like seeing some guy wearing a nametag at the gym, for example.

BUT, THAT’S THE SECRET: Because it’s THAT dissonance that increases the probability of an encounter.

Because people HAVE to ask. They GOTTA to know.

Why the heck is that guy wearing a nametag?

OK. Now let’s relate this to the world of marketing.

We’re talking about stimulating curiosity, breaking patterns and attracting interest.

So, here's your challenge when sticking yourself out there:

CRAFT A MESSAGE OR AN IDEA so that when people are first exposed to it, they can't help but respond with, "Huh? Ok, so, I just HAVE to ask..."

Those words are money in the bank.

This crucial moment is called the *Point of Dissonance*. And it can occur at your trade show booth, in your marketing materials on your website, in your conversations, on the streets, in or outside of a store and even on your person.

The goal of your *Point of Dissonance* is to create a fulcrum point from which the conversation can advance.

Because before someone gets to the "Aha!" about what you do and who you are, they have to first be captivated by the "Huh?"

So, when someone says, "Ok, so, I just HAVE to ask..." what they've given you is PERMISSION.

To deliver value.

To share your idea.

To use up a chunk of their time.

I learned that word, *permission*, from an audience member of mine years ago. She commented during our workshop, "Scott, wearing a nametag all the time is like giving people a *permission slip* to talk to you."

She was seventeen years old.

What about you? How are YOU granting people permission to talk to you?

Ultimately, this permission is a valuable asset. People's time and attention are being vied for by an infinite amount of forces. The *Point of Dissonance* is about generating interest, piquing curiosity, standing out and attracting attention.

But there's more.

This is (also) about leveraging remarkability to trigger an emotional engagement.

GREAT EXAMPLE: When my friend John Moore attends business conferences, he wears a white lab coat.

People come up to him all the time and ask, "What's with the lab coat?" "Why are you wearing that?" and "Are you a doctor?" (NOTE: That's the "Huh?")

And he usually answers with the same response: "John Moore with Brand Autopsy Marketing Practice."

At which point people say, "Oh, I get it. Cool!" (NOTE: That's the "Ah ha!")

That's John's nametag. It's his *Point of Dissonance*.

And if you want to GET noticed, GET remembered and GET business, you'll discover yours today.

How are you making people say stop and say, "Huh?"

LET ME SUGGEST THIS...

For a copy of the list called
"6 Ways to Out ANSWER Your Competitors,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 10

.....

On cool names

The cashier swiped my credit card.

She looked closely at the name.

"HELLO, my name is Scott...?" she said, "What is that?"

"Oh, that's the name of my company," I smiled.

"Really? So what do you do?"

"I'm a writer."

She furrowed her brow and tilted her head.

"Really?" she chuckled.

"Yep. And I write books, speeches, articles and training materials on approachability."

"Ohhhhh," she nodded. "That is so cool!"

She handed the card back to me. I thanked Sue for her help and headed out to my car.

By the time I got back to the office, the lesson was obvious.

Cool names work.

Not cute. *Cool.*

Smart. Fun. Eye catching. EAR catching.

HERE'S WHY: In a world of infinite choice, it's impossible for customers to keep all those company names straight.

You need to try extra hard.

Because nobody buys boring.
Because nobody notices normal.
Because nobody pays for average.

SO, HERE'S YOUR CHALLENGE: When naming your company, make it cool.

Make it **unconfusable.**
Make it **a Point of Dissonance.**

Because creativity is magnetic.
Because monograms are NOT brands.
Because generic names generate generic business.

First, let's look at guidelines for creating an UNFORGETTABLE company name:

- Make sure it's clear, concise and emotional.
- No more than ten words.
- Use surprise to attract attention, but use interest to keep attention.
- Make it hard for people to resist.
- Make it harder for people to forget.
- Make it even harder for people to (not) to repeat it to their friends.

LET'S FACE IT: The only time companies are successful is when people are actively and positively talking about them.

So, read on to the next section to learn how to strategically name your company...

A quick lesson on naming your company:

**Acronyms suck.
Acronyms say nothing.
Acronyms are worthless.
Acronyms aren't rational.
Acronyms aren't creative.
Acronyms are unbrandable.**

LFG Trucking?

*Come on.
You can do better than that.*



PART 11

.....

Words That Should NOT be In Your Company Name

Hello! My name is Bob Johnson.

I'm the owner of a company called *ACX Advertising Advisors Unlimited*.

Greetings! My name is Sharon Smith.

I'm here with *Super Creative Communications Corporation International*.

Good morning! My name is Randall Stevens.

I represent *Industrial Graphic Management Solutions and Investments Company*.

Howdy! My name is Janet Bishop.

I'm the CEO of *Premiere Branding, Marketing, Advertising Communications and Investments*.

Tragic.

Your company name sucks.

In fact, if your company name includes any of the following words, you're in trouble:

Advertising. Advisors. Associates. Branding. Communications. Company. Consultants. Consulting. Corp. Corporation. Creative. Deluxe. Enron. Enterprises. Graphics. Industries. International. Investments. King. Kwik. Management. Marketing. Materials.

O-RAMA. Partners. Premiere. Presentations. Products. Promotion. Services. Shop. Solutions. Store. Super. Systems. Tech. Technologies. Ultimate. Unlimited. Queen. (Or, ANY acronym whatsoever.)

Here's the problem.

If your company name contains words like these, it sends the following messages to the world:

You're LAZY.

You don't care enough about your company to take the time, effort and money to do it right. *Nice pride.*

You're AMATEUR.

You clearly don't understand the value of remarkability or crafting an identity for your organization. *Read "Purple Cow" for God's sake.*

You're UNORIGINAL.

You created a generic company name. Which probably means you're a generic company. With generic employees. Who produce generic products and deliver generic service. *Which is a problem, since most people don't want to pay for average.*

You're UNCREATIVE.

And that's going to trickle down into every other entity of your business. *That can't be good.*

You're UNPROFESSIONAL.

And customers are going to take you less seriously. *Which means they will buy less. (Also not good.)*

Of course, that's the perception.

Doesn't make it true. Doesn't mean you're a bad person.

However, perception is _____.

Reality.

Currency.

EVERYTHING.

SO, THIS BRINGS UP THE QUESTION: When was the last time you hired someone who was lazy, amateur, unoriginal, uncreative and unprofessional?

Yeah. *Didn't think so.*

Interestingly, the *Great Place to Work Institute* and *Fortune Magazine* recently named America's Top 100 employers to work for in 2008. Take a look at a sampling from their list of company names. What language trends do you notice?

Google. Starbucks. Qualcomm. QuikTrip. Aflac. Nordstrom. Adobe. CarMax. Paychex. Scottrade. Ebay. General Mills. Mattel. Marriott. Healthways. Nike. AstraZeneca. Microsoft. Yahoo! FedEx.

NOTE: If you view the entire list, you'll notice that not EVERY company has a cool name.

(There will always be exceptions.)

But, those few companies can get away with it.

Because they were the FIRST company to use that word.

Because they've been around a LONG time.

Because they make BILLIONS of dollars.

YOUR company, on the other hand, *doesn't*.

You're not Adobe Systems. Or The Boston Consulting Group. Or The Container Store.

You're YOU.

Which is good. You wouldn't want to be anyone else.

THE CHALLENGE IS: You need to dig deep and discover the remarkability that lay within.

Oh yeah. *It's there.*

Waiting for you.

Crying out, "Use me! Use me! I'm cool! I can help grow your business!"

And you need to listen. You need to catalyze the identity and uniqueness you've been thinking about since PAGE ONE of this book and transform it into a company name that's UNFORGETTABLE.

You DO NOT want a generic company name.

Generic names = Generic products.

Generic products = Generic value.

Generic value = Generic service.

Generic service = Generic BUSINESS.

And generic businesses ... *rarely STAY in business.*

LET ME SUGGEST THIS...

For a copy of the list called
"49 Ways to Become an Idea Powerhouse,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 12

.....

So, What Do You Do?

Now that you've uncovered your identity, discovered your niche, crafted a tagline and developed a cool company name, it's time to start sharing it with the world.

Tell me if any of these phrases sound familiar:

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

Ahhhhhhhhh! 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. *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 your process of sticking yourself out there, 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. Sticking yourself out there 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 to make a first impression, here are several key practices for creating an effective, concise and memorable soundbite. This a great opportunity to combine the ideas you've learned about the Point of Dissonance, Cool Company Names and other ideas from previous sections.

1. 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 phrases 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.

2. Back to the Bottom

Now that your mind is swimming with dozens of key points about your work, it's time to craft your *Bare Bones Intro*. This is a pithy one-liner type sentence that grabs attention and intrigues the listener. And since thousands of networking and marketing 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. Write out different versions. Say them out loud. Share them with friends and colleagues. And eventually be able to pick out the most effective ones.

3. Anytime, Anywhere

In my workshops I make it a point to tell my audiences members: "There is a time and place for sticking yourself out there: 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.)

- 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.)

All specifics aside, **the most important part of vocalizing your uniqueness is to relax and be REAL.**

Forget about the elevator. Put away your stopwatch. And stop thinking of sticking yourself out there as a constant commercial.

And next time someone asks, "So, what do YOU do?" you'll be ready to rock.

LET ME SUGGEST THIS...

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"27 Ways to Overcommunicate Anything,"
send an e-mail to scott@hellomynameisscott.com
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PART 13

.....

AIDA/R

To summarize these first few sections about uncovering, perfecting and positioning your identity, I need you to travel back in time with me...

When I studied marketing in college, the first four letters we were required to memorize were: A.I.D.A.

If you've ever studied marketing – or if you've seen movies like *Glengarry Glen Ross* or *Boiler Room* – then you know what A.I.D.A. stands for:

Attention

Interest

Desire

Action

Ah, yes. The marketing and selling process. *Who could forget?*

Now, although I don't remember much from college, those four letters DID stick with me after graduation. And over the years as I've actually PRACTICED marketing for my own company (as opposed to just reading about it) I've actually discovered an *additional component* to the A.I.D.A. model.

The letter "R," which stands for REACTION.

That's a big part of sticking yourself out there. *Evoking a reaction.*

And I don't mean that in an overly self-promotion, annoying, attention-seeking way.

There's a difference between SEEKING attention and ATTRACTING attention.

So, before we move onto the next movement, the following is a revised version of the A.I.D.A. model as it pertains to everything you've learned (and will continue to learn) in this book:

ATTENTION

Engage the customer's EAR.

By making your words rhythmic, catchy, cool and informative.

By making your ideas simple, relevant, remarkable and smart.

By causing their head to tilt to the side curiously.

Engage the customer's EYE.

Break their patterns by being unexpected, unique and unusual.

Shift their eyebrows through provocative substance.

Widen their gaze with multiple textures and dimensions of your offering.

INTEREST

Engage the customer's MOUTH.

Make them gasp because of your profoundness.

Make their jaw drop because of your awesomeness.

Make them smile W—I—D—E because of your personableness.

Engage the customer's HEART.

Evoke immediate emotion without creating sensations.

Tap into their deepest desires, purest passions and worldview.

DESIRE

Engage the customer's BRAIN.

Make 'em think, but not too much.

Make it easily digestible, repeatable and defensible.

Make 'em nod in agreement because of your self-evidence and unarguability.

Engage the customer's FIST.

So they think, "Well, I'm sold."

So they exclaim, "OMG, I have to have one of those!"

So they declare, "Dude, we gotta get this guy!"

ACTION

Engage the customer's PERMISSION.

Get their email. Get their email. Get their email.
So they anticipate your marketing in a respectful, non-interruptive way.
So they're constantly reminded of you in a value-driven, authentic way.

Engage the customer's MONEY.

Ring the register; nothing matters until a sale is made.
Complete the transaction; buyer's remorse is creeping up behind you.
Provide unforgettable, appreciative service; that's what they deserve.

REACTION

Engage the customer's INSISTENCE.

So they beat "satisfaction," which is essentially worthless.
So they surpass "loyalty," which doesn't (always) elicit word of mouth.
So they become "fans," which is the eventual goal of every encounter.

Engage the customer's WORDS.

Because you're SO awesome, they tell all their friends about you.
Because you're SO attractive, they tell strangers about you.
Because you're SO approachable, they come back to tell YOU about you.

LET ME SUGGEST THIS...

For a copy of the list called
"6 Ways to out Attract Your Competition,"
send an e-mail to scott@hellomynamescott.com
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CODA

.....

On being unarguable

I was walking down the Las Vegas Strip one day when I saw the coolest t-shirt of all time.

A teenager was wearing it. The front was emblazoned with the New York Yankees logo.

Right below it in big, bold letters, it said: **DO THE MATH.**

It took me a second, but eventually I figured it out.

See, you can talk all you want about how much you hate the Yankees.

BUT THE BOTTOM LINE IS: If you sit down and *do the math*, you'd realize that the Yankees are clearly one of the greatest organizations in sports history.

Which makes them unarguable.

Undisputed.

Undeniable.

Unquestionable.

And this doesn't just apply to sports, either.

When sticking yourself out there, your goal is to become unarguable.

With your IDEAS.
With your BRANDS.
With your RESULTS.
With your IDENTITY.
With your UNIQUENESS.

Because when you're unarguable, THREE things happen:

FIRST ...

you disarm customers of their preoccupations.
This leaves them nowhere to go except in your direction.

SECOND ...

you prove to customers that you have a track record of success.
This reinforces their confidence in working with or buying from you.

THREE ...

you remind yourself that haters, naysayers and other forms of resistance can say all they want ... but nothing can take away the fact that YOU are successful.
This just makes you feel good.

Interestingly, the word "argue" comes from the Latin *arguere*, which means, "to make clear or demonstrate."

That's what's so powerful about being UN-arguable.

That the value is self-evident. *No explanation needed.*

But.

It's important to note one additional piece of trivia.

The New York Yankees originated in 1904.

They didn't win their first World Series title until 1923.

That's almost two decades.

Two decades of NOT being the best.
Two decades of NOT being unarguable.

No. For The Yankees, it was two decades of *paying dues*.

So, “being unarguable” isn’t something that *just happens* one afternoon.
Just like “being unique” isn’t something that *just happens* while reading this book.

Any entrepreneur or any company that wants to be referred to as *unarguable* must accomplish four tasks:

PAY your dues.

That means sucking for a while in the beginning.

That means taking the time (and paying the price) to uncover your unique voice.

ENDURE the criticism.

That means ignoring it if it comes from ignorant source.

That means embracing it if it comes from validated sources.

OBSCESS about it.

That means projecting unquestionable commitment.

That means eliminating the words “finish line” from your vocabulary.

STICK it out.

That means choosing to do the brave thing by staying in the longer line.

That means having the patience to compound thousands of small activities.

That means becoming the best at what you do by not quitting while everyone else falls by the wayside.

Pay, endure, obsess and stick. That’s how you become unarguable.

OK, one final point.

Being unarguable isn’t for everyone.

Only the dedicated, committed, and (oftentimes) crazy individuals need apply.

However.

If it IS for you, and if you ARE willing to pay the price, here's what you can expect:

People will still resist you...

People will still not like you...

People will still say whatever they want about you...

But in the end, when they **DO THE MATH**, they'll either:

1. Smile and embrace you, or
2. Curl up and realize they can't do anything to you.

Because, like 'em or not, you gotta respect the Yankees.

LET ME SUGGEST THIS...

For a copy of the list called "65 Things I Wish Someone Would Have Told Me When I First Started My Company," send an e-mail to scott@hellomynameisscott.com and I'll send YOU the list for free!

 PRELUDE

**Observed,
not observer**

After wearing a nametag 24-7 for 8 years, I've become accustomed to being stared at. It comes with the territory.

But although it CAN feel uncomfortable at times – during yoga class, for example – this constant practice of sticking myself out there has taught me one HUGE marketing lesson:

It doesn't matter WHERE you stick yourself out there: online, at parties, at chambers, conferences, trade shows, church or association meetings...

It doesn't matter HOW you stick yourself out there: wearing a nametag, sharing your cool company name or dressing in a lab coat like the aforementioned John Moore...

You always have the same challenge:

How are people going to remember you from the other 50 they just met?

There IS an obvious solution to this dilemma.

You could always run around, making an idiot of yourself, trying desperately to get attention.

Me! Me! Me! Look at me! I'm ever so smart!

Not a good idea. (I know because I've tried it and failed at it.)

On the other hand, you COULD figure out how to **ATTRACT** attention, instead of seeking it. (I know because I've tried it and succeeded at it.)

IN SHORT: Be The Observed, not The Observer.

**This movement is about how to be the ONE
person everybody remembers.
*Are you using millions of dollars
or millions of brain cells?***

**Anonymity is
bankruptcy.**

**Stop winking in the
dark and start
GETTING VISIBLE.**

Are you everywhere?



PART 14

.....

Self-promotion doesn't have to be shameless

Self-promotion gets a bad rap.

In fact, it's almost impossible to talk about the topic of self-promotion without mentioning the word "shameless."

Which, according to my thesaurus, is another word for "audacious, brash, dirty, immoral, improper, presumptuous and rude."

Yikes. No wonder people are so hesitant when it comes to tooting their own horns ... **they're afraid.**

Afraid of being rejected.

Afraid of looking boastful.

Afraid that they're bragging.

Afraid of sticking themselves out there.

WELL, HERE'S THE GOOD NEWS: Self-promotion doesn't have to be shameless.

Growing up, our teachers, parents and mentors told us (er, *brainwashed* us) that self-promotion was bad form.

Not true.

Self-promotion can be a beautiful thing ... *when done gracefully.*

THINK OF IT THIS WAY: You sit down at a dinner table with seven strangers.

Somebody brings up the topic of children.

“Ooh! Look at these pictures! My daughter just graduated from Kindergarten. Isn’t she the cutest thing you’ve ever seen? Oh, and she got all A’s and the teacher LOVES her and all the other students in class think she’s the coolest!”

Is THAT an example of self-promotion?

Absolutely.

But would you consider it to be shameless?

No way.

It’s passionate. It’s loving. It’s fun. It’s engaging. It’s authentic.

And you’re not “selling” your kids to the person next to you.

You’re merely **transferring your love.**

And THAT is what self-promotion TRULY is – *transference of emotion.*

Here’s another example.

At a recent Book Expo in New York City, I spent three days walking around the convention center wearing a giant nametag.

Smiling. Waving. Making friends. Giving away free books. Having fun.

Transferring the emotion of approachability.

And sure, I was promoting my new book, *Make a Name for Yourself*. But I didn’t lead with that. I led with passion and love and authenticity.

And the word shameless wasn’t even a consideration.

Interestingly, halfway through the conference, a woman approached me with a big smile on her face and asked why I was wearing this huge nametag.

“Well, I usually wear a regular nametag 24-7, but for this conference I decided to step it up a bit.”

It turned out she was a reporter for the *Christian Science Monitor*. Her assignment was to interview someone for an upcoming article on, believe it or not, *self-promotion*.

Nice.

So, if you want to take the “shameless” out of self-promotion, remember *two* keys:

Don't let your past fears stand in the way.

Don't “promote,” transfer your love.

**Because if you don't make a name for yourself,
someone will make one for you.**

LET ME SUGGEST THIS...

For a copy of the list called “99 Ways to Think Like an Entrepreneur, Even If You Aren't One,” send an e-mail to scott@hellomynameisscott.com and I'll send YOU the list for free!



PART 15

.....

Are you a Master of The Welcome?

The first words out of your mouth frame the entire customer experience.

Consider these two facts:

1. According to *The Wall Street Journal* (February 17th, 2006) you have less than three seconds to make a first impression.
2. According to a 2007 report on www.hotelexecutive.com, your greeting influences the customer's perception more than any other act of engagement.

That's how powerful your first words are.

With that in mind, let's first explore three examples of how to become a Master the Welcome. Then, I'll take you through a checklist to evaluate your current telephone personality. And by the end of this movement, you'll learn how to go from GREET to GREAT, which will help you become *The Observed*, not The Observer.

1. Phone Greetings

Aaron Jaslow, my editor at the networking/marketing publication *RainToday*, shares a great example.

"A family friend once founded a company called *Quack-Quack Productions*. Needless to say, he picked up the phone every day and said, 'Quack-Quack!' I

would have paid money to work there and answer the phones like that.”

Is your phone greeting THAT unique?

SO unique that complete strangers would call just to hear it?

SO unique that people would want to work there just to use it?

GO FROM GREET TO GREAT: Be unique and unforgettable in less than eight words.

2. Voicemail Greetings

So you miss a few calls. Big deal. You can still leverage your voicemail as an effective branding and service tool.

My friend Kenny Golde, filmmaker and owner of *Fire Breathing Dragon, Inc.*, concludes his voicemail greeting with, “And don’t forget to tell me your favorite movie.”

Callers love it. What’s more, they engage. Clients and prospects alike will ramble on for minutes. They’ll share movie-related stories, film favorites and picture preferences on a daily basis. What a great technique to get to know your callers.

Is your voicemail that memorable?

SO engaging that your callers don’t want to hang up?

SO engaging that it helps you learn customer preferences?

GO FROM GREET TO GREAT: Rerecord your voicemail with a question.

3. Front Door Greetings

In the retail world, greetings are GOLD. As a former furniture salesman, I can personally attest to that. The store where I sold furniture was nuts. City Liquidators had three floors of couches, coffee and craziness. As such, I would approach customers as they walked in the door and say, “Welcome to the circus!”

They loved it.

So, here's an exercise. Think about how you answer the phone. Make a list called "Top Ten Most Common Greetings My Customers Expect to Hear."

Then make sure NOBODY at your company uses ANY of them.

Because, as you've already learned: the most effective way to capture someone's attention is to B-R-E-A-K his patterns.

Is your greeting unexpected?

SO unexpected that customers stop in their tracks?

SO unexpected that customers are instantly made comfortable?

FROM GREET TO GREAT: When you break a pattern, you make a sale.

OK! Now that your marketing mind is swimming with examples of being *The Observed* on the phone, the next step is to evaluate the totality of your telephone personality.

Telephone Personality Checklist

1. SITUATION: May I ask who's calling?

- a. Is it unique?
- b. Is it unexpected?
- c. Does it build pre-call excitement and curiosity?
- d. Does it make the entire office laugh when they hear it over the PA system?

2. SITUATION: Opening Greeting.

- a. Is it short?
- b. Is it simple?
- c. Is it engaging?
- d. Is it memorable?

3. SITUATION: Note taking.

- a. Are you letting callers know you're taking notes?
- b. Are you reading back from your notes to demonstrate listening?
- c. Are you emailing the other person a summary of your notes after the conversation is over?

4. SITUATION: Asking Questions.

- a. Are they unexpected?
- b. Are they open-ended?
- c. Are they thought provoking?
- d. Are they the same questions every other person asks?

5. SITUATION: Listening ability.

- a. Are you listening twice as much as you talk?
- b. Are you only interrupting for clarification or elaboration?
- c. Are you pausing after questions and answers to make space?
- d. Are you being emotionally objective, non-judgmental and calm?

6. SITUATION: Wrapping Up.

- a. Did you cover everything?
- b. Did you set the next appointment?
- c. Did you ask if there were any other questions?
- d. Did you give the other person a Call to Action?
- e. Did you make sure you accomplished the objective of your call?

7. SITUATION: Exit line.

- a. Is it memorable?
- b. Is it brand consistent?
- c. Is it boring and expected?
- d. Does it reinforce your value?

8. SITUATION: Your Voicemail.

- a. Is it short?
- b. Is it engaging?
- c. Does it deliver value?
- d. Does it encourage callers to share?
- e. Is it like every other voicemail you've ever heard?

**The first words out of
your mouth frame the
entire customer experience.**

**Self-promotion
is nothing but the
*transference of
emotion.***

**PLUS:
Enthusiasm isn't only
approachable; it's
contagious.**

*Besides, if people don't
like you, why do you assume
they have good taste?*



PART 16

.....

What does your email say about you?

Email addresses are VERY telling.

About your personality.

About your creativity and uniqueness.

About your professionalism (or lack thereof).

What's more, email addresses elicit certain emotions when people first see them. Let's take a look at the seven most common examples. See where you fit in...

1. info@yourwebsite.com

POTENTIAL SILENT DIALOGUES:

"He'll never write me back!"

"Great. Does this email even go to a real person?"

"Well, so much for getting my problem answered quickly!"

LET ME ASK YA THIS: Is your email address vague and, therefore, not believable?

2. kaylasmommy@aol.com

POTENTIAL SILENT DIALOGUES:

“Who still uses AOL?”

“Who the hell is Kayla?”

“How professional IS this person?”

LET ME ASK YA THIS: Why would your email address describe someone other than you?

3. steveandmaryjackson@gmail.com

POTENTIAL SILENT DIALOGUES:

“Are two people going to read this email I’m about to send?”

“Why can’t Steve and Mary get separate email addresses?”

“Will the privacy of my letter be violated?”

LET ME ASK YA THIS: Do you and your partner have to share EVERYTHING?

4. isellcars2U@yahoo.com

POTENTIAL SILENT DIALOGUES:

“Gee, *that’s* creative...”

“Do I want to do business with someone who has an email like this?”

“Can’t this guy get a company email, or does he just sell junk cars from his back yard?”

LET ME ASK YA THIS: Is your email address alienating people?

5. Dave783@hotmail.com

POTENTIAL SILENT DIALOGUES:

“What does 783 mean?”

“Who still uses Hotmail?”

“Is Dave so lazy and uncreative that he needed Hotmail to create his email address FOR him? And is that the kind of person I want to do business with?”

LET ME ASK YA THIS: Did you just pick the email address your server gave to you?

6. m_876#8815_gratzy8@gg.com

POTENTIAL SILENT DIALOGUES:

“Is this spam?”

“Whose email is this?”

“Is this even a real email address?”

LET ME ASK YA THIS: Does your email address look like spam?

7. killerwebdesigner@sbglobal.net

POTENTIAL SILENT DIALOGUES:

“What was her first name again?”

“Why does this lady feel the need to tell me how ‘killer’ she is?”

“If this lady was such a ‘killer’ web designer, wouldn’t she have her own website, and not have to use SBC?”

LET ME ASK YA THIS: Does your email address cause people to question your abilities?

Look folks. Email addresses don’t need to be works of art. But at the same time, they don’t need to be boring. They’re the PERFECT underused hotspots for the reinforcement of your identity.

So, evaluate the perception of your email address. Ask yourself how professional, accurate and unique your email address REALLY is.



PART 17

.....

You've GOT to See This Guy's Business Card!

What are the eight words that (should be) music to your marketing ears?

"May I have one of your business cards?"

Here's why:

A business card is your best friend.

A business card is your most valuable personal marketing tool.

A business card is your ticket to becoming UNFORGETTABLE.

A business card is your answer to the question, "How can I become *The Observed?*"

Unfortunately, too many professionals have business cards that simply blend into the multitude of cookie cutter garbage.

And they're missing out.

What about you? Is your card SO good that people immediately show it to their friends?

If not, here's a list of four ways to maximize the memorability of your most important marketing tool.

1. Evaluate Your Current Card.

When was the last time you heard one of the following remarks?

- “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.
- “I’ve never thrown your card away!” says one of your customers.

If the answer is either “not recently” or “never,” get a new card.

2. Start from Scratch.

As you brainstorm the design of your new card, ask yourself the following design questions to motivate your melon:

- Could you change the size or shape?
- Could you make trading cards for your entire team?
- Could you commission a customized cartoon?
- Could you include a related table or chart?
- Could you enshrine your card with an award or other credibility booster?
- Could you die cut the card, i.e., a hole, heart or tooth mark?
- Could you write an original quotation (not someone else’s!) on the back?
- Could you make one side of the card into a sticker?

3. Brainstorm Bad Cards

Although your design options are endless, here is a quick list of business card pitfalls to avoid:

- **No email address.** People aren’t going to look online for your email, or worse yet, guess what your email is.
- **Mismatched email.** You have a website, yet your email is mike233@aol.com. Where’s the consistency? Furthermore, using AOL, Hotmail or Yahoo takes your level of professionalism down a few clicks.
- **TMI.** Too much information. (That’s what websites are for.) Pick a few important elements. Keep it simple.

- **Folded cards.** I understand the allure of folded cards: more surface area and it stands out in people's stacks. But every time people get a folded card and it doesn't lay flat on their stack, they either throw it out or rip it in half.
- **Referrals.** One man I know who works in real estate has a red heart on his card that says, "I LOVE REFERRALS!" *Well DUH.* Who doesn't? Seeing that icon makes me NOT want to give him referrals. Almost like he's desperate.
- **Ironic.** I remember one card that was particularly unattractive: flimsy stock, bad colors and hard-to-read lettering. Take one guess what that woman's job was: graphic designer. *Ouch.*
- **Quote.** One person's card had a quote from Oprah Winfrey. I don't remember what the quote was, and I also don't remember whose card it was. All I remember was Oprah. So my question is: WHY WOULD YOU QUOTE SOMEONE ELSE ON YOUR OWN BUSINESS CARD?
Remember: If you don't quote yourself, nobody else will. (More on this later.)

4. Have a Philosophy Card

All of my books, speeches and training programs are built on the philosophy of approachability. When someone asks for my business card, I hand him a two-sided, laminated nametag that includes my personal philosophy. Amazingly, this unique card has made me tens of thousands of dollars, simply based on its unique, unexpected value.

Business cards, on the other hand, don't deliver much value. But philosophy cards are unforgettable. Here's why...

People want to do business with (and be around) other people who have their own philosophy. Their own unique approach. To business. To life.

A way of treating customers. Online and off.

How they carry themselves. Alone and in front of others.

So, since having your own philosophy is such a great example of approachability, I've been challenging my readers and audience members to take it one step further by creating their own *Philosophy Card*.

All you have to do is ask yourself that same question from earlier: "If everybody did exactly what I said, what would the world look like?"

If you can answer that question with 3-5 bullet points, you've got your philosophy, and you've got your unforgettable Philosophy Card.

* * * * *

Your business card is your best friend. And if you want to stick yourself out there, you **MUST** leverage it as a powerful marketing tool.

Who knows? Maybe our paths will cross one day in the airport or in one of my seminars.

If so, be sure give me one of your cards.

LET ME SUGGEST THIS...
For a copy of the list called
"26 Ways to Out Brand the Competition,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**Consistency is far
better than rare
moments of
greatness.**

*How seamless is
YOUR marketing?*



PART 18

.....

People need to see you doing what you do

Adjectives aren't enough.

Testimonials aren't enough.

Even a great write-up in your local paper isn't enough.

People need to see you doing what you do.

When a potential client is seeking you out, there are four factors you need to be aware of:

1. CONFUSION

If you're a creative professional, independent contractor or consultant, it's highly likely that *people have no idea what it is you do all day.*

And sadly, the majority of service offerings are poorly defined.

So, don't give potential clients a reason NOT to investigate you further.

Instead, leverage every possible opportunity to reduce uncertainty.

Let them see you doing what you do.

2. BUYER'S REMORSE

"Please give me a reason I won't regret this decision later."

That's what your potential clients are thinking.

We live in a culture of sales resistance. Customers have been advertised to, marketed to, duped, fooled, conned, scammed, sold and screwed over too many times.

They're skeptical and require confidence before deciding to buy.

So let them see you doing what you.

3. SOCIAL PROOF

If you work in an industry with low barriers to entry, *customers seek validation*. Proof that you're the real deal.

Because it's easy for someone to come to your website and think, "Yeah, well, this guy SAYS he's a marketing consultant, but he could still be living with his parents too!"

There's no better form of proof than a working example.

Let them see you doing what you do.

4. COMPETENCE IS ASSUMED

In a choice-saturated market, people EXPECT you to be good at what you do.

Not to mention, ever since Reality TV started eating away at people's souls, the whole "behind the scenes look" is what people are used to.

The key differentiator is *process*. Your unique APPROACH to delivering value, as you learned earlier.

Let them see you doing what you do.

Now that you understand the importance of letting people see you doing what you do, there are three examples of how to do so:

- **Have you ever thought about starting a blog?** You could post regular samples of your work every week, or even every day. (We'll talk more about this in Book 2 *Get Them to Come to You*.)
- **What if you gave a tour of your facility, store or office?** Customers could see you and your coworkers in your normal process of doing.
- **What about gathering pictures of your customers actually using your products?** You could post them on a photo-sharing website.

Whatever approach you use, here's the secret:

When potential customers see you doing what you do, they become intrigued.

And interested. And curious what it would look like if they plugged themselves into YOUR equation.

Your goal is to cause them to say, "Cool! I like this guy's style. I wonder if he could do the same for me?"

Because the answer to that question is: "Yes. Yes you could."

Look. People buy people first. And prospects rely on familiarity.

Let them see you doing what you do.

LET ME SUGGEST THIS...

For a copy of the list called
"50 Questions Every Entrepreneur Should Ask,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 19

.....

How to Create Strategic Serendipity

It's not luck.

It's not chance.

It's not accidental.

It's not even serendipity. (Not completely, that is.)

"Strategic" Serendipity means attending an event, conference or other networking-rich venue with an attitude of expectation.

That something great is going to happen.

That opportunity is going fall right into your lap.

That you're going to meet that one person who changes everything.

So, as all of the elements from previous movements and sections come together, here are nine keys to leveraging them into moments of Strategic Serendipity at your next event:

- 1. Detach from outcomes.** Sure, you have goals. *Maybe to sell. Maybe to get in front of the right buyers.* However, also try to focus less on the outcome and more on the big picture. Free yourself from agendas. Develop a no-entitlement attitude. And focus on having fun, delivering value and creating a memorable (er, unforgettable) presence. *What are your conference goals?*

2. **Prepare yourself mentally.** Before walking in the front door, spend 15 minutes affirming to yourself, "Today is going to be a great day! I'm going to meet cool people and give them value. Opportunities are going to come my way. I will attract success." *How are you using positive self-talk to motivate yourself?*
3. **Come prepared.** Have every marketing material, business card, philosophy card, and every other part of your marketing arsenal easily accessible. Wear army pants and bring a backpack if you have to. Expectation attracts, but only if it's supported with action. *Are you ready to share your uniqueness at a moment's notice?*
4. **Grow bigger ears.** Listen to what the world is trying to tell you. Be on the lookout for people, situations and locations that seem to be begging you to approach them. Especially the unusual, unexpected ones. For example, I once walked by massage booth at conference. The massage therapist saw my nametag and said, "Scott, would you like a massage?" I thought about it for a moment, said yes, sat down and enjoyed my massage. A few minutes later when I rose out of my chair, the woman who was next to me in line turned out to be a reporter for a major newspaper. We struck up a conversation that ended in a 30-minute interview and a 2-page article. *Are you saying YES enough?*
5. **Evaluate your surroundings.** If you're attending an event, conference or trade show, be prudent about geography. Ask yourself the following questions:
 - Where will I be the most visible?
 - What landmark are people constantly walking by?
 - Where are people most likely to engage with me?
 - Who can I meet that is likely to tell his friends about me?
 - Who else in this room could be that ONE guy that changes everything?
6. **Just BE.** Don't plan so darn much. Show up. Be prepared to let new people and situations unfold by themselves. Put out your raft and ride the current. It will take you where you're supposed to go. *Are you going with the flow?*

7. **Extend every encounter.** When talking with someone new, ask if they'd like to continue the conversation over lunch or coffee. Keep the interaction alive. The longer you spend with someone, the more likely you are to discover how you can help each other. Also, find out if there are other events, happy hour or post-conference parties you could attend together. *How are you capitalizing on every conversation?*
8. **Make your memory happy.** After you meet someone, WRITE DOWN (either on their business card or elsewhere) the following reminders:
 - What she looked like
 - What you talked about
 - A few bits of personal info you can bring up next time you talk
 - How you can help each other
 - What your CPI (Common Point of Interest) is
9. **Follow up.** Use the information gathered from the previous example in your second approach. Prove your listening skills. Then, deliver something valuable like a link, recommendation or article. *How will you follow up with value?*

When it comes to Strategic Serendipity, you won't always know when it worked.

Defining the ROI of something like this is tough.

But that doesn't mean it doesn't work.

FACT: L.U.C.K. is an acronym for "Working Your Ass Off."

AND REMEMBER: The best way to be "in the right place at the right time," is to *be in a LOT of places.*

SO, KNOW THIS: Develop an attitude of expectation, prepare yourself mentally and physically and stick yourself out there today.

Because it's not chance. It's not luck. And it's not accidental.

It's Strategic Serendipity.

**L.U.C.K. is an
acronym for:**

**“Working Your
Ass Off.”**



INTERLUDE

.....

Everything I know about marketing I learned from karaoke

Two guys, Martin and Randy, walk into the same bar.

Both are equally smart.
Both are equally friendly.
Both are equally attractive.

And both are equally single.

Martin proclaims, "Randy, tonight is going to be MY night! I'm gonna go out there and talk to a bunch of cute girls, have fun and get a date for next weekend."

"Sounds good buddy," Randy encourages.

And that's exactly what Martin does. He takes the first step. Nothing cheesy. No pick up lines or secret techniques. He simply approaches several different women throughout the night and starts talking to them.

A few of them seem mildly interested, he notices, but nothing to text message home about.

Meanwhile, his friend Randy heads over to the karaoke station. He signs up to sing "My Girl," by the *Temptations*.

And about twenty minutes later, something AWESOME happens.

Midway through Martin's struggling conversation with a cute redhead, the DJ comes over the loudspeaker.

"And coming up next we have Randy! Give him a hand folks..."

The music starts.

That unforgettable Motown baseline takes over.

And Randy belts out that first line with all his might:

"I've got sunshine ... on a cloudy day ... when it's cold outside ... I've got the month of May..."

All the girls in the bar (including the one talking to Martin) stop what they're doing.

They put down their drinks and look over to see Randy walking out in the crowd, singing along with dozens of people.

And of course, serenading the cute brunette in the front row.

The bar goes NUTS. People are singing, laughing, cheering and clapping.

Also, the brunette Randy serenades blushes profusely, although she still laughs and plays along with the act.

Three minutes and fifty three seconds later, the song concludes with thunderous applause.

And five things happen:

1. Every guy in the room high fives Randy.
2. Every girl in the room wants to meet Randy.
3. Every employee of the room wants to give free drinks to Randy.
4. Every person in the room perceives Randy as fun, friendly, cool and outgoing.

And lastly, Martin orders another drink. Alone.

Final Score: Martin: 0, Randy 50.

So, as we conclude this movement on being *The Observed*, remember:

1. Don't sell; enable people to buy.
2. Anonymity is the greatest barrier to business success.
3. Delight the few to attract the many.
4. When you FOCUS your attention on one, you CAPTURE the attention of all.

Are you *The Observer* or *The Observed*?

LET ME SUGGEST THIS...

For a copy of the list called
"52 Random Insights to Grow Your Business,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

 PRELUDE

Fans, Not Customers

I've been to hundreds of concerts in my lifetime.

I know this because every ticket stub of every show I've ever seen since I was twelve lies under a sheet of glass on my coffee table.

Several of the stubs are signed by my favorite musicians. Many are tattered and torn from the pouring rain in which I stood and sung for hours.

A few of the tickets aren't even tickets. They're napkins or flyers I stole from the venue because I 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 the greatest memories of my life.

I think about what it means to be a FAN.

A fan who would stop at nothing to watch his favorite bands play live - even if he'd already seen them eight 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; and even if it meant staying out all night and failing his marketing exam the next morning.

Because that's what a fan does.

SO, HERE'S THE QUESTION: Does the term "fan" ONLY have to refer to a music lover, sports enthusiast or dedicated follower of a performing art?

Is it possible to have fans of your *company*?

Let's ask Webster. It defines a *fan* as an "enthusiastic devotee or an ardent admirer or enthusiast."

In *How to be That Guy*, I explained that a "fan" also refers to any of the following terms: *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.*

Does that describe YOUR customers?

See, fans aren't just painted faces and screaming audience members.

Fans are simply people who love you and 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 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 lifeblood of 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.

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.

**This movement is about becoming a rock star.
*Are you the echo or the origin?***

**Customers,
schmustomers.**

**You need FANS,
and you need to give
them megaphones.**

*How many people
are anticipating
YOUR marketing?*



PART 20

.....

Are you building a following?

Artists.
Authors.
Rockstars.
Cult leaders.
Presidential candidates.
American Idol contestants.

What do all these people have in common?

They're all building a following.

AND HERE'S THE GOOD NEWS: So can you.

That's the beauty (and ironically, sometimes the horror) of the Web: *anyone with an idea can share it with the world and build a following around it.* And they can do so quickly, powerfully and through a variety of media.

Unfortunately, the idea of "building a following" may sound too grandiose, too celebrity-ish and too impossible to the average businessperson.

"Who am I to build a following?" you think. *Wrong question.*

Instead, ask yourself, "Am I being selfish with my knowledge?"

The dictionary defines a *following* as, "A group of people who admire or support somebody or something over a period of time."

OK. Couple of key points in that definition:

FIRST: "A group of people."

That doesn't mean millions, thousands, or even hundreds. Don't be intimidated by a false necessity to accumulate hordes of followers.

SECOND: "...admire or support..."

That doesn't mean people are bowing down to you. Building a following isn't about ego; it's about shared values and mutual goals.

THIRD: "...somebody or something..."

That doesn't mean it's all about one person. It's about an idea, a value, a movement, a cause and a vision.

FOURTH: "...over a period of time."

That doesn't mean you're a fad, a trend, a hot topic or the new flavor of the month. You build a following one person at a time.

Actually, wait. That last point was wrong.

I shouldn't have said, "one person at a time."

I should have said, "one FAN at a time."

Because that's what building a following is about: *Loyalty. Insistency.*

Not just to you, but to the bigger idea.

If you want to get started (or continue) building a following, remember three key ideas:

1. Writing is the Basis of All Wealth

You can't build a following around an idea if you haven't first expanded, explored and clarified it on paper. Even if you don't consider yourself a writer, penning your thoughts is the single greatest starting point for building a following.

ASK YOURSELF THIS: If everybody did exactly what I said, what would the world look like?

This question will help you build a template for your philosophy.

AND REMEMBER THIS: Guy Kawasaki, an author/entrepreneur with an incredible following said, “It’s impossible to build community around mediocre writing.”

The more you write, the quicker you uncover your unique VOICE.

2. Take Care of Your Fans

You can’t build a following without fans. The challenge, then, is creating, maintaining and staying in front of them. Here are a few suggestions:

- **Ask for their email.** As you’ll learn in the next movement, the crux of permission marketing is to get your fans to opt-in. Be sure you’re regularly asking new people in person AND online.
- **Consistently deliver a value message.** Whether it’s through an ezine, podcast or blog, you MUST deliver value. Remind your fans WHY they follow you. Also, ask for their input, ideas, feedback and comments. The more involved they are, the more ownership they take. The more ownership they take, the more people they tell. And the more people they tell, the bigger your following grows.
- **Gratitude.** Because a following is nothing without followers, make sure you regularly remind them how much you value their loyalty.

3. Be Approachable

Lastly, members (and potential members) of your following MUST have access to you and your ideas. In order to project approachability, remember *these ABC’s*:

- **Access.** Make yourself accessible through several media, i.e., email, phone and instant messenger. See, each of your fans maintains a different communication style. So it’s valuable to offer them several contact options. *If someone can’t come up to you, how will they ever get behind you?*
- **Boundaries.** On the flip side, set realistic expectations and personal policies for the accessibility of your time and information. Every “yes” to one demand is a “no” to another. *Ever watched “The Fan” with DeNiro and Snipes? Yikes.*

- **Content.** Since you're writing regularly now (right?) you need to make your content accessible for reading, downloading and sharing. This is ESSENTIAL for building a following. And if you're concerned about piracy, relax. If you write in a voice that is SO unique to you that you become SO identified with; someone wouldn't dare steal it. And if he did, people would know it.

THE BOTTOM LINE: Building a following is not an easy task.

It doesn't happen overnight.

It doesn't happen without work.

It doesn't happen without consistency.

However,

If you regularly deliver value through writing...

If you create a plan for creating and maintaining fans...

If you maintain approachability within your own boundaries...

Then you WILL create a group of people who admire or support you and your ideas.

Even if you're not a cult leader.

LET ME SUGGEST THIS...

For a copy of the list called
"72 Superb Songs Under Scott's Fingernails,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 21

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Building a Permission Asset, Part 1

How many people are anticipating your marketing?

Odds are, not many.

And why should they?

Most of your customers have been screwed over, sold on, marketed to, argued against, targeted, annoyed, persuaded, dishonored, pitched, pressured, bothered, interrupted, threatened and manipulated by too many companies too many times.

And they're tired of it.

This reveals *four truths* for your company:

1. **Customers are in charge, not you.** *They don't have to listen to you if they don't want to. They're not your little targets anymore.*
2. **Customers are working extra hard to avoid and ignore your marketing.** *Think about the last time you skipped the commercials on Tivo. Then multiply that by 300 million. That's the posture of the masses.*

3. **Customers are not afraid to (quickly) pick someone else.** *Especially since there are infinite numbers of other options instantly available.*
4. **Customers are controlling how much attention they (choose) to give to you.** *Because they live in a hyperspeed, ADD, instant gratification culture, and they've got better stuff to do.*

IN SHORT: Customers are calling shots.

Not you.

Not the media.

Not your company.

Not your marketing machine.

The customers.

For that reason, you need to ask yourself ONE vital question:

How are you building a permission asset?

This is foundation of building a following.

In *Permission Marketing*, Godin explains it like this:

"A permission asset is the privilege (not the right) to deliver anticipated, personal and relevant ideas to the people who CHOOSE to get them."

Wow. Your fans are actually proclaiming, "Yes, I hereby allow you to market to me whenever you want."

Glory hallelujah.

Permission. It's the marketing word of the millennium.

IT MEANS...

- You're building a following.
- You've become the selected, not the selector.
- You're working in the name accumulation business.
- You've earned the right to market to your customers.
- You're worth more next week or next month than you are now.
- You're finding products for your customers, instead of customers for your products.
- You're accumulating, delivering value TO and maintaining respect FOR a group people who admire and support you and your ideas.

That's permission.

And now that you have a better understanding of the culture in which your customers live - AND what permission looks like - the next step is to assess your current permission status.

We're going to explore a list of 17 questions. Many are yes/no, a couple are VERY penetrating, and a handful of these are going to make you grin, shake your head say, "Damn it!"

But that's good. That means there's (still) room to build your permission asset.

Here we go:

1. Are you being selfish with your knowledge?
2. Do you get the email of every customer?
3. Do you have customers or fans?
4. How do you provide a value message to your customers every week?
5. How are you building a following?
6. How are you measuring your permission asset?
7. How are you staying in front of your fans?

8. How do you collect email addresses from the people who come to your website?
9. How do you get permission from people to market to them?
10. How many people are anticipating your marketing?
11. How many ezine subscribers do you have?
12. How many RSS subscribers do you have?
13. How quickly do you get permission from strangers?
14. If you were your customer, what would you LOVE to have from you next?
15. Is your marketing interrupting or interacting?
16. Is your marketing making music or noise?
17. When was the last time you sent out a newsletter or ezine?

So, what'd you learn?

Any of those questions impossible to answer?

Good. The next action is to build (or continue to building) your permission asset.

LET ME SUGGEST THIS...

For a copy of the list called
"123 Questions Every Marketer Must Ask,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**“I refuse to be
your little target
any longer!”**

-Your Customers



PART 22

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Building a Permission Asset, Part 2

Here are the five most common, easiest and cheapest ways to build a following:

1. Ezine. Make it consistent. Make it short. Make it valuable. Make it clean. And don't sell too much. Don't send it out too often or to too sparsely. Most importantly, be sure your "unsubscribe" button is easy to find.

EXAMPLE: If you'd like to subscribe to my free publication, "HELLO, my name is Ezine," AND receive instant access to my exclusive online content library, login with your email at www.hellomynameisscott.com.

2. Blog. Post every day. Write passionately. Take a side. Discover your authentic writing voice. Have a Call to Action or response mechanism at the end of every post. Don't quit after two months. Use lists. And of course, have fun!

EXAMPLE: If you'd like to subscribe to my award-winning blog, "HELLO, my name is Blog" for continued learning how to stick yourself out there, make your way to www.hellomynameisblog.com

3. RSS Feed. For your products. For your articles. For your tour schedule. For your upcoming events. For your blog posts. For your podcasts. For your videos. For your new ideas. For ANYTHING the people in your permission asset might value.

EXAMPLE: If you'd like to subscribe to my RSS feed, go to my blog and add my feed to your reader for daily updates on approachability.

4. Videos. Post short, fun, cool, remarkable and slightly silly videos on YouTube. Get people to watch, subscribe to and tell their friends about you them. Think viral.

EXAMPLE: If you'd like to tune into my Online Training Network, go to NametagTV for educational video modules on how to stick yourself out there! Watch on www.nametagTV.com.

5. Social Networking. Use MySpace, Facebook, LinkedIn, Flickr, Squidoo and the like. Post pictures, videos, blogs, comments, stories and experiences. Connect with other like-minded professionals. Consider starting your own group, cause or club within your social networking platform. Or, if you're ambitious, start your own platform.

EXAMPLE: If you'd like to view additional pictures, videos, blogs and stories about approachability, check out "The Nametag Network" and view ALL of my websites @ www.nametagnetwork.com

LET ME SUGGEST THIS...

For a copy of the list called
"8 Ways to Out Give Your Competition,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 23

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Building a Permission Asset, Part 3

Before we get into our final section, there's one additional thought you need to consider:

Building a permission asset takes time.

Notwithstanding our instant-gratification culture, your permission asset isn't something you just "get."

You can't download it from iTunes. Or find it on Craigslist. Or buy it from some random college kid in your neighborhood.

It takes time. Work. Maintenance.

And most of all, patience.

With that in mind, let's conclude this movement with several precautionary measures to protect your permission asset during the long haul:

- 1. Privacy.** While giving their email address to you is technically "free," customers are still concerned about getting spammed. Make certain people understand your intentions at the onset. Let them know you will NOT be sharing their information. *Respect always wins.*
- 2. Get it early.** Whether it's in marketing (or a one-on-one conversation)

you can never get permission too early. The biggest regret you will EVER have in marketing is, “Damn it! I should have been collecting people’s emails sooner!” *It’s not too late – you can start TODAY*. Broadcast your uniqueness, make the mundane memorable, turn strangers into friends, friends into FANS and fans into word of mouth. Now! Go! *Seriously, stop reading this book.*

3. **Think long term.** Look upstream. Consider the lifetime value of ONE fan. Think about how much they could potentially buy. Think about how many friends they could potentially tell. Most importantly, think about how valuable your relationship with them could potentially grow. *There are no one-night stands with your permission asset.*

4. **Consistency.** Whether your permission asset is supported by an ezine, podcast or blog, you MUST deliver value. Remind your fans WHY they follow you. Also, ask for their input, ideas, feedback and comments. REMEMBER: The more involved they are, the more ownership they take. The more ownership they take, the more people they tell. And the more people they tell, the bigger your permission asset (and, ultimately, your following) grows. *Because consistency is far better than rare moments of greatness.*

5. **Gratitude.** Because your permission asset is so valuable, and because a following is NOTHING without followers, make sure you regularly tell your fans how much you value their loyalty. Offer them specials and discounts. Go out of your way connect with them via email, phone, or if possible, in person. *Practice proactive gratitude. That which you appreciate appreciates.*

6. **Leverage.** Once your permission asset hits a critical mass (1,000, 5,000, 10,000, for example) you will earn more opportunities to leverage it. The bigger your permission asset is, the more you can ask people for. REMEMBER: People on your list may buy at a later time, simply because you stayed in front of them. *Leverage your increasing momentum.*

7. **Respect.** A few years ago, I emailed the aforementioned permission guru, Seth Godin. I asked him what he thought the most important word in marketing was. His answer was, “Respect.” So, when it comes to your permission asset, never, ever, ever, ever, E-V-E-R disrespect or

violate the trust of your fans. If they want off your list, respect their choice and gracefully remove them. *Don't take it personally.*

8. **Value.** Your content – be it text, audio or video – needs to be relevant, interesting, focused, smart, concise and remarkable. Most importantly, it needs to be delivered in a unique way. *You need a voice. A lens. A thing. A philosophy. YOU. ARE. A. WRITER. Accept that.*
9. **Patience.** Don't expect to get 500 subscribers in your first week. Have patience. Boost your list one fan at a time. The good news is, once you get past a certain number, you'll begin to grow exponentially. The (sort of) bad news is, building your permission asset never ends. There ain't no finish line. You're in it for the long haul. *Better be passionate!*

As we come to the end of our discussion on permission, I wanted to share one final example.

This is the world's best illustration (no pun intended) of the power of building a permission asset.

Scott Adams (creator of *Dilbert*) runs the most successful, most widely read and highest syndicated comic strip in the world.

- His websites and blogs are read by millions of people every day.
- He's published dozens of bestselling books.
- His line of Dilbert merchandise makes millions every year.
- His scores of fans rearrange their schedules to come out to his book signings and events.
- His speaking fee is \$50,000.
- He is the CEO of Scott Adams Food, Inc., maker of the Dilberito & Protein Chef.
- He won the *National Cartoonist Society Reuben Award* and the *Newspaper Comic Strip Award*.
- He received the *NCTE George Orwell Award for Distinguished Contribution to Honesty and Clarity in Public Language*.
- He's been in the rankings of the "50 Most Influential Management Thinkers" placing 31st in 2001, 27th in 2003 and 12th in 2005.

But here's the best part.

Scott Adams was the first syndicated cartoonist who published his email address on all his cartoons.

Initially, he did it in the hopes that people would email jokes to him.

Which they did.

Eventually, he started asking these people who emailed him if they wanted to occasionally hear from him via his ezine.

Which they did.

WHICH MEANT: They gave Scott Adams permission.

WHICH MEANS: He built his permission asset.

WHICH PROVES: He who has the biggest list (and, the best relationship with that list) wins.

How many people are anticipating YOUR marketing?

LET ME SUGGEST THIS...

For a copy of the list called
"22 Questions to Sidestep Entrepreneurial Atrophy,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**The biggest regret
you will EVER have in
marketing is:**

**“Damn it! I should
have been collecting
people’s e-mails
sooner!”**

What are YOU building?



PART 24

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Fanagement 101

Fans, not customers.

Building a following.

Strengthening your Permission Asset.

Now that you're well versed in these key philosophies, the final step (although it's more of a PROCESS) is to practice *Fanagement*, or the cultivation OF and interaction WITH those people who "love your stuff."

In this section, we'll explore four keys to successful *Fanagement*.

1. DATABASES AREN'T ENOUGH

"He who dies with the biggest email list wins."

Wrong.

Databases aren't enough. The REAL questions are:

1. How **GOOD** is your list?
 - Are these people your perfect customers?
 - Are they real emails, or some bulk list you bought?
2. What is your **RELATIONSHIP** to your list?
 - Do these people like you or LOVE you?
 - Do these people even know who you are?
 - Do these people even know how they got ON your list?

3. How many people actually **OPEN** what you send them?
 - Twenty percent?
 - Fifty percent?
 - ZERO percent?

4. How many people actually **ANTICIPATE** getting your ezine?
 - Do they look forward to the first Friday of the month?
 - Do they even KNOW when it comes out?
 - Do you send it sporadically and, therefore, have no “inbox predictability?”

5. Are you delivering any consistent **VALUE** to your list?
 - Or are you just selling them stuff?
 - Or are you just interrupting and annoying them?

6. Do you mindlessly collect emails from **EVERY** person you meet, put them in your database and then forget about them?
 - Or do you actually do something with your list?
 - Or do you actually help people?

7. How often are new people **SUBSCRIBING** to your list?
 - Is there an easy, obvious and tempting subscription offer above the fold on every page of your website?
 - Or, are you blasting the same 500 losers that have been on your list for six years?

8. How often are people **UNSUBSCRIBING** from your list?
 - Is it less often than your subscribe number?
 - Is it easy to unsubscribe?
 - Are you willing to NOT take it personally when people DO unsubscribe?

9. How often are people **FORWARDING** your emails?
 - Every time they get them?
 - Never?
 - Or, do you not know because nobody reads them anyway?

2. HIT THE STREETS

Engagement. That's what *Fanagement* is all about. For example:

- 1. Know (more) than their basic personal information.** Bestselling author Harvey McKay is known for his famous list of 66 questions, each of which he is able to answer about ALL of his clients. *Wow.* That's engagement. That's a personal relationship. *How much do you know about YOUR clients and fans?*
- 2. Spend time with them outside of work.** *Without an agenda. Without any expectations. Just hanging out. Getting to know them.* Maybe at a local event, festival or ball game? Something fun, relaxing, non-threatening and non-committal. No need to become BFF's. Simply a deeper level of engagement. *When was the last time you hung out with one of your clients in a non-business atmosphere?*
- 3. Find out what they're passionate about.** Ever notice what happens when people start talking ABOUT or get on the topic OF their passion? They get excited. Their eyes light up. Their emotions heighten. Their energy level increases. Their defensiveness decreases. They become more comfortable and more relaxed. That's engagement! *What passion-finding questions are you asking YOUR customers?*

AND, THINK ABOUT THIS: How many different ways are you engaging with your market?

- Email?
- Phone?
- Videoconference?
- Teleseminars?
- Twitter?
- Message/discussion boards?
- Listserves?
- Ezines?
- Media interviews?
- Writing blog posts?
- RSS feeds?
- Social networking sites?

- One-to-one (in person conversations)?
- One-to-many (speeches or group discussions)?
- Commenting on blogs?

Are you using them all?

3. IT'S ALL ABOUT THE LITTLE THINGS

Individual tethering. Another crucial component to *Fanagement*. A few suggestions:

1. Respond to fan mail promptly.
2. If you're going to be in the same place or city as your fans, send out a letter to see who wants to meet up for a drink.
3. Post your travel schedule on your site. Make it easy for fans to see you when you come through town.
4. Thank your fans regularly.
5. If you don't have the ability to create a NEW fan community, consider joining an existing community.
6. Help them feel like they're on the road with you. Use blogs, pictures, diaries, message boards and videos.
7. Community doesn't always mean your fans are talking about YOU. It might be about your characters, topics or the bigger idea of what your work is about.
8. As important as fans are, don't forget to make the art form the first thing. Whether it's painting, music or writing, you can't (not) be good.
9. Create a DVD in which you're interviewed about your various products, books, albums or projects. Think of it as an informal, inexpensive documentary about your work. Send copies (cheaply or for free) to the people on your list. Let them get into your head.

10. Fans are now USED to discussing books, CDs and other art forms. Either in groups or online. As such, fans are smarter than they used to be. Which means they listen, read and experience your art with evolved eyes and ears. Be sure your work is conducive to discussion and debate.
11. Fan loyalty is a function of how easily accessible you are. Seth answers many emails within about 30 minutes. And he has the most loyal fans in the world. Coincidence? *Nope.*
12. When you go BACK to a town you've already appeared in, do your best to remember and contact (and possible hang with) the people you met the first time. Prove to them how valuable they are to your livelihood.
13. Or, go one step further: when you come into town, send postcards to the fans on your list to let them know you're coming.
14. Thank your fans regularly. (Did I say that already?)
15. Connect your fans to each other, then get out of the way.
16. Send your fans stickers with important product releases, conference times, meetings, and appointments or show dates. Tell them to mark up their calendars so they know when to buy your new products and come see you in person. NOTE: Think about what your vet, dentist or cardiologist does with your appointments or hospital visits. *Same thing.*
17. While signing books, CDs and the like, lock and load. They only have a short time to engage with you. Give them your full attention.
18. Create downloadable items on your website that they can print out, draw on, fold or share. Let them participate.
19. Take pictures of you and your fans. Post those pictures on your blog or your photo sharing account. Then email a link of that page to your fan. He'll love it. Not to mention, he'll probably tell everyone.

20. Create an official card that indicates they're your fan, friend or "part of the club." Think about what rock bands do: they create laminated badges for their fans to wear backstage. What about you? What kind of backstage pass or "with the band" item could YOU create?
21. Thank your fans regularly. *Seriously*. Thank them in your blogs, books, ezines, liner notes and websites. After all, without them, you'd be out of a job.
22. Give your fans enough information to make them feel like an insider.

4. AVAILABILITY

Finally, to take engagement and individual tethering one step further, consider posting your calendar, tour schedule or appearances on your website.

In my experience as a professional speaker, I've found five benefits of telling the world where you're going to be:

1. **It proves that you're busy.** Many creative professional talk a big game. But only the BEST back it up with something tangible to prove their success. That's the best part about posting a busy calendar – it's *unarguable*. So, if some jerk in Philly doesn't like your work, that won't change the fact that you've got a gig in Florida the following night.
2. **It invites existing and potential fans to come out and see you.** You MUST interact with your fans. Without them, you'd be out of a job. Post your schedule for the entire year. That way, people can *plan their schedules around you*. That's what real fans will do.
3. **It demonstrates your reach.** When someone comes to your website and sees all the different cities, organizations and companies you're working with, they'll be thinking two things: 1) This guy MUST be good, and 2) Well, if he's good enough for THAT company, he's good enough for MY company too. (This is what *Made to Stick* defined as The Frank Sinatra Effect.)

4. **It keeps you organized.** Let's face it: creative people aren't always the most organized. But, thanks to the web, it doesn't matter. When you post your calendar on your website, you can access it from anywhere in the world.
5. **It motivates you to fill it up.** When I first posted my calendar, I only had about 10 bookings for the entire year. And since I didn't want people to think I sucked, that calendar ended up becoming a great kick in the butt to fill it up.

Ultimately, posting your calendar keeps you accountable to the whole world.

And even if you don't have as many gigs on there as you'd like, consider posting that schedule today. Your fans will thank you.

LET ME SUGGEST THIS...

For a copy of the list called
"24 Ways to Out Grow Your Competition,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**In marketing,
the only equation
that matters is:**

**More Fans
=
Less Selling**

How many do YOU have?



MOVEMENT CHRONICLE

.....

Taglines. Slogans. Soundbites. Positioning statements. Elevator speeches. Company names. Business cards. Collateral materials. Brands. Identities. Telephone Personalities. Niches. Philosophy Cards. Company Names. AIDA/R. The Point of Dissonance. Permission Assets. Building a Following.

Your Entire Marketing Machine, essentially.

This is the foundation that supports you as you stick yourself out there.

AND REMEMBER: All you're doing is embracing your inherent uniqueness and ~~selling marketing~~ SHARING it with the world!

At this point, you've probably figured out what your uniqueness is. (Or if not, your melon should be swimming with several possibilities.)

Either way, as we come to the end of *Stick Yourself Out There*, let's pause for a minute to review a few key highlights before finishing up and moving on to book two, *Get Them to Come to You*.

FIRST: A few hallmarks of UN-successful marketing messages:

- They're too busy.
- They're too complicated.
- They're instantly forgettable.
- They're hollow and frivolous.
- They're saying WAY too much.
- They're taking too long to "get."
- They're creating noise, not music.
- They're too safe and uninteresting.

They're not word-of-mouth worthy.
They're not the origin, but the echo of someone else's idea.
They're not overt enough and are relying on customers to connect the dots.
They're creating a riddle that impatient customers don't have the time to solve.

SECOND: A few distinctions of successful marketing messages:

They're provocative.
They're self-evident.
They're sequel-worthy.
They're picture-worthy.
They're self-perpetuating.
They're NOT time sensitive.
They're musical and rhythmic.
They're inherently competitive.
They're believable and ownable.
They're like a mini-vision statement.
They're mug, bumper sticker or t-shirt worthy.
They're oddly or ironically juxtaposing words.
They're intrinsically locked into the name of the brand.
They're the natural byproduct of your focused business.
They're remarkable, yet relevant, worthwhile and marketable.
They're using strong, unexpected and uncommon words or phrases.
They're SO good, you assume another company has already taken them.

THIRD: A few fine-lines of successful marketing messages:

They're smart, but not clever.
They're catchy, but not corny.
They're cool, but not contrived.
They're quirky, but not questionable.

FOURTH: A few polarities of successful marketing messages:

They're clear, yet curious.
They're simple, yet profound.
They're unusual, yet unarguable.
They're emotional, yet engaging.
They're playful, yet professional.
They're relevant, yet unexpected.
They're informative, yet incomplete.
They're philosophical, yet pragmatic.

FIFTH: A few to-dos for the development of your new marketing ideas:

Have you googled it yet?
Have you checked the domain yet?
Have you done a word exploration yet?
Did you make a list of 101 possibilities?
Did you send an informal survey email to several people for feedback?
Did you do a mass evaluation of other people, companies and ideas just like it?

SIXTH: A few benchmarks to test the efficacy of your marketing messages:

Does it have wheels?
Does it actually have substance?
Does it convey your uniqueness?
Does it lodge in people's minds?
Does it instill the brand's promise?
Does it create a Point of Dissonance?
Does it provide a snapshot of your business?
Does it evoke a positive image IMMEDIATELY?
Does it cause people to react or respond in SOME way?
Does it create an umbrella under which all future ideas will reside?
Does it give way to layers of meaning if you take the time to peel its onion?

Does it convey something you want potential customers to remember or feel?
Does it contain multiple dimensions that set you up for future brand expansion?
Does it effectively convey a company's key characteristics to a variety of audiences?
Does the tone and language tempt, rouse, or intrigue your intended audience?

SEVEN: A few requirements to measure the simplicity of your marketing messages:

Can you sing it?
Can you explain it in less than 10 words?
Can you explain it in less than 10 seconds?
Can you explain it on the back of a business card?

EIGHT: A few tests to gauge the effectiveness of your marketing messages:

How focused is it?
How remarkable is it?
How unconfusable is it?
How easy is it to repeat?
How easy is it to remember?
How much texture does it have?
How easily could you defend it?
How much do you need to explain it?
How easily could one of your competitors use it?
How afraid are you that people are going to steal it?
How well does it communicate your brand value to the world?

LET ME SUGGEST THIS...

For a copy of the list called
"37 Things (not) to Do This Year,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



C O D A

.....

What a long, strange trip it's been!

Nobody can argue that The Grateful Dead was one of the greatest rock bands in the history of the world.

They sold millions of records.

They wrote hundreds of songs.

They recorded dozens of albums.

They created millions of fans that evolved into their own subculture.

They played hundreds of concerts every year for nearly three decades.

They made hundreds of millions of dollars from touring and merchandise.

And they left a rock and roll legacy untouched by any other music group in history.

Still, there's something you might NOT know about The Grateful Dead.

Among those staggering numbers of musical, cultural and financial accomplishments...

They only had one hit single.

One. Hit. Single.

Touch of Grey, 1987.

This piece of trivia amplifies three truths:

1. Success isn't measured by what some chart says about you.
2. When you have that many fans, EVERY song is a hit single, even if Casey Casem doesn't think so.
3. The music (or whatever primary unit/product/piece of information you sell) is only the beginning.

Because there's so much more. We're talking about the benefit of the benefit of the benefit of the...

You get the point.

The events. The fans. The culture. The values. The tie-dye shirts.

The music? Well, the music was only the beginning.

Your challenge (even if you're not a rock band) in this book was to discover and create and blast your music.

Your unique sound. Your voice. Your value. Your brand. Your philosophy. Your identity.

And you must BLAST that music in such a unique, authentic, respectful and remarkable way, that your fans can't help but be completely loyal to you.

Not to mention, fans can't help but tell all their friends about you.

Because that's what fans do. They talk. Unsolicited and motivated by nothing but love.

You need to make sure that's happening for your company.

**Because the only true reason your business
will grow is if your existing customers are telling
your potential customers about you.**

I think Jerry Garcia put it best: "It's not enough to be the best at what you do. You also need to be the ONLY one at what you do."

TAKE A DEEP BREATH...

(In through your nose for five seconds, out through your mouth for ten seconds.)

Ahhh...

Now that you've learned how to *Stick Yourself Out There...*



Please flip-flop this book to learn how to *Get Them to Come to You!*



**Be the
bullseye,
not the
arrow.**

What if customers targeted YOU?

**It's ALWAYS better
when they come to YOU.**

"They" meaning prospects.

"They" meaning customers.

"They" meaning new business.

"They" meaning new markets.

"They" meaning opportunities.

"They" meaning media outlets.

And "better" meaning...

1. You remove the threat of rejection.
2. You reduce your average sales cycle.
3. You enhance your ability to walk away.
4. You lower your client-acquisition costs.
5. You reduce your overall marketing expenses.
6. You start selecting instead of being selected.
7. You cause prospects to come to you pre-qualified.
8. You say no and STILL practice marketing by positioning yourself as a resource.

Get Them to Come to You

Scott Ginsberg
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Printed in the United States of America.

Cover design by
Sue Sylvia of Staircase Press Design

Text layout by
Jeff Braun of TriFecta Creative
www.trifectacreative.com

Edited by
Jessica "That Bagel Girl" Adams

ISBN: 0-9726497-3-5

How to attract MORE Clients,

MORE Opportunities and

MORE Luck into Your Life

**GET THEM TO
COME
TO YOU**

Why Your Competitors are Getting More Attention Than You

They're **working longer** than you.
What time do YOU leave the office?

They're **working harder** than you.
What time do you arrive AT the office?

They're **working smarter** than you.
Does everything you do lead to something else you do?

They're **better positioned** than you.
What are you known for?

They're **easier to get a hold of** than you.
How many different ways can people contact you?

They're **asking better questions** than you.
Do you have a stockpile of creative, unexpected questions that only YOU ask?

They're **blogging more regularly** than you.
What's your excuse for not blogging everyday – or at all?

ULTIMATELY: Attention is currency.

Why Your Competitors are (still!) Getting More Attention Than You

They're **ranked higher on Google** than you.
What happens when somebody googles YOU?

They're **calling customers back faster** than you.
How quickly do you get back to people?

They're **publishing more online content** than you.
What did you write today?

They're **building a stronger permission asset** than you.
How big (and how good is your relationship WITH) your email list?

They're **more focused with their marketing** than you.
What slice of a slice have you chosen to specialize IN and be known FOR?

They're **being talked about more frequently** than you.
Are you giving people a reason to tell their friends about you?

ULTIMATELY: Don't seek attention – attract it.

So, here's the solution:

Be the Bullseye, not the Arrow.

We live in a *My Culture*.

Here's why.

Because of the exponential growth of Internet, humans now have instant access to infinite amounts of information.

This creates a hyperspeed, infinite-choice society where people are BOMBARDED by thousands of marketing messages on a daily basis.

Which makes people's patience dwindle.

Which reduces attention span to about six seconds.

Which means customers are going to get WHAT they want, WHEN and HOW they want it.

And there's nothing you can do about it.

My Culture.

For example, let's go back to about a decade ago when it all started.

Before TiVo.

Before Google.

Before YouTube.

Remember when Windows 95 came out?

It was SO cool. Especially that handy folder called "My Documents."

Wow! Customers thought. *MY Documents? All for me! This is great!*

And thus began a worldwide trend of **false ownership**.

MY AOL.

MY music.

MY favorites.

MY homepage.

MY documents.

My, my, my, my, my!

Me, me, me, me, me!

My Culture.

And there's not necessarily anything BAD about it.

It's just a complete reversal from previous generations.

And businesspeople need to recognize this.

In the past, the mass media, big companies and worldwide organizations dictated WHAT, WHEN and HOW we got information.

Take TV, for example:

Thursday night? *Time for Friends!*

Saturday morning? *Let's watch college football!*

Sunday evening? *Turn on The Simpsons!*

That's how it used to be.

But now, it's reversed. Customers are calling the shots. For example:

Going out of town on Sunday? *No problem.* You can TiVo *The Simpsons* and watch it (commercial free) on Tuesday afternoon.

Ran to the bathroom during Peyton Manning's game-winning Hail Mary pass at the buzzer? *No worries.* Simply pause live TV, go back two minutes and watch it again.

Missed *Grey's Anatomy* last week? *Fear not.* Hop on to YouTube or www.graysanatomy.com and watch the highlights.

My Culture.

SO, HERE'S THE BIG CHALLENGE: How do you reach customers who already know what they want?

BIG ANSWER: Reverse your marketing.

Stop operating on an old school model.

Don't **sell**. *HELP ... customers buy.*

Don't **look**. *ATTRACT ... customers to you.*

Don't **push**. *PULL ... customers towards you.*

IN SHORT: Don't be the arrow. *Be the bullseye.*

Let them target YOU.

I call this *Reverse Target Marketing*.

Originally, that was going to be the title of this book.

But then I saw Quentin Tarantino's *Grindhouse*, a revolutionary double feature film that came out in 2007. And on the way out of the theater, I wondered to myself: "I wonder if anyone has ever written a double feature BOOK?"

Eventually, the answer to that question became *Stick Yourself Out There/Get Them to Come to You*.

The world's first ever business non-fiction double-feature/flip-flop book.

Anyway, I chose to approach this book (er, symphony) in that particular way to illustrate the dichotomy, polarity and two-way-streetness of my philosophy.

AFTER ALL: The only way to get them to come to you ... *is to FIRST stick yourself out there.*

So, since you've already learned how to take that first step of sharing your uniqueness in an unforgettable way, the second half of this book will teach you *how to become a big, beautiful, juicy target.*

IN SHORT: How to get them to come to you.

AND HERE'S THE BEST PART: When you match *My Culture* with *Reverse Target Marketing*, you win AND the customers win.

Because ultimately, in a *My Culture*, the customer is going to find her target eventually.

And it only makes sense that you make your target as big possible.

**It's time to stop aiming and start
being aimed at.**

**You've already learned how to
stick yourself out there.**

**Now it's time to
get them to come to you.**

Oh boy! Oh boy! Oh boy! Oh boy!

Do you remember the first time you were asked out on a date?

It probably caught you off guard.

Holy crap! You really want to go out with ME? Like, you came up to MY locker and asked for MY number? Oh boy, this is so exciting! Someone was seeking ME out for a change!

Can you imagine how a prospective date would perceive if you said that out loud?

Des-perate.

LESSON LEARNED: Don't telegraph neediness.

Businesspeople do this all the time. They get an email out of the blue from a prospective customer. And, like that nervous, awkward adolescent, they respond the same way:

Wow! You really want to hire ME? Like, you came to my website and now you actually want to pay me money for my services? Oh boy, this is so exciting! A customer seeking ME out! Hooray!

The same principle applies.

If you act surprised when customers, the media and other people come to YOU, they might start to question your professionalism. And the silent dialogue becomes, "Wow, sounds like this guy REALLY needs my business..."

So, for the rest of this book, if you want to project confidence and coolness as you become the bullseye, remember these *three cautionary guidelines*:

1. **Just relax.** Play it cool. Respond as if this happens all the time ... *whether or not it really does.* Give the impression that you're in high demand. That you're used to customers pursuing YOU for business. *It's just another day at the office.* For example, if someone wants to book you for their upcoming corporate event, one of the most liberating responses you could offer is, "What year?"

2. **Watch your emotions.** Sure, it's exciting when a new prospect calls out of the blue. But it's also a stroke to your ego. Be careful that your emotions don't cloud your response. A few years back, I was asked to give a speech in the Bahamas. And I got SO excited and felt SO honored ... that I charged the wrong fee. *Whoops!* Looks like overreacting can lead to under charging. REMEMBER: It's like a game of poker. Don't give away your hand.

3. **Understand your position.** Because the customer came to YOU, you're in a unique situation. First of all, it's a position of *strength*. You're not the one threatened by rejection. And the ability to walk away from a sale is a tremendous advantage. Secondly, it's a position of *choice*. Since the buyer is pre-qualified, the next question isn't IF she should use you; it's HOW she should use you.

THE GOOD NEWS IS: The more this happens, the more you will normalize your routine. Patterns will emerge, encounters will become more predictable and you will develop an unconscious competency for handling unsolicited requests.

Keep that in mind as you transition from being the *selected* to the *selector*.

LET ME SUGGEST THIS...

For a copy of the list called
"27 Things to Do FIRST,"
send an e-mail to scott@hellomynamescott.com
and I'll send YOU the list for free!

Movements 5 & 6

PRELUDE: Thee, not A.

- Part 1: Be (somewhat) predictable.
- Part 2: You know you have a strong brand when...
- Part 3: Avoid the Always/Notice the Never
- Part 4: Enshrine your business.
- Part 5: Voted Best Buffet!
- Part 6: What's your Noticeable Number?
- Part 7: My first official lesson in marketing.
- Part 8: Build a Timeline of Credibility
- Part 9: Even when you say no, you're still marketing

Interlude: What if you only sold ONE thing?

PRELUDE: Octopus, not earthworm.

- Part 10: Websites are WORTHLESS!
- Part 11: Punch People in the Face
- Part 12: Should I blog?
- Part 13: Reasons (er, excuses) for not blogging yet
- Part 14: 750 Reasons to Start Blogging TODAY

Coda: Eyeballs are overrated.

Movements 7 & 8

PRELUDE: Tootsie, not Dum-Dum.

- Part 15: Yeah, well, a LOT of people are smart.
- Part 16: Are you *The Expert ...* or *The PERCEIVED Expert*?
- Part 17: How to Position Yourself as a Resource
- Part 18: The Ultimate Resource Position
- Part 19: The more you give away for free, the wealthier you will be.
- Part 20: More Content = More Value!

Interlude: If you don't quote yourself, nobody else will.

PRELUDE: About, not from.

- Part 21: Who's talking about YOU?
- Part 22: Secrets of Sticky Ideas
- Part 23: How pluggable are you?
- Part 24: How parodiable are you?
- Part 25: WHAT did you say about me?

— *Reprise* —

Coda: Climb The WOM Tree

**Stop *pushing*
and start
*pulling.***

**Stop *seeking*
and start
*attracting.***

🎵 PRELUDE

**THEE,
not A**

When I started my writing/speaking/coaching/training company in 2003, I knew the competition was fierce.

I knew there were thousands of other authors, speakers and consultants out there.

And I knew that most of them were twice my age, had three times my knowledge and four times my experience.

Yikes.

Then I heard fellow author/speaker Larry Winget say, “You have no right to write a book on a subject unless you’ve read every other book about that subject.”

Double yikes.

Well then. Looks like I’ve got some reading to do, I thought.

So I spent the next few years doing just that.

Researching. Annotating. Learning. Writing. Teaching. Interviewing. Surveying. Poring over hundreds (nah, probably thousands) of print and online resources to expand my expertise.

And then something cool happened.

I noticed a gap.

It appeared that all these resources on communication, networking, first impressions, connecting and the like ... *had left something out.*

That “something” was approachability.

I LOVED that word.

It was musical. Emotional. Visual. (A bit *long*, but still powerful.)

And then another cool thing happened.

I started reading stacks of marketing books, namely, *Selling the Invisible*, by Harry Beckwith.

And I learned the following four truths:

- 1. If you do not have a focus, soon you will not have a business.**
- 2. Rather than sacrificing opportunities, a narrow focus often creates opportunities.**
- 3. To broaden your appeal, narrow your position.**
- 4. Go where others aren't.**

And that's what approachability was.

A new lens. A new paradigm. A new philosophy.
A new, narrower approach.

It was my PDA, or "Personal Differential Advantage" as my marketing professor used to teach us. So I positioned myself NOT as a "communication expert," or a "relationships guru" or a "networking author,"

...but as THEE approachability expert.

Focused. Narrow. Where others weren't.

AND THE BEST PART: There WAS no competition.

Recall what you learned in *Stick Yourself Out There*: "The best way to eliminate the competition is to not have any."

THEREFORE: There's a HUGE difference between being A and THEE.

For example:

Are you A time management expert?
**Or are you THEE time management expert...
FOR NURSES?**

Are you A small business consultant?
**Or are you THEE small business consultant...
FOR DRY CLEANERS?**

Are you A personal trainer?
**Or are you THEE personal trainer...
FOR WORKING MOTHERS?**

Are you A financial planner?
**Or are you THEE financial planner...
FOR FAITH-BASED NON-PROFITS?**

Pick a lane. Hit 'em where they ain't. Be THEE, not A

**This movement is about
being the go-to guy.
*What are you the That Guy for?***

**Be known FOR
some-thing.**

**Be known AS
some-one.**

*What ONE thing
do you do great?*



PART 1

.....

Be (somewhat) predictable

Brands are expectations.

Which means it's your job to prove customers right.

To confirm their suspicions about the value you deliver and the values you stand for.

It ALSO means you need to be (somewhat) predictable:

In person.

Via email.

On the phone.

Throughout your marketing efforts.

Be (somewhat) predictable.

Disney calls this "staying in character." After all, their employees ARE called "cast members."

AND HERE'S THE DEAL: You're no different.

OK, maybe you wear less makeup. But the distinction is, instead of playing the role of Snow White, *you're playing the role of YOU.*

THE CHALLENGE IS: How do you become (somewhat) predictable?

Here's a list of three ways to maintain brand consistency:

1. **RECORD Brand Moments.** Keep a log of your branding “moments of truth.” For example, write down any time a customer says, “I figured you would do that!” or “It doesn't surprise me to see your company...” or “That's exactly what I expected your website to say!” *After all, what people remember about you is what you are.*
2. **REMIND Brand Moments:** In your office, post a bunch of sticky notes that read, “Is what I'm doing RIGHT NOW consistent with my brand?” This will keep you accountable. *And if you're ever not sure if the answer is yes, well, consider that a hint.*
3. **REINFORCE Brand Moments:** Any time you do or say something consistent with your brand's values, tell people. For example, if you email a prospect and say, “Well, my consulting fees are available on my website,” don't forget to punctuate that sentence with, “...because that's the way I do business,” or “...because that's what clients have come to expect of me.” They'll appreciate your integrity. *And people respond to policies.*

ONE FINAL NOTE: Don't seek to achieve 100% predictability. There's nothing wrong with throwing a few curve balls here and there.

Remember, consistency is CRUCIAL to successful branding.

Because consistency is far better than rare moments of greatness.

What's more:

Consistency leads to familiarity.
Familiarity leads to predictability.
And predictability leads to trust.

And TRUST is the foundation of all business.

What about you?

- **If you had a three-minute conversation about your business, would the other person be able to guess your company's URL in one try?**
- **If you delivered a three-minute speech about your business, would the audience members be able to guess your company's URL in one try?**
- **If you did a three-minute interview about your business, would the viewers be able to guess your company's URL in one try?**

LET ME SUGGEST THIS...

For a copy of the list called
“20 Ways to Make Customers Feel ,”
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 2

.....

You know you have a strong brand when...

Over the years, I've accumulated quite the collection of nametag paraphernalia.

Hats, shirts, ties, cups, mugs, key chains, coasters, sticky notes, toys, posters, cut outs from magazines, postcards, (even underwear) emblazoned with nametags.

The best part is: *People just send this stuff to me.*

Some from friends, some from family members, even some from complete strangers.

And every time I open a package with a nametag related item enclosed, there's always a personal note that says some variation of:

1. "Thought of you when I saw this!"
2. "How could I NOT buy this for you?"
3. "I figured YOU of all people would love this!"
4. "Who better to wear this nametag shirt than you?"
5. "You're the only person I know who would appreciate this."

LESSON LEARNED: You know you have a strong brand when people send brand-consistent free stuff that reminds them of you.

Do you have that kind of ~~marketshare~~ mindshare?

If not, consider two suggestions:

1. **OWN A WORD:** Become the expert, the go-to person, THAT GUY, when it comes to a word. Research it, write about it, speak about it and use it in your marketing materials. Ask yourself this question: "*What's the first word people think of when they think of me?*" Then be sure everyone who meets you no longer thinks the same way about that word again. *My word is nametag. My word is approachability. What's yours?*
2. **BECOME YOUR OWN ADJECTIVE:** Consistently broadcast your uniqueness, artistry, school of thought, talents, style, visibility and expertise. Become so recognizable, so memorable and so prevalent in your respective industries that people actually begin to use your NAME as an adjective that describe other things IN that industry. For example, "*That shirt was such a MARTIN thing to wear!*" *How can you become your own adjective?*

I challenge you to accomplish these two tasks. *Yes, they take time.* But who knows? Maybe soon you'll start getting free stuff in the mail too.

Hopefully, not nametag underwear.

LET ME SUGGEST THIS...

For a copy of the list called
"13 Ways to Out Develop Your Competition,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 3

.....

Avoid the Always/ Notice the Never

Do you want to attract MORE business, MORE clients and MORE opportunities?

Good.

Then the first thing you need to do is to GET ... away from what everyone else is doing.

In other words:

What do companies who do what you do ALWAYS do?

This is my favorite exercise to run with audience members at workshops, staff trainings and seminars. It's called "Avoid the Always/Notice the Never." Here's how it works:

1. Take out a blank sheet of paper.
2. Fold it in half vertically.
3. At the top of the left column, write two words. First, the generic name of your job title in plural form, i.e., "Consultants," "Salespeople," or "Artists." Second, write the word "Always..." So, "Consultants Always..."
4. Next, at the topic of the right column, write the words "When they..."

5. Cool. Now it's time to make your "Always..." list. Brainstorm as many typical, standard, expected, status quo and average behaviors practiced by someone who does what you do. Examples might include:

- a. "Always ... show up late"
- b. "Always ... charge high fees"
- c. "Always ... are impossible to get a hold of"

6. Good. Now it's time to make your "When they..." list. Brainstorm as many situations, daily activities or encounters *practiced by someone who does what you do*. Examples might include:

- "When they ... first meet clients."
 "When they ... sell their services."
 "When they ... attend networking events."

7. Excellent. Now that you know what the "Always," is for your industry, all you have to do is: **do something else!** Challenge yourself to match those "Always" situations with opposite actions. *Be unexpected. Break people's patterns! Differentiate yourself in your industry!*

8. OK, and here's the last part of the exercise. Go back to #1 and replace the word "Always" with the word "Never." Repeat Steps 1-7.

Ultimately, the reason this practice works is because, as I've mentioned several times, *the most effective way to capture someone's attention is to B-R-E-A-K his patterns.*

Avoid the always. Notice the never.

LET ME SUGGEST THIS...

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"37 Things (not) to Do This Year,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 4

.....

Enshrine your business

**“Yeah, but nobody
does stuff like
that...”**

**True. But usually, the
stuff that nobody
does is the stuff that
everybody LOVES.**

*What are you doing that
your competitors AREN'T?*

Katz's is a delicatessen on the Lower East Side of New York City. Been around since 1888.

But it's not just any old deli.

Katz's was the site of Meg Ryan's famous fake-orgasm scene (“I'll have what she's having”) in the 1989 romantic comedy *When Harry Met Sally*.

THE BEST PART: The table at which she and Billy Crystal sat is clearly marked with a sign that says, “Where Harry met Sally ... hope you have what she had!”

LESSON LEARNED: Enshrine your business.

Think about it. Go to your local Borders and grab any bestselling book. Somewhere on the front cover there will most likely be a sticker. *A starburst. An emblem. An additional eye-catching piece of signage.*

It usually says something like:

“Featured on Oprah's book club!”

“Pulitzer Prize winner!”

“Over ten million copies sold!”

“Now a major motion picture movie!”

It's about credibility.

It's about leveraging the media.

It's about upping the value perception of your product.

It's all about the sticker.

Of course, it doesn't actually have to be a "sticker."

Something. Anything. As long as it ENSHRINES your product, company, service or website.

Here's a list of seven ways to enshrine your business. By using these leverage techniques, you will create a more valuable, more credible perception of your brand:

1. **Media appearances**, i.e., "Featured on" or "As seen on"
2. **Awards**, i.e., "Winner of" or "Finalist for"
3. **Time**, i.e., "20 Years of Business!" or "Since 1878!"
4. **Elite Status**, i.e., "President's Club" or "Million Dollar Society"
5. **Quantity**, i.e., "Over 99 billion burgers sold!" or "50 million copies in print!"
6. **Endorsement**, i.e., "Where Oprah buys her underwear!" or "The Official Nametag of Scott Ginsberg!"
7. **Expansion**, i.e., "Now a worldwide franchise!" or "Now a major motion picture!"

Whichever enshrining technique you use, one thing's for certain:

Next time a potential customer comes to your store, website or place of business, they're gonna see it.

And just like with Meg Ryan, they'll be thinking, "I'll have what she's having!"

LET ME SUGGEST THIS...

For a copy of the list called
"7 Questions go Assure People Don't Tune Out Your Marketing,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 5

.....

Voted world's best buffet!

I was strolling down the Reno strip last night when I noticed an interesting pattern.

LOTS of buffets. Every hotel and every street corner had one.

AND HERE'S WHAT STRUCK ME: They were all voted #1.

Seriously. It seemed like every restaurant I passed had a sign that read, "Voted Best Buffet!" And it made me wonder about the different between A and THREE:

1. **Voted Best Buffet ... BY WHOM?** A sample of 1000 customers? Zagat? CitySearch.com? The guy who owns the place?
ASK YOURSELF: How do you measure "best"?
2. **Voted Best Buffet ... WHERE?** In the world? In Reno? On Main Street where there are only two other competing buffets?
ASK YOURSELF: What's your territory?
3. **Voted Best Buffet ... FOR WHAT?** "Best" could mean a lot of things: Best Buffet for the money? Best Buffet for Kids? Best Buffet for drunken college students at 3 AM?
ASK YOURSELF: Who's your target customer?
4. **Voted Best Buffet ... WHEN?** This year? Last year? Back in 1987?
ASK YOURSELF: What have you done for me lately?

Think of it this way. Imagine two billboards:

1. "Come to Harrah's! We've got the best buffet around!"
— Or —
2. "Come to Bally's! Voted #1 Reno Buffet for Kids, Zagat 2006!"

Which one would YOU eat at?

Right. *The second one.* And here's why:

Specificity = Credibility, Persuasion and Approachability

Whether it's on your marketing materials, front door – or on the *enshrining* of your business – specificity is the key.

How vague is YOUR marketing?

LET ME SUGGEST THIS...

For a copy of the list called
"22 Questions to Sidestep Entrepreneurial Atrophy,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 6

.....

What's your Noticeable Number?

"You really wear a nametag all the time?"

"Yep. 2,891 days straight."

This type of conversation happens 3-5 times a day.

That's my **Noticeable Number**.

It's noticeable in a conversation.

It's noticeable in an interview.

It's noticeable during a speech.

It's noticeable in a book.

It's noticeable in an article.

It's noticeable in a blog post.

It's noticeable on a website.

It's noticeable in marketing materials.

You and your company need one.

AND HERE'S WHY: In my experience, I've found *seven benefits* of having a Noticeable Number:

1. **Remarkability.** People tell their friends about it. Because it's cool. Because it's intriguing. And because it's worth making a remark about. *How are you quantifying your uniqueness?*
2. **Memorability.** It stands out. During a conversation, for example, a Noticeable Number tends to be the most memorable item. *How are you bookmarking your conversations?*
3. **Credibility.** Which comes from specificity. For example, which sounds more convincing: "I've read a lot of books on stress management," or "I've read over 1800 books on stress management"? *How are you specifying your company's unique value?*
4. **Commitment.** Your Noticeable Number is an observable way to reinforce your dedication. And in a business culture where trust and integrity are at an all-time low, actions that validate your commitment are priceless. *How are you reinforcing your unquestionable commitment?*
5. **Differentiation.** It distinguishes you in an otherwise crowded marketplace. *How will people remember you from the other fifty they just met?*
6. **Expertise.** It's the answer to the question, "So, what makes YOU the expert?" This is especially valuable when working with (and attracting) the media. *What are you the Go-To-Guy for?*
7. **Revisitability.** Noticeable Numbers make customers want to check in with you (or your website) every once in a while (or, hopefully every day) just to see where your number is at now. REMEMBER: Websites are like newspapers – customers don't want to read them if they're two years old. *How often is YOUR website updated?*

OK. Now that you understand the Noticeable Number philosophy, next is a list of hypothetical (and REAL) examples:

- Dave has 4,000 hours of practice!
- Aqua Fin is being used in 137 countries!
- Lambert's Café has thrown over 13,457,991 rolls!
- Over 3,000,000 copies in print!
- Reprinted in 17 languages!
- McDonald's has sold over 205 billion hamburgers!
- Dr. Jameson has spoken to over 300,000 students!
- Dane Cook has 3,982,811 MySpace friends!

What about you? What's YOUR Noticeable Number?

Once you identify yours, the final step is to get the **maximum mileage** out of it.

Remember these *four keys*:

- **ASK** yourself two questions: "What's the most remarkable/unique element about my business?" and then, "How could I quantify that in a remarkable way?"
- **RECORD** your number in a journal or online counter. Be meticulous. After all, if you don't write it down, it never happened.
- **PUBLISH** your number on your websites, blogs, marketing materials and the like. Be sure to update it regularly.
- **LEVERAGE** your number by peppering it into conversations, interviews, blog posts, articles, or any other form of communication.

PROMISE: Once you discover and leverage your Noticeable Number, you WILL get them to come to you.

"Them" means customers. "Them" means opportunities. "Them" means the media.

And you don't even need to wear a nametag.

**Quantify your
uniqueness.**

**It's all about
the sticker.**

*What are you the
UNDISPUTED heavyweight
champion in the world of?*



PART 7

.....

My first official lesson in marketing

When I was a kid, my dad would occasionally take my brother and I along on his business trips.

Whenever he worked in Chicago, we'd stay at the Hyatt Regency in Rosemont.

Or, as we called it, "The Spicy Peanut Hotel."

To this day, I still call it that.

Because that's what I remember. Every night after work, my family and I would sit in the lobby, eating spicy peanuts.

So one night, I got curious.

"Hey Dad, why do they always give us free peanuts here?"

"Well, Scott, think about it," Dad explained. "What happens when you eat LOTS of spicy peanuts?"

"My mouth breathes fire!" I said.

"Right," Dad said. "And what does that make you want really, really badly...?"

"A soda!"

“Exactly,” Dad replied. “And where do they sell sodas...?”

“In the bar!”

He smiled at me.

And at that exact moment, my first official marketing light bulb went on.

Ah-ha! They give away spicy peanuts for FREE so you have to BUY drinks! Genius!!

I was only seven at the time.

Had no idea I'd end up writing books about marketing.

But more than 20 years later, the principle still rings true: **environments are marketing.**

Here's another example...

The other day I had a meeting with a client at Starbucks.

It was 97 degrees outside.

“Would you like a drink to go with your lemon pound cake?” asked the barista.

“Nah, it's too hot for coffee. I'll just grab a glass of ice water,” I replied.

I sat down with my snack, fired up my laptop and waited for my friend Dan.

And not **ten minutes later**, I stopped typing and realized something: it was FREEZING in that store.

They must have set the thermostat at 55 degrees! I thought.

I got up from my table, approached the counter and smiled at the two employees.

“So, do you guys make it REALLY cold in here so people buy hot drinks?”

They laughed.

“Well, our manager controls the temperature, so...” one of the girls said.

“Mmm hmm...” I joked. “A likely story!”

They laughed again.

“Anyway, I'll have a grande hot tea.”

Damn it! They got me again! I thought. *Just like those spicy peanuts.*

ONCE AGAIN: Environments are marketing.

Last example...

On Main Street in Disney's Magic Kingdom, you might recall the store Blue Ribbon Bakery.

Did you notice the smell of fresh chocolate chip cookies as you passed?

No, you didn't.

Because that wasn't the smell of cookies.

Disney's smell specialists have crafted a “fresh-baked chocolate chip cookie” smell that is piped through a vent directly over the door to the bakery.

Those slick marketers again.

Peanuts. Cold air. The scent of baked goods. *Each of these is an example of marketing through environment.*

And they work.

Because they appeal to the senses.

Because they affect customers' emotions.

Because they make the mundane memorable.

Because they create UNFORGETTABLE impressions.

How are you changing your company's environment to promote purchasing?



PART 8

.....

Build a timeline of credibility

“What have you done for me lately?”

That’s the question your fans are asking.

And your challenge is to PROVE to them that you provide sustainable value.

SO, HERE’S THE SECRET: Build a timeline of credibility.

Before deciding to buy from you, customers are going to want to validate your abilities from multiple sources.

That’s why you need to work with clients from a variety of industries.

That’s why you need to contribute to a body of work, not a single project.

That’s why you need to accumulate and share a rich background of experiences.

The key is to leverage your experiences into a tangible, chronological entity that sells you when you’re not there.

Let’s explore *four secrets* to build YOUR timeline of credibility:

1. **Archives.** On your website or blog, be sure to keep records of past articles, blog posts and newsletter issues. This not only increases the average amount of time someone spends on your website, but enables your thoughts and expertise last FOREVER. And you never know:

something you wrote in 2001 could impact one of your customers’ businesses today!

2. **Media room.** Being featured IN, and quoted as an expert BY the media is an absolute must for entrepreneurial success. Now, keep in mind, the key to media exposure is LEVERAGING each piece. Make sure you have a media room on your website with links to every article, video clip or newspaper that mentions you or your company’s name.
3. **Post your calendar.** As you already read, a busy schedule is unarguable. It proves that you’re credible and in demand. What’s more, it demonstrates your reach. When someone comes to your website and sees all the different cities, organizations and companies you’re working with, your credibility becomes validated.
4. **Client list.** Unless you have confidentiality agreements with the companies and organizations you work with, I suggest posting an online (and ongoing) Client List. Consider organizing it by industry or year. That way, a potential client could see that you worked with one of their competitors back in 2005. This might be the perfect motivator for her to hire you.

Ultimately, customers want to work with someone with good judgment. The kind of judgment that only comes from experience.

If you want to achieve MAXIMUM customer mindshare, build a timeline of credibility.

LET ME SUGGEST THIS...

For a copy of the list called
“8 Ways to Move Quickly on New Opportunities,”
send an e-mail to scott@hellomynameisscott.com
and I’ll send YOU the list for free!



PART 9

.....

Even when you say no, you're still marketing

PICTURE THIS: You get an email out of the blue from a prospect.

But not just ANY prospect ... *the perfect customer.*

Exactly the type of client you want to work with.

The good news is, they want to hire you.

The bad news is, you're booked solid.

Looks like you're going to have to turn down their business.

What do you do?

Well, first of all, saying no isn't bad news. After all, it means...

You're in demand.

You're staying busy.

You're attracting the right type of clients.

That's a great place for any company to be.

BUT HERE'S THE CHALLENGE: How do you say no to new business ... *while STILL marketing?*

Take a lesson from Progressive Insurance.

In 1994, Progressive became the first auto insurance company to provide its rates alongside the rates of other companies. That way, consumers could easily compare and decide ... *even if they didn't use Progressive.*

I remember when their commercials first came out. EVERYBODY was talking about them.

"So, Progressive will give you the insurance rates of their competitors? That's so cool!"

Cool, indeed.

Not what you'd expect from an insurance company, right?

Exactly. Which is precisely why that sentence became their widely recognized tagline.

Also, I snooped around online and found this great excerpt from their annual report:

"Fast. Fair. Better. That's what you can expect from Progressive. Everything we do recognizes the needs of busy consumers who are cost-conscious, increasingly savvy about insurance and ready for easy, new ways to quote, buy and manage their policies, including claims service that respects their time and reduces the trauma and inconvenience of loss."

Wow.

Progressive LOVES and RESPECTS their customers SO MUCH, they'll do whatever it takes to make them happy.

Even if it means forfeiting new business.

Progressive found a way to **SAY NO** to its potential customers ... *while STILL maintaining brand integrity.*

That's the way the game of marketing should be played.

So, if you find yourself in a situation where you HAVE to turn new business away, remember this:

Don't just say no and then hang up.

"Well, we're sorry sir. Can't help ya out today. But, we wish you good luck fishing that dead raccoon out of your chimney. Bye!"

If you were that customer, how would YOU feel?

INSTEAD, TRY THIS: Create a policy, procedure or protocol for saying no. Have options or a decision tree on-hand. Find a way to STILL serve the customer, even if he's not your customer. *Position yourself as a resource, and they'll come back next time.*

THEN, TRY THIS: Consider your network of colleagues to whom you'd gladly refer client overflow. Whoever you think would be a good fit, send them a heads-up email or phone call first. Then offer their name to your prospect. Finally, follow up about a week later to see if it worked out. *It's good karma.*

Ultimately, when you forfeit new business to vouch for a colleague's credibility, *your credibility will increase as well.* Clients will respect your discretion, honesty and generosity. And those characteristics will stay in their mind for the next time they (or someone else) needs you.

Even when you say no, you're still marketing.

LET ME SUGGEST THIS...

For a copy of the list called
"6 Ways to Out ANSWER Your Competitors,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**Say NO to the wrong
people *now*.**

**It enables you to say
YES to the right
people *later*.**

*Do you have the confidence
to tell paying customers
that you're not a
good fit for them?*



INTERLUDE

.....

What if you only sold ONE thing?

Coolest Restaurant Ever: Mama's Ladas: Downtown Sioux Falls, South Dakota.

Here's why...

When you walk in the door, you see fewer than ten tables.

When you look at the walls, you see traditional Mexican decorations.

And the owner (also the waitress) offers a friendly greeting and tells you to sit anywhere you want.

There are no menus.

There are no options.

There are no specials.

There are only enchiladas.

And when she comes over to take your order, she doesn't ask, "What can I get for ya?"

She simply says, "Beef or Chicken?"

Because there are only enchiladas.

Yep. That's the ONLY dish they serve.

Wow. *A business that only sells ONE thing.* Genius.

SO, IT'S NO SURPRISE: Their enchiladas are AMAZING.

AND, IT'S (ALSO) NO SURPRISE: Everyone in Sioux Falls has either eaten there or heard someone talk about eating there.

Hell, I'm lactose intolerant and I still ate there.

THE POINT IS: Mama's Ladas gets it.

Everything I teach about sticking yourself out there AND getting them to come to you, they do right. For example:

1. **THEE, not A:** not just a Mexican restaurant, THEE Mexican restaurant for enchiladas in Sioux Falls.
2. **Own a word.** Every time I hear the word *enchilada*, I think back to my experience at Mama's. And I bet I'm not the only customer who does that.
3. **Be That Guy.** When I told my client where I ate dinner the night before, she said, "The Enchilada People? Nice!" Great example of MIND share, not MARKET share.
4. **Make the mundane memorable.** 99% of the places you eat dinner have an organized ordering system. These guys don't even have menus.
5. **Cool and remarkable.** When was the last time YOU blogged about an enchilada?
6. **Specific.** They specialize and have expertise in a narrow, yet marketable product.
7. **Fun.** When the meal was over, the owner came over with a big basket full of Halloween candy and said, "Would you like dessert?" *Awesome.* (I had a Snickers Mini.)

8. **About, not from.** Every dining guide and restaurant reviewer for Sioux Falls mentions this place. It's also been written up in several publications.
9. **Be (somewhat) predictable.** Their consistency and familiarity puts customers at ease.
10. **No competition.** It's not like you could go to the "other" enchilada place in Sioux Falls. They're it.
11. **People respond to policies.** You get beef or chicken. That's the deal. *Enchiladas or bust.* You gotta love that.

REMEMBER: As I wrote in my book, *The Approachable Salesperson*:
"Complexity generates contemplation and contemplation kills sales. Ultimately, a confused mind never buys."

What if YOU only sold one thing?

LET ME SUGGEST THIS...

For a copy of the list called
"18 Lessons from 18 People Smarter Than Me,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

 PRELUDE

**Octopus,
not
earthworm**

The major problem with your marketing is that it's an earthworm.
It only reaches out in one direction.

You need to be more like an octopus.
Reaching out in multiple directions.

I believe this is the single biggest online mistake made by businesspeople today.

They have a web SITE ... *when what they need a web PRESENCE.*

Consider these three trends:

1. **Competition.** The web is no longer the property of the elite, the tech-savvy or the big companies. Any ten year-old kid with a modest knowledge of how the Internet works can set up a website in less than a half-hour. This means that the barriers to entry are almost non-existent.

WATCH THIS: If you aren't building a web presence, odds are your competitors are.

2. **Choices.** Customers have more choices than ever before. This means they are going to seek out the best. And in their minds, the "best" probably means "the first hit on Google." So, without a powerful web presence, you're going to end up on page eleven of a search that never got finished because the customer picked the first company on the list and called it a day.

WATCH THIS: If you ain't first, you're last. (Thanks, Ricky Bobby.)

3. **Communication.** Instant messenger, email, search engines, blog directories, social bookmarking software, RSS feeds, widgets, blog comments ... *these are a few of the many ways customers are going to seek you out.* See, the nature of the web allows people to obtain information according to THEIR needs and THEIR learning style. If there's only ONE way to get a hold of you, Mr. Earthworm, you alienate potential customers.

WATCH THIS: If they can't get a hold of you, they'll move onto the next guy.

Considering these three trends, there's no doubt about it: **you need a web presence.**

If you want to make your company more e-approachable so they come to YOU, remember these *three Tentacle Tips*:

TENTACLE TIP #1: Publish

The most effective tool for expanding your web presence is through writing. Whether it's via blogs, articles or messages boards, your unique voice needs to be out there. *Delivering value regularly.* More importantly, everything you write needs a built-in response mechanism that filters readers back to your baseline.

REMEMBER: Writing is the basis of all wealth.

TENTACLE TIP #2: Experiment

The list of social networking sites, blog platforms and other online communities is growing exponentially. *Some are great, some suck.* Be open to trying new ways to expand your web presence on a regular basis. (More on this later.)

REMEMBER: Watch your industry leaders closely. Emulate (don't imitate) their octopus-like behavior and stick with what works for you.

TENTACLE TIP #3: Network

Once you've spread your tentacles out to various sources, you need to interconnect them. To do this, establish your own online neighborhood. Create a landing page that cross-promotes each of your websites. You could even create a toolbar, set of icons or "network menu" at the top of each of your sites. This keeps the customer aware of your multiple sites, plus demonstrates diversification of value.

REMEMBER: You can't expect customers to connect the dots. Grab them by the shirt collar, pull 'em in close and show 'em what you've got.

Look, here's the reality. Having a website is no longer enough. Considering these trends in competition, choices and communication of the web, the bottom line is: You need to be everywhere.

Are you an octopus or an earthworm?

**This movement is about
becoming more e-approachable.
*How many tentacles do you have?***

Show up everywhere.

Be E-pproachable.

*What happens when
someone Googles
YOUR name?*



PART 10

.....

Websites are worthless

There, I said it. *Websites are worthless.*

As many tentacles as you have, the head of your octopus still has to deliver value.

BUT, HERE'S THE RUB: 15 to 30 billion.

That's the (approximate) number of websites that exist on the Internet, according to a research study published by *Pandia Search World News*.

This statistic leads to four important questions every marketer must ask himself:

1. **Why would someone come to (and stay at) my website for more than 60 seconds?**
2. **Why would someone give me her email address (and therefore, permission) to market to her regularly?**
3. **Why would someone return to my website consistently?**
4. **Why would someone tell her friends about my website consistently?**

2. **Content is king.** Whether it's articles, blog posts, videos, pictures, audio files, transcripts, tips, recipes or PDF's, have enough content to keep people around. If you get emails from people who say, "I just spent the last three hours on your website!" *consider that a mark of a TRUE destination.*

DESTINATION EXAMPLE #2: www.faith.com

3. **Foster community.** With the advent on online social networking, web users are looking for other people with like-minded interests and worldviews to share and connect with. So, make the site about connecting other people to each other, while occasionally promoting yourself. Make it about them. Give them a platform and they'll be all the marketing you'll ever need.

DESTINATION EXAMPLE #3: www.squidoo.com

4. **Membership.** Offer various levels of involvement. Have free trials available. Get people hooked so they come back on a regular basis. This not only creates subscription-based passive income, but also works hand in hand with your permission asset.

DESINATION EXAMPLE #4: www.visualthesaurus.com

5. **Regular updates.** "Websites" are like newspapers: *Nobody wants to read them if they're two years old.* For your "destination," consider embedding a blog into the site, or having regular updates, quotes, questions, videos, pictures or other forms of revolving content. Cause people to think, "I should go back to that site and see what they're up to today."

DESTINATION EXAMPLE #5: www.stuffscottssaid.com

Each of these five principles – and their examples – should be enough to convince you that websites are worthless and destinations are dreamy.

Do you have a website or a destination?



PART 11

.....

Punch people in the face

When people DO come to your website (ahem, *destination*) you can't count on them to connect the dots.

Not any more, at least.

Here's why:

1. There is an infinite amount of messages, noise and choices.
2. Attention spans are rapidly diminishing.
3. People (seem to) have ZERO time.
4. People (seem to) have even less patience.
5. Service offerings are poorly defined.
6. Nobody knows what you actually do.
7. And customers crave simple.

You need to make it really, really obvious.

In person.

On your website.

Within your marketing materials.

IN SHORT: You need to punch people in the face.

Not literally, of course.

However, in order to win the battle against the Attention Economy, it's almost as if you need to grab hold of people by their shirt collars and say, "Listen to me! Right here! OK, yes, you. This is exactly what I want you to do..."

AS A REMINDER: Complexity generates contemplation. And contemplation kills sales.

You need to punch people in the face.

Several examples:

- When people come to your website, they need to know (IMMEDIATELY) what it is you want them to do.
- When you're designing your website, people need to know (IMMEDIATELY) what you want them to look at on the screen.
- When you're finished sharing any form of information, people need to know (IMMEDIATELY) what the call to action is.

You need to punch people in the face.

NOTE: While this "punch people in the face" philosophy may sound a bit rash, it CAN be done with respect. And tact. And without overly interrupting people's daily lives.

REMEMBER: Your customers are busier, faster and more overloaded than ever before.

How are they going to remember YOU?

LET ME SUGGEST THIS...

For a copy of the list called "19 Ways to Build Buzz about Your New Website," send an e-mail to scott@hellomynameisscott.com and I'll send YOU the list for free!



PART 12

.....

Should I blog?

OK, enough about websites.

Let's talk blogging.

"Should I blog?"

That's the question I get the most.

And as a writer, speaker, coach and entrepreneur, I usually give people the same answer every time.

"Should I blog?" They ask.

"Well, that depends..." I say.

Do you *want* to change the world?

Do you *want* to build a following?

Do you *want* to attract new clients?

Do you *want* to sell more products?

Do you *want* to grow your business?

Do you *want* to become better known?
Do you *want* to stick yourself out there?
Do you *want* to get them to come to you?
Do you *want* to boost your Google Juice?
Do you *want* to be interviewed by the media?
Do you *want* to reduce your average sales cycle?
Do you *want* to deliver constant value to your fans?
Do you *want* to share your philosophy with the world?
Do you *want* to lower your customer acquisition costs?
Do you *want* to increase the depth and breadth
of your expertise?
Do you *want* to attract new opportunities that seem to
come to you out of the blue?
Do you *want* to have a platform on which you can
define, refine and broadcast your voice?

You get the point.

And, after hearing all those questions, if you're STILL not convinced that you should blog, then you probably shouldn't blog.

However, if you answered "yes" to any of those questions, read on...



PART 13

.....

Reasons (er, excuses) you're not blogging yet

OK, so, I've convinced you to start blogging. *Super.*

THE NEXT QUESTION IS: Why haven't you started yet?

As a veteran blogger (Since 2003) and an award winning blogger (Top 100 Business Blogs by Alexa, 2007), here are the Top 10 Reasons (er, Excuses) you're not blogging yet:

1. **You don't know how.** That's cool - you can learn the basics in about 20 minutes. Or you could read *Naked Conversations* and *The Cluetrain Manifesto* for a more philosophical approach. The rest you'll figure out as you go along. *Don't be stopped by not knowing how, or else you've NEVER start.*
2. **You're scared of technology.** Oh, get over yourself. There are 50 million blogs already out there and 80,000 new blogs popping up everyday. If your nine year-old daughters can do it, so can you. Don't be held hostage by the generation gap. Suck it up. Education is the key. Ask questions, poke around the blogosphere and give it a try. *You've got VERY little to lose.*
3. **You have writer's block.** Bullshit. Doesn't exist. Writing is an extension of thinking. You don't have writer's block, you have THINKER'S block. So, try taking a few minutes to just THINK, every single day. You'll be

amazed at what you come up with. And if that's not enough, email scott@hellomynameisscott.com and I'll give you the two most powerful unblocking tools in the world. *No charge ;)*

4. **You have no discipline.** According to the bestselling blogging book, *Naked Conversations*, 50% of most blogs are abandoned in the first few months. *Why? Because people don't have the discipline to keep up with them.* So, what's stopping YOU? Kids? School? Job? Time? And are you coming up with a "good story" as to why you can't blog, or is it a valid reason? REMEMBER: Leo Tolstoy had thirteen kids when he wrote *War & Peace*. *What's YOUR excuse?*
5. **You have no patience.** Here's the reality: Nobody is going to read, know about, care about or even comment on your blog for at least 3-6 months. And that's if you post every single day. *Are you willing to stick it out? Are you willing to (not) be validated for a long time?* Sure, it's a blow to your ego, but it will also grow your patience, stamina and stick-to-it-iveness. And it will be worth it. *Eventually. At the lowest common denominator, at least you'll have all those great posts and a LOT of practice.*
6. **You don't want put out unready or unfinished material.** That's understandable. The Perfection Trap is common for many writers. Here's my suggestion: Post it unfinished. Let the world be your editor. Sure, not everyone who comments or contributes will give you GOLD, but you never know. There are some smart folks out there. Especially if you position your post in a way that elicit comments, shared stories and contributions. Consider having a Call to Action at the end of each entry. *(See the end of this part for a perfect example.)*
7. **You think you have to be insightful and profound.** Nope. I make a living writing about my observations of the world through the lens of a wearing a nametag everyday. WEARING A NAMETAG. Not exactly Shakespeare. REMEMBER: Your everyday life is what people will relate to. *You don't have to say anything big and profound.*
8. **You don't get it.** Writing is the basis of all wealth. Writing is the basis of all wealth. Writing is the basis of all wealth. Writing is the basis of all wealth. Writing is the basis of all

wealth. Writing is the basis of all wealth. Writing is the basis of all wealth. Writing is the basis of all wealth. *Any questions on that?*

9. **You are afraid to stick yourself out there.** Fine. Consider these three suggestions. First: Channel your fear into your writing. Creativity is about being uncomfortable. Second: If you're scared that your material is too personal, consider blogging anonymously. That will give you a few small victories, which will boost your confidence. Heck, I blogged anonymously for six months before I ever DARED to put my real name on anything. And now, five years later, my blog is one of the Top 100 Business Blogs on the Web. Coincidence? And lastly: It's ironic, but the more personal your writing is, the more people will identify with it. And by "more people" I mean "higher numbers of people" AND "more identification."
10. **You don't think anybody will read your work.** You're right. Nobody WILL read your work ... IF YOU NEVER POST IT. Look, the Internet is a pretty big place. And there's a market for just about everything. Post anyway. You'll be amazed. My philosophy is, "Whatever you have to say, there's probably 1000 people somewhere on the Internet who agree with you."

LET ME SUGGEST THIS...

For a copy of the list called
"101 Ways to Create a Powerful Web Presence,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**Leo Tolstoy had 13
kids when he wrote
War & Peace.**

*What's YOUR excuse
for not blogging yet?*



PART 14

.....

750 reasons to start blogging TODAY

OK, I admit it. *That last part may have been a bit harsh.* Didn't mean to scare you.

So, to finish this mini-section on blogging, allow me to share the BEST part about it.

Let's say you've been blogging for three years. *Every day.* Approximately 750 posts.

Do you know what that means?

750 hits on Google

750 press releases (but better)

750 ideas for future endeavors

750 instances of delivering value

750 validations of your expertise

750 expansions of your expertise

750 reinforcements of your brand
750 reasons for the media to inquire
750 links (er, tentacles) to your website
750 opportunities to stay in front of fans
750 moments of (not selling, but)
enabling people to buy
750 (more) hits on Google than
someone who DOESN'T blog

OK. I've made my case.

If you're convinced to start blogging by NOW, you're probably never going to blog.

REMEMBER: Web presence. Destination. Octopus.

That's how you'll get them to come to you.

LET ME SUGGEST THIS...

For a copy of the list called "65 Things I Wish Someone Would Have Told Me When I First Started My Company," send an e-mail to scott@hellomynameisscott.com and I'll send YOU the list for free!



C O D A
.....

Eyeballs are overrated.

In March of 2005, I set up a MySpace page.

Within a week, my website traffic TRIPLED.

Holy eyeballs, Batman!

I was pretty excited. Told everybody about it. Even bragged a bit to my colleagues, jokingly nudging them, "So, when are you gonna set up YOUR MySpace page?"

Yep. I thought I was pretty savvy.

Until, over the next few months, I noticed something.

Notwithstanding my recent increase in traffic, I wasn't making any additional sales.

Wasn't receiving a significant increase in leads from potential clients.

Wasn't seeing ANY tangible conversations from the dramatic increase in traffic.

Hmm.

And then something occurred to me:

The majority of the 300 million people on MySpace were under the age of 21.

Which meant they were NOT my target customers.

Which meant they were NOT interested in buying books.

Which meant they were NOT interested in hiring me for a speech.

Which meant they were NOT interested in customized training videos.

Which meant they were NOT interested in my coaching service, Rent Scott's Brain.

Crap.

At which point, I learned something powerful:

Eyeballs are overrated.

It's not about HOW MANY eyeballs you capture; it's WHOSE eyeballs you capture.

All the traffic in the world doesn't do you any good (except for maybe a temporary ego boost) ... *unless it actually converts into something worthwhile.*

Maybe that means sales.

Maybe that means sales leads.

Maybe that means phone calls from the media.

Maybe that means email addresses to add to your permission asset.

Whatever your *currency* is, never forget what REALLY counts:

A calculator.

Just kidding. My Grampa loves that joke.

SERIOUSLY, THOUGH: Web traffic is worthless without conversion.

Eyeballs are overrated.

 PRELUDE

**Tootsie,
not
Dum-Dum**

I loathe the word “shtick.”

So, I did some research to figure out what it means. And I discovered two facts:

**The word shtick is defined as
“A characteristic attribute, talent, gimmick
or trait that is helpful in securing
recognition or attention.”**

**The word shtick is derived from the
Yiddish term shtik, which means
“piece or routine.”**

Your “thing.” Your “hook.” Everything you crafted in *Stick Yourself Out There*.

Your shtick.

Now, does that mean shtick is bad?

Not necessarily.

It’s not that shtick is bad; it’s that shtick is not enough.

Shtick needs substance.

Shtick doesn’t sustain you.

Shtick only sells temporarily.

Sure, shtick is catchy and cool and clever and fun and different.

But in business, that will only carry you so far.

Sure, shtick might get you in the door.

But in marketing, that doesn’t guarantee you’ll stay in the room.

Only VALUE and SUBSTANCE can do that.

Take it from a guy who made an entire career out of wearing a nametag everyday.

Sure, it’s SHTICK-Y, but only substance has made my career STICK-Y.

Which brings me to a delicious comparison: Dum-Dum Pops and Tootsie Pops.

Both are tasty.

Both are popular.

But only one has SUBSTANCE. (Ahem, Mr. Tootsie.)

Which isn’t to say that Dum-Dums are bad. People love Dum-Dums.

But in business, you CAN’T be all sugar.

Customers want value.

Customers want substance.

Customers want to take a few licks and then discover your Tootsie center.

Because shtick isn’t enough.

**This section is about positioning yourself and
your expertise as a resource for your fans,
prospects and the media.
*Are you the origin or the echo?***

**“Shtick” is catchy
and cool and clever
and fun and different.**

*But in marketing,
it will only carry you so far.*

**“Shtick” might
get you in the door.**

*But only SUBSTANCE
will keep in the room.*



PART 15

.....

**Yeah, well, a LOT
of people are smart**

“Why are they talking to THAT idiot?” you scream at the TV.

“Channel 5 should be interviewing ME! I’m the smart one when it comes to that topic!”

Yes, that may be true. You certainly may be the smart one.

But there are A LOT of people out there who are smart.

The real question is:

Are you funny?

Are you unique?

Are you attractive?

Are you articulate?

Are you interesting?

Are you fascinating?

Are you remarkable?
Are you entertaining?
Are you positioned well?
Are you the Go-To-Guy?
Are you the obvious expert?
Are you speaking in soundbites?
Are you somewhat controversial?
Are you blogging every single day?
Are you incredibly easy to get a hold of?

I hope so.

Because THAT'S the type of person the media wants.

Unfortunately, there are a LOT of people out there who are smart.

Read on to find out what's more important than being smart...



PART 16

.....

The Expert vs. The Perceived Expert

It doesn't matter if you're the expert.

It only matters if you're the *perceived* expert.

Perceived ... *by the media.*

Perceived ... *by the Internet.*

Perceived ... *by your clients.*

Perceived ... *by your prospects.*

Perceived ... *by someone who meets you.*

Perceived ... *by someone who comes to your website.*

As such, there's only ONE difference between being the expert and being the *perceived* expert.

Positioning.

Here's an example...

Let's say you've been training show dogs for 37 years.

You've got all the credentials.

You've got tons of experience.

You've got a long list of satisfied clients.

Great. *That means you're probably the expert.*

But.

Think about these questions:

- **Have you written THEE book on show dogs?**
- **Have you written (anything) about show dogs?**
- **When someone types in "show dog trainer" on Google, does your website come up first?**
- **When CNN is doing a segment about effective grooming habits of show dogs, do they call you for an interview?**
- **When dog owners are having trouble preparing their pooches for an upcoming show, who they gonna call? (This form of mindshare is also known as *The Ghostbusters Effect*.)**

THE BAD NEWS IS: If your answer to any of those questions is NO, you're nothing but an expert.

THE GOOD NEWS IS: If the answer to any of those questions is YES, you're the *perceived* expert.

And, because perception is reality, the choice is a no-brainer:

People are going to choose the PERCEIVED expert every time.

In a competitive free market of infinite options, customers can only pick one.

So why not work with the best?

And sure, there might be another show dog trainer out there with more credentials, more experience, more knowledge and more credibility than you.

But.

If you're better positioned, they don't exist.

Are you the expert or the PERCEIVED expert?



PART 17

.....

How to position yourself as a resource

You're not a salesperson.

You're not a consultant.

You're not a therapist.

You're not a blogger.

You're not a writer.

You're not a coach.

You're not even an expert. (Er, PERCEIVED expert.)

You're a RESOURCE.

An individual who possesses a valuable supply of (something) that can be readily drawn on when needed.

A resource.

Get. That. Through. Your. Head.

When you position yourself as a resource, four results occur:

1. You BECOME the Go-To Person.
2. You DELIVER unique, consistent value.
3. You ESTABLISH mindshare with the people you serve.
4. You ENHANCE your approachability and people come BACK to you.

Sound good?

Cool. Here are five suggestions for positioning yourself as a resource:

1. **Blog.** More good news about blogging. Once you've been blogging steadily for a year or two, you'll start to accumulate a powerful intellectual asset. And especially if you've tagged, titled and categorized your posts strategically, it will be quick and easy to find the right posts at the right time. That way, you could leverage past posts as resources in several ways. For example, you could...
 - a. Send emails with relevant links to prospects and clients.
 - b. Post a "Best Of" list that links to a variety of posts on the same topic.
 - c. Write an ebook, special report or whitepaper as a compendium of related posts.
2. **Catalogue.** If you're an avid reader, (and if you're not, you're NUTS) a great suggestion is to take a weekend to catalogue your personal success library. Sure, it might be a tedious process. But once you're finished, you'll not only be more organized, you'll also be able to use your books as resources for others in a variety of ways. For example, you could...
 - a. Pull a few key ideas from each book and create a master quote list.
 - b. Write out a summary document for your Top 20 Favorite Books and start a lens on Squidoo.
 - c. Create a "Reading for Success" list to pass along to clients, colleagues and coworkers. Use it as a Call To Action at the end of your articles or blog posts, i.e., "For a list of my top 100 books of all time, send an email to..."
3. **Introductions.** My friend Arthur is the ULTIMATE resource. At the end of every lunch, coffee or brainstorming session we have, he's always got a list of five people I need to call. Or email. Or get in touch with. It's great. *And every time he does that, it makes me FEEL great, too.* What about you? Are you the kind of person who leaves people with a solid to-do list? If not, try incorporating these types of "introductions" into your resource practice:

- a. Every Monday morning ask the question, "What two people do I know that need to meet each other?" *Send out one email intro every week.*
- b. Every time you attend a networking event ask the question, "How many referrals can I give while I'm here?" *Shoot for five.*
- c. Every first of the month ask the question, "What two people do I know that I can bring together with for a brainstorming lunch?" *They'll love you.*

4. **Links.** Constantly update and refresh your list of links to articles, blog posts, stories, pictures, videos and clippings that relate to your specific area of expertise. Keep a running list that includes each link AND the type of person (or actual person) who would benefit from reading it. Then, when you send it out, use *Phrases That Pays* like:

- a. "Thought of you when I read this!"
- b. "Hey, isn't this your main competitor?"
- c. "I hope you've seen this before – it directly relates to your bottom line!"

5. **No's.** If a prospective customer shows interest in your products or services, but you discover you're NOT the right person or company to help, never say (just) no. Say "No, although I know someone who CAN help you..." That way, you're still marketing, as you learned earlier. You still look like the hero. And you're still associated with the solution to their problem. So, to piggyback off our previous part on saying no, try verbiage like this:

- a. "I'd prefer to decline than do a poor job. However, my friend Paul would be the PERFECT guy for you to contact. His website is..."
- b. "Although our company probably isn't the right fit for your project, you may want to try calling a few of our friendly competitors at..."
- c. "Although I'm certain I could be of (some) assistance, there IS a company that specializes in your type of problem called..."

REMEMBER: If you want to get them to come to you, position yourself as a resource.

There are four ways to influence people:

*Through what you BELIEVE,
Through what you SAY,
Through what you DO,
Through who you ARE.*

Which one will you practice?



PART 18

.....

The Ultimate Resource Position

The origin of the term “thought leader” goes back a few years.

Joel Kurtzman, editor-in-chief of the magazine *Strategy & Business*, first coined the expression in 1994. The term was used to designate interview subjects for that magazine who had contributed new thoughts to business.

Since that time, the term has spread from business to other disciplines and has come to mean “someone who enlivens old processes with new ideas.”

AND HERE’S THE GOOD NEWS: You CAN become a thought leader too.

But.

HERE’S THE BAD NEWS: The media, the blogosphere and the business world seem to be debating the validity of this term.

That it’s overused.

That it’s contrived.

That it’s meaningless.

Probably because people just LOVE to throw around expressions like this.

For example, author/blogger Brian Carroll from *Lead Generation Blog* says, “First of all, thought leaders don’t refer to themselves as thought leaders. Thought

leadership is an outside assessment based on what others say about you, not what YOU say about you."

However, Carroll still defends the expression. "I rather like it," he says, "even though some people abuse it as a hollow form of self-promotion."

Personally, I think the idea of being a thought leader is cool.

Not that you should go around telling people, "Hey, look at me! I'm a thought leader!"

That might sound kind of pretentious.

As my mentor Arthur likes to remind me: "Seeking leadership destroys the process."

So, maybe it's better as a frame of mind.

An attitude.

A way of doing business.

A way of treating people.

Controversies aside, here's the bottom line about thought leadership:

If you do it respectfully, authentically and uniquely, you will get people to come to you.

Actually, wait a sec. I'm wrong.

I shouldn't have said, "DO it."

I should have said, "LIVE it."

I should have said, "BE it."

Because thought leadership isn't something you DO.

It's something you ARE.

And it's how you get them to come to you.

If you think you're up to the challenge (and yes, it IS challenging) consider these *seventeen strategies* for becoming a thought leader:

- 1. Pay the price.** You won't become a thought leader overnight. Now, that doesn't mean it takes years and years; but it DOES take experience. So, get it any way you can. *How can you exponentially increase your activity level to skyrocket your experience?*
- 2. Learn well.** Become an expert at learning from your experiences. After all, people don't care what you know. They don't care what you did. They only care what you LEARNED. And, how those lessons can help them become better. *Are you an expert at learning from your experiences?*
- 3. Write, write and write.** Did I say write? Writing is the basis of all wealth. If you're not capturing your thoughts, ideas, experiences, stories, advice and insights, forget all about this whole Thought Leader thing. *What did you write today?*
- 4. Read everything.** When I first started giving speeches and writing books, my mentor told me, "You have no right to write or speak about any topic unless you've read every book ever written on that topic." DeBono said, "The thinker should be able to look at the thinking used by other people or used in general about a particular subject. Looking at the thinking of others does not mean doing so with the aim of criticizing or attacking it. The intention is to watch what thinking is being applied." *How many books did you read last month?*
- 5. Read more.** Also seek out books such as *The Obvious Expert*, *Thinking for a Change* and *How to be a Thought Leader*. Great advice and easy to read.
- 6. Read even more.** Lastly, read books about lateral thinking and creativity (ahem, DeBono). Explore biographies about the world's greatest thinkers, i.e., Einstein, da Vinci and Ginsberg. *How many hours of television did you watch last week?*
- 7. Hang with other thought leaders.** Start a mastermind group, thinking club or online discussion with other thought leaders. Pick brains often.

Stop hanging around people who don't think thinking is cool. *Are you hanging around people who MAKE money, or people who want to learn how YOU make money?*

8. **Philosophy.** I don't care if I've already repeated this question six times in this book. Ask yourself: "If everybody did EXACTLY what I said, what would the world look like?" You answer(s) = your philosophy. Shout it from the rooftops. Be known for it. *Is everything you know written down somewhere?*
9. **Speak.** At every club, meeting, tradeshow, conference, chamber, rotary and street corner you can find. If they pay, great. If not, no biggie. Either way, you need to be fun, fun-ny, informative and entertaining. Talk about ONE THING, and use the aforementioned laminated double-sided philosophy card as your handout. *Are you in Toastmasters yet?*
10. **Reinvent the wheel.** Figure out what everybody else is saying about your area of expertise. Then figure out YOUR unique perspective, spin, paradigm, etc. Find the hole that nobody sees and fill it with your unique expertise. *What void does your expertise fill in the marketplace?*
11. **Become a CONFIDENT thinker.** In the book *A Thinking Course*, Edward DeBono said, "A thinker should be able to turn on his thinking at will. A thinker should be able to direct his thinking to any subject or any aspect of a subject. A confident thinker does not have to prove himself right and the other person wrong. Thinking is an operating skill, not an ego-achievement. A confident thinker is willing to set out to think about something. *How much time each day you spend just THINKING?*
12. **Content is king.** Content drives action. Content replaces selling. Content replaces agents. Content replaces pitching. Content drives transactions. Content replaces advertising. Content replaces cold calling. Content pulls instead of pushes. *How hot is your body of work?*
13. **Become a media darling.** Build relationships with local (and hopefully, national) press. Offer yourself as a resource and expert. Send them business cards ALREADY stapled to a Rolodex card. Make yourself easily available, since the media IS one of your customers. *When was the last time you were featured IN, or quoted as an expert BY the media?*

14. **Stay in front of your fans.** Blog or no blog, you still need to be writing and publishing SOME form of newsletter. At least once a month. Make it quick, easy to read and packed with practical content. Oh, and don't sell too much. Selling annoys readers. *How long have you been sending out your regular ezine?*

15. **Be open mentally.** DeBono also says, "A confident thinker is willing to listen to others. He is willing to improve his thinking by acquiring a new idea or a new way of looking at the universe. He is also able to acknowledge that an answer has not been found. Besides, being right is boring." Be open to other thought leaders' ideas. *Whose words became a powerful influence on your own thinking?*

16. **Be open physically.** On your blog, be sure to leave the "comments" button on. And make them available to anybody, even anonymous readers. Transparency and openness apply online too. *Are you inviting discussion, brainstorming and expansive thinking on your ideas?*

17. **Close with value.** At the end of every article, blog post, video or piece of content you publish, be sure your sign-off accomplishes three objectives: First, tell people what you do, how you do it and whom you do it for. Then offer an easy way to get in touch with you. Third, have a call to action, i.e., a free report, a video to watch, a link to click, an exercise, a thought-provoking question, an email assignment, free access to your online library or a 15-minute consultation. *What action are you asking your readers to take at the end of every piece of writing?*

REMEMBER: Becoming a Thought Leader is the ultimate resource position.

If you're willing to invest your time, efforts (and of course, BRAIN power), it will pay off.

People, opportunities, fans and the media WILL come to you.



PART 19

.....

The more you give away for free, the wealthier you will be

You're blogging.

You're the perceived expert.

You're positioning yourself as a resource.

You're living the life of a Thought Leader.

Congrats.

The next step in *getting them to come to you* is exponentially expanding your reach.

AND HERE'S THE SECRET: *Give it away for free.*

You heard me. *Free.*

Now, I know what you're thinking:

"Why would give away so much information for free?"

Here's why:

1. Because the more you give away for free, the wealthier you will be.
2. Because material that you write doesn't do any good sitting in a folder on your computer.
3. Because you can let the world be your editor. By sharing your writing (for free) with many of people, you will get unexpected, unsolicited feedback on how to improve it.
4. Because the more content you have out there for free, the more fans you will create.
5. Because the Internet was founded upon the idea of free. And certain content (like information, articles, content,) is so readily available, that if you DON'T have at least SOME content for free, people are going to look for similar content elsewhere.
6. Because if you dropped a piano and a plum off of the Empire State Building, which one would hurt more if it hit you? *Exactly. The piano.* Because More Mass = More Power.
7. Because who's more of an expert? *Someone who wrote twelve articles or someone who wrote 1,200 articles?*
8. Because, "The act of giving away our knowledge makes it again fresh in our mind," says my hero, Julia Cameron.
9. Because it boosts your Google juice.
10. Because it increases the odds of someone NEW reading your work, thus *earning* their loyalty.
11. Because it increases the odds of someone OLD reading your work, thus *increasing* their loyalty.

What's more, giving it away for free (whatever "it" is for you) will net six additional benefits:

1. It helps others.

Don't be selfish with your knowledge. Give information away for free and for helping others.

2. Pay it forward.

How many times have you been given priceless pieces of wisdom? Did you pay for it? Doubtful. Return the favor. Except don't return it, pay it forward.

3. Give value first.

Huge rule in business. Free information shows that you have knowledge and expertise. Give it away for free the first time, and the people who received value from it will come back to you the second time. And the third, and the fourth, and the fifth...

4. Win fans.

How many times have you heard a song on the radio, LOVED IT, then went out and bought the album? Of course. Because you were a fan. Free creates fans.

5. Test the waters.

Maybe you have new ideas that you're not sure about yet. Post them on a blog; get free feedback before you break the bank.

6. Culture of dishonesty.

Thanks to Enron, James Frey and a multitude of other big name liars, people are skeptical before buying anything. Well, give it to them for free, disarm them and win them over.

"Yeah, but is giving away everything for free actually going to make me MONEY?"

Yes, yes *and* yes. Three examples:

1. THAT COW IS PURPLE (AND) FREE

In 1999, Seth Godin wrote *Permission Marketing*.

In addition to selling the book on Amazon, Seth also offered it as a downloadable ebook ... for free.

The ENTIRE book. For nothing. A publishing first!

Not only did millions of people download it...

Not only did millions of people tell their friends about it...

But millions of people BOUGHT Seth's book, too. And it would later become one of the fastest, best selling books in history.

He now has a cult following, comparable to the likes of Tom Peters and Peter Drucker.

Oh, and his speaking fee is more than many people's annual income.

The more you give away for free, the wealthier you will be.

2. IN SEARCH OF (FREE) EXCELLENCE

Speaking of Tom Peters, let's talk about Tom Peters.

Notwithstanding his existing reputation as a brilliant author, speaker and consultant, he still gives everything away for free.

Every article. Every ebook. Every rant. Every special report. Every set of PowerPoint slides. Everything. He gets it.

The more you give away for free, the wealthier you will be.

3. WHEN THE STARS GO BLUE (AND FREE!)

Finally, free is understood by Ryan Adams, one of my favorite songwriters.

In 2007, he recorded eight new albums (yes, eight) all at once. Each of his new CD's was available as free downloads on his website.

Media outlets worldwide gasped at his prolificacy. He made music history. And scores of fans old and new swarmed his homepage for days at a time (not hours, but days) to download all the new tunes from their favorite rocker.

Including myself.

Make no mistake: Ryan Adams' generosity won't go unrewarded. While many Gen X artists are covering beneath the shadows of unstoppable American Idol atrocities, Adams is only growing bigger and better.

Because he's not afraid to give at all away.

The more you give away for free, the wealthier you will be.

REMEMBER: The world will pay you back.

LET ME SUGGEST THIS...

For a copy of the list called
"52 Random Insights to Grow Your Business,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

NEW MARKETING STRATEGY:

*Give without condition.
Give without expecting.*

*"Hmm. If I'm getting this
much help for FREE from
this person, how much
better off would I be if I
actually hired him?"*

—Your Customers



PART 20

.....

More Content = More value

OK, so, you've decided to start giving away content for free.

The next question you probably have is: "How much?"

Well, think of it this way:

Let's say you've published one article. *And someone reads and enjoys it.*

Odds are, that person will think, "Wow, that was a great article!"

Cool.

But, let's say you've published a couple hundred articles. *And someone reads and enjoys them.*

Odds are, that person will think, "Wow, this guy is brilliant!"

Very cool.

NOTICE: They're no longer complimenting the **PIECE**.

They're complimenting the **CREATOR**.

LESSON LEARNED: More content = More value.

And this isn't only about writing articles.

This is about contributing to a body of work – an invaluable asset for consultants, writers, artists experts and thought leaders.

Here's why:

The more content you have ... the **better** the search engines rank you.

The more content you have ... the **better** an authority you will be.

The more content you have ... the **bigger** your reservoir will grow.

The more content you have ... the **deeper** your expertise will go.

The more content you have ... the **easier** and quicker it will become to compile your projects.

The more content you have ... the **greater** your opportunity for client diversity.

The more content you have ... the **higher** the perception of your expertise.

The more content you have ... the **higher** your average sale will be.

The more content you have ... the **higher** your number of subscribers will be.

The more content you have ... the **less likely** you are to be viewed as a commodity.

The more content you have ... the **less likely** you are to be viewed as a one-trick pony.

The more content you have ... the **more** equity you maintain.

The more content you have ... the **more** hits you will get.

The more content you have ... the **more** money you will make.

The more content you have ... the **more** options you will have.

The more content you have ... the **more** pre-qualified prospects seek YOU out.

The more content you have ... the **more** your site will come up in organic searches.

The more content you have ... the **more** the media will come to you.

The more content you have ... the **more** value you can provide.

The more content you have ... the **more** likely customers will find you

The more content you have ... the **more** advertisers will come to you.

The more content you have ... the **more** you can customize every encounter.

The more content you have ... the **more** you will develop and perfect your voice.

The more content you have ... the **smarter** you look.

The more content you have ... the **stronger** your portable sales force is.

The more content you have ... the **stronger** your web presence is.

That's what happens when you accumulate a HOT body of work.

REMEMBER: More Content = More Value.

Is everything you know written down somewhere?

LET ME SUGGEST THIS...

For a copy of the list called
"43 Reasons to Deliver Your Content with Lists,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



INTERLUDE

.....

If you don't quote yourself, nobody else will

You're pretty smart. We've established that.

And you've said many smart things, I'm assuming.

But you didn't write them down, did you?

Which means you don't (regularly) quote yourself, do you?

BIG mistake.

LESSON LEARNED: If want other people to quote YOU, you need to quote yourself first.

Because if you don't quote yourself, nobody else will.

Don't worry. It doesn't make you an egomaniac.

It means that, as a creative professional, as a thought leader, you're taking ownership of (and protecting) your intellectual property.

Here are a few steps you can take to start quoting yourself today.

1. **Pay attention.** Sometimes you might say something smart and think, "Damn, that was pretty good!" Or a friend of yours might ask, "Hey, can I quote you on that?" When this happens, you MUST recognize them as cues to your brilliance. Because you ARE brilliant.

2. **Write it down.** The next step is to capture your thoughts. Remember, if you don't write it down, it never happened! The moment you say something brilliant, grab your jotter, a piece of paper, a napkin or your laptop and WRITE IT DOWN. This is the most important step.

3. **Verify it.** Before you go taking credit for your (supposedly) original thought, be sure to validate it. Google the full, exact phrase in quotations. You need to make sure someone hasn't already said it, wrote it, claimed it or wrote a book with the title of it. This will help you avoid plagiarism and maintain your originality. *And yes, I'm aware that there's nothing new under the sun.* Whatever brilliant thought you've had, somebody has probably said it - or something like it - before. But that doesn't mean they wrote it down. And if it doesn't exist on Google, it doesn't exist. *Writers keepers, losers weepers.* So, honestly ask yourself three questions:

- Is this thought (really) mine?
- Has this thought passed through the test of my personal experience?
- How can I discover whether or not this is my own thinking?

4. **Store it.** Keep a file on your computer or a folder on your desk called, "Smart Things I've Said" or "My Quotations" or "Dave's One-Liners." Update it regularly with your new quotations.

5. **Share it.** Now comes the fun part - physically quoting yourself. Here are a few suggestions:

- Create a special report, ebook, whitepaper blog post or video cliff notes that includes all of your quotations. Give it away for free to EVERYBODY. Especially customers, prospects and colleagues.
- In your writings, don't hesitate to quote yourself. Use ownership phrases like, "Like I always say," "My philosophy is," and "I like to tell my readers/audience members."

- In your blog posts, create customized, trademarked images of your quotations that credit your name and URL. This will make it VERY easy for others to quote you.

6. **Monitor and Protect.** Finally, get Google Alerts on your best, most frequently used quotations. Find out who's talking about you, quoting you, and, possibly, who's stealing your material. Consider buying URLs, registering trademarks and taking other legal actions to officially protect and copyright your intellectual property. (If someone DOES steal your material, relax. Email me. I'll tell you how to handle it.)

* * * * *

I know. Initially, it might feel odd quoting yourself.

But let's face it: Ben Franklin, William James, Shakespeare, Emerson and Mark Twain have been quoted enough. The world could use some fresh material.

It's time for YOU to become the next great thinker. Remember:

If other people quote you, your perception as an expert and a thought leader will grow. If your perception as an expert and thought leader grows, you will become more attractive, more approachable and more desirable. And THAT will galvanize more customers, more opportunities and more business.

AFTER ALL: Ideas are your major source of income.

If you don't quote yourself, nobody else will. (And you can quote me on that.)

LET ME SUGGEST THIS...
For a copy of the list called
"31 Questions to Turn Your Expertise into Money,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

 PRELUDE

About, not from

I've saved the best for last.

Time for our final movement before we wrap these two books up...

Let's begin with a quote from the aforementioned Harry Beckwith, author of *Selling the Invisible*:

"People hear FROM bad companies, they hear ABOUT good companies."

I SUBMIT TO YOU: That sentence changed my business. *Forever.*

LESSON LEARNED: About, not from.

See, when customers hear **FROM** you, it's usually via:

Cold calls.
Direct mail.
Advertising.
Email spam.
Fancy-schmancy, four color brochures.

Which usually means:

No value has been given.
No credibility has been established.
They feel like you're "selling" to them.

AND THE WORST PART: You probably spent BIG BUCKS (or MUCHO MINUTES) to accomplish those tasks.

Vomit.

However, when customers hear **ABOUT** you, it's usually via:

Articles about you.
Articles quoting you.
Someone else's blog.
Conversation about you.
Email recommendations.

Which usually means:

Value has been given.

Positive reputation = credibility.

Instead of selling, you're **enabling people to buy.**

AND THE BEST PART: You probably spent ZERO BUCKS (and MINIMAL MINUTES) to accomplish those three tasks.

Woo hoo!

If you want to assure that people hear ABOUT you, not FROM you, consider the following exercise:

1. Brainstorm.

Take a look at your current marketing plan. Grab a sheet of paper and make a list of every possible tool you're using to get the word out about your business.

2. Organize.

Next, draw a line down the center of another blank piece of paper. On the top of the left column, write "FROM." On the top of the right column, write "ABOUT."

3. Place.

In the left column, re-write all of marketing tools from your first list that enable customers to hear FROM you. In the right column, re-write all of the marketing tools from your first list that enable customers to hear ABOUT you.

4. Evaluate.

If you have more "ABOUTS" than "FROMS," good job! If you have more "FROMS" than "ABOUTS," don't worry! Read on. Slowly come up with three new "ABOUT" marketing tools. Make it your goal for the next 6 months to dedicate yourself to them. Create buzz that enables customers to talk about you, not hear from you.

NOTE: There's nothing wrong with having items in your "FROM" column.

Take an ezine, for example. It comes from you, yes, but it still delivers value and enables people to buy. (Which is great.)

LESSON LEARNED: Don't try to eliminate your froms; try to maximize your abouts.

Because people hear FROM bad companies, but they hear ABOUT good companies.

Which one are you?

**This section is about creating,
monitoring and recreating word-of-mouth
*Are you the origin or the echo?***



PART 21

.....

Who's talking about YOU?

**If you stopped
advertising,
would anybody
even NOTICE?**

Oscar Wilde once remarked, "The only thing worse than being talked about is NOT being talked about."

So, if your customers are not ACTIVELY telling their friends about your business...

That means you're probably selling a dead brand.

That means you're probably different, not unique.

That means you're probably doing something wrong.

That means you're probably perceived as a commodity.

That means you're probably not word-of-mouth worthy.

That means you're probably creating customers, not FANS.

That means you're probably not getting much new business.

That means you're probably not doing something important.

That means you're probably not as great as you think you are.

That means you're probably boring, unremarkable and normal.

That means you're probably (not) making the mundane memorable.

That means you're probably spending too much money on marketing.

That means you're probably not expanding your overall customer base.

That means you're probably poorly positioned in their minds, not in the market.

That means you're probably creating customer SATISFACTION, not customer loyalty or insistence.

HERE'S THE BOTTOM LINE: Businesses that get talked about get more business.

Let's learn how to make that happen...



PART 22

.....

The Secrets of Sticky Ideas

Forget cold calls.

Do away with direct mail.

And for the love of God, PLEASE stop wasting your money on advertisements.

This stuff doesn't work.

Allow me to introduce you to your company's greatest marketing ally: Word of Mouth.

FACT: If you leverage, monitor and practice word of mouth through interaction (not interruption) marketing, you win.

And you win BIG.

I've put together a list called *12 Secrets of Sticky Ideas*. It's based on my experiences wearing a nametag and evaluating the psychosocial responses that's garnered over the years.

NOTE: As you read through these items, relate them to your own ideas, products and websites. Begin to brainstorm ways that YOU could increase your level of "stickiness," so you can get them to come to you.

1. A nametag is UNARGUABLE. It's impossible to deny it: nametags are fun. And they work, too. Sigmund Freud wrote, "A person's name is the single context of human memory most apt to be forgotten." It sure is nice to have that handy reminder staring you in the face.

LET ME ASK YA THIS...

Which of your products are impossible to object to?

2. A nametag is UNEXPECTED. Most people wear nametags at conventions, churches, events and meetings. *But at a dance club at 10 o'clock on a Friday night? Or at a sushi bar for lunch in the middle of the week? Or at a wedding?* That ain't right. So, the nametag breaks people's patterns. It violates their schemas. And that's exactly why they notice it.

LET ME ASK YA THIS...

What are five patterns of your target customer's regular behavior? How could you break them?

3. A nametag is INTERESTING. In the pivotal marketing book *Made to Stick*, authors Chip and Dan Heath revealed that sticky ideas endure if they generate interest and curiosity. In other words, surprise is not enough. *Surprise ATTRACTS customers' attention, but interest KEEPS their attention.* Think Noticeable Number. Think a McDonald's sign reading, "97 billion burgers sold."

LET ME ASK YA THIS...

What remarkable characteristics of your business encourage fans (not customers) to come back on a regular basis?

4. A nametag is VISUAL. Humans remember what they SEE three times as well as what they HEAR. In a situation when nobody else is wearing a nametag, it first stands out in person, then stands out in people's minds. Thus, stickiness is about mindshare, not marketshare.

LET ME ASK YA THIS...

What word do you "own" in the minds of your customers?

5. A nametag INSINUATES instead of IMPOSING. A nametag is non-threatening. It doesn't force anybody to do anything. It's just a symbol. An act of friendliness. People can choose to say hi or ignore it. No hard feelings. The nametag is there if you want it. It's the difference between interruption and interaction. The difference between music and noise.

LET ME ASK YA THIS...

Are you interrupting or interacting with your customers?

6. A nametag is EMOTIONAL. People don't do what they think; they do what they feel. When a stranger interacts with me because I'm wearing a nametag, that person feels playful. If they make a joke at my expense in front of ten other strangers on an airplane, they feel clever. And when they used my nametag as a memory tool, they feel relieved. Whatever the situation is, the nametag evokes positive, memorable emotions. Because ultimately, the only thing people can judge you on is how engaging with you makes them feel.

LET ME ASK YA THIS...

What core emotion does your company symbolize?

7. A nametag is a SOCIALIZATION. It creates encounters that otherwise would not have existed. It's an icebreaker. A conversation starter. Not unlike the way cigarettes bring unacquainted smokers together in a group environment. It generates common ground.

LET ME ASK YA THIS...

How can you exponentially increase activity level and encourage community among the people you serve?

8. A nametag is SIMPLE. There's not much to it. Nametags = Friendly.

LET ME ASK YA THIS...

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

9. A nametag is RELATABLE. Everybody wears a nametag at some point in their lives. Most everyone has accidentally left it on after some event. And many people have at one point exclaimed, "I wish everyone wore nametags!" I can't even tell you how many people come up to me and said, "Man! I wish I'd thought of that!" And what's funny is, they probably did – but they didn't do anything about it. And THAT is the fine line between execution and extinction.

LET ME ASK YA THIS...

What existing worldview does your idea match?

10. A nametag is STICKY. I know, very funny. But I'm not just talking about the adhesive. The idea is sticky, too. Even if people don't like it, it's still sticky. Here's what I mean. 90% of the people who hear about the nametag idea – from me, from others, from the Internet – respond with, "That's the coolest idea I've ever

heard of!" On the other hand, 10% of the people who hear about my idea say, "That's the stupidest idea I've ever heard!" Interestingly, both groups still tell their friends about it. It's THAT sticky.

LET ME ASK YA THIS...

Do people tell their friends about your ideas, even if they don't agree with you?

11. A nametag is COOL. Sure, cool is a difficult word to pin down, yet customers seem to know "cool" products, ideas and companies when they see them. In fact, cool seems to be the most common word used to describe my nametag idea. *Which is good.* Customers are attracted to cool things. And they also like to tell their friends (and complete strangers) about those cool things. Because cool rules.

LET ME ASK YA THIS...

On a scale from 1-10, how cool is your product?

12. A nametag is CURIOUS. According to my calculations, over the years I've probably met about 300,000 new people because of wearing a nametag. And I'd say at least 50% of those people commented or inquired about nametag because they just HAD to ask. They HAD to know. So, my nametag appeals to a human's inherent curious nature. It's not just the "Aha!" but the "Huh?" that precedes the "Aha!"

LET ME ASK YA THIS...

What's your Point of Dissonance?

LET ME SUGGEST THIS...

For a copy of the list called
"101 Lessons Learned from Wearing a Nametag 24-7,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 23

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How pluggable are you?

**Do you REALLY
think anybody is
talking about your
Yellow Page ad?**

The stickier your idea, the more people talk about it. *Period.*

Another word for this is “plug.”

I plugged your blog!

I plugged your book!

I plugged your show!

I plugged your website!

I plugged your product!

I plugged your company!

I plugged your new movie!

I plugged your new album!

Don't you love it when someone says that to you?

It means you're **pluggable**.

According to the *Online Etymology Dictionary*, the word *plug* didn't take on its “promotional” meaning until 1902.

Today it's defined as “the informal, favorable and public mention of something.”

Interestingly, the word comes from a verb sense meaning “to work energetically at.”

So, that's the big question:

Are people working energetically to favorably and publicly mention YOU?

Publicly meaning online.
Publicly meaning in person.
Publicly meaning on the phone.
Publicly meaning on the airwaves.

How pluggable are YOU?

Here's a list of *seven ways* to become (more) pluggable:

PLUG PRINCIPLE 1: Start early.

Build remarkability into your products and services before they're even released. Build a baseline of coolness and plugging will come naturally. *Is your company inherently remarkable?*

PLUG PRINCIPLE 2: Make it easy.

Do you have a "Send this site to a friend!" box on your homepage? Are you using Digg, del.icio.us and other tagging software to enable people to plug you? I hope so, because **people need shortcuts**. *Are you making it SUPER easy for people to tell their friends about you?*

PLUG PRINCIPLE 3: Keep a record.

Every time someone plugs you, write it down in your Plug Log. Whether it's a Google Alert, email, article, blog post or casual conversation, write-it-down. Keep track of your progress. Soon, you'll hit a critical mass. And THAT'S when you notice a direct relationship between plugging and profits. *Are you logging each time someone blogs about you?*

PLUG PRINCIPLE 4: Don't ask.

Have you ever seen a businessperson's email signature that read, "Please refer me to your friends and family!?" If so, did you refer that person? *Probably not!* People aren't going to plug you if you ASK them to plug you. Word of mouth is casual, unsolicited and authentic. The minute you try to force it, you lose it. *Are you becoming less pluggable by asking people to plug you?*

PLUG PRINCIPLE 5: Free is key.

Bestselling author Doug Dvorak once gave more than two hundred copies of his book *1001 Ways to be Romantic* to every person waiting in line at the *Tonight*

Show with Jay Leno. Later that night, Jay made a comment on air to millions of viewers AND held up a copy of the book for the camera. That's one hell of a plug. *What are you giving away for free?*

PLUG PRINCIPLE 6: Be gracious.

Any time someone mentions you on her blog, writes about you in her column or holds up your book to a viewing audience of several million, thank her. Even if it's as simple as a blog comment, instant message or email saying, "Thanks for the link love." This gratitude makes you more receptive to attracting future blessings. *Are you a grateful plugee?*

PLUG PRINCIPLE 7: Reciprocate.

He who plugs first GETS plugged back. Period. *Who have you plugged this week?*

REMEMBER: Word of mouth is a beautiful thing. It's the most effective, most honest, most inexpensive and most sincere form of marketing in the world.

And it's a function of your ability to be pluggable.

Are people working energetically to favorably and publicly mention YOU?

LET ME SUGGEST THIS...

For a copy of the list called
"35 Ways to Leverage Your Next Media Appearance,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



PART 24

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How Parodiable Are You?

Ask yourself three questions:

1. When was the last time someone parodied you?
2. When was the last time someone parodied your idea?
3. When was the last time someone parodied your company?

If your answer is, “Never,” then that should tell you something.

“Imitation is the highest form of flattery,” as the old saying goes.

If people aren’t at least TALKING about you – much less joking about you – you’re in trouble.

LESSON LEARNED: Businesses that get made fun of get more business.

Usually.

Obviously, Enron isn’t exactly a thriving corporation anymore.
Obviously, Crystal Pepsi didn’t exactly win the Soft Drink of Year.

But in many cases, people and ideas and organizations that are joked about, parodied – even made fun of – are often the ones who are making a name for themselves.

And in my experience (as someone who gets made fun of on daily basis) there are five reasons why parody leads to profit:

1. **You’re getting NOTICED.** Amidst the clutter, infinite choices – and within the narrow window of time you have to get your message out – it’s an accomplishment (and a head start) just to get someone’s attention. So, because nobody notices normal anymore, breaking through that initial clutter is the most important step. Just being recognized is a victory. *Who’s noticing YOU?*
2. **You’re being REMEMBERED.** That’s the next step. Because usually, those who get noticed ... *get remembered.* That is, as long as there’s SOME substance to back up the shtick. Of course, the brain (still) HAS to be appealed to emotionally. So, when it comes to memory, humor works best. That which is ridiculous and exaggerated is remembered. *Does your content offset the comedy?*
3. **You’re getting TALKED ABOUT.** Even if you or your ideas are being parodied, joked about or spoofed on, think of it as a compliment AND a victory. In fact, if clients aren’t actively telling their friends about you that probably means you don’t actually exist. *Would you rather people not talk about you at ALL?*
4. **You’re being IMITATED.** If people are imitating your idea, that should immediately offer several insights about it: It’s remarkable. It’s worth copying. It’s simple to understand. It’s the origin, not the echo. It’s unique, not different. *How many people are copying YOU?*
5. **You’re being MARKETED.** Sure, it might sting a bit to see a group of 16 year-old kids parody your company in a YouTube video. But at the lowest common denominator – that’s still free advertising. If I were you, I’d send them a thank you note. *Are you enabling fans to do your marketing FOR you?*

And understandably, nobody likes being made fun of. I’m not encouraging you to go out there and humiliate yourself. Nor am I suggesting that any company who gets made fun of automatically becomes successful.

However, let us not forget the power of the poke.

After all, if people aren’t at least TALKING about you, your idea and your company, you’re doing something wrong.

Spooks contain truths.

**That's why parody
leads to **PROFIT.****

*Who's making
fun of YOU?*



PART 25

.....

**WHAT did you
say about me?**

PROBLEM: You can't control your online image.

You can only participate IN, and keep track OF it.

This leads to another problem: *How do you know who's talking about you?*

Let's explore *five strategies* for monitoring your (and your company's) word of mouth.

HERE'S THE FIRST ANSWER: Get Google Alerts.

Google Alert uses its unique Web Intelligence technology to track the entire web for your personalized topics and send you new results by daily email. You can use Google Alert to keep track of anything, including information regarding yourself, your work, or your interests. (According their FAQ page.)

I've been using them for a few years now, and have experienced *three key benefits:*

1. Google Alerts give you a **WINDOW** into what people honestly think about you and your business. *Thus clarifying how your customers, fans and prospects perceive you.*
2. Google Alerts give you an **OPPORTUNITY** to clarify misconceptions, stereotypes and false accusations. *Thus protecting your online reputation.*

3. Google Alerts give you **METRICS** to quantify the effectiveness of your marketing, sales, branding and service efforts. *Thus validating the success of your hard work.*

HERE'S THE SECOND ANSWER: Don't just register your own name. Also consider getting Google Alerts for:

1. Your company name
2. Your biggest competitor's name
3. Your tagline, slogan, credo or positioning statement
4. The name of your blog
5. Key phrases, one-liners and original quotations you often repeat
6. The names of your products
7. Your job title, moniker or personal brand, i.e., "The Horticultural Guru"
8. Your URLs
9. Titles of your books, programs, events and company/organization initiatives

Get an alert for everything you are and everything you do.

AND, HERE'S THE THIRD ANSWER: Thank people when they talk about you.

When a Google Alert informs you that some random blogger in Tulsa is talking about how much she loves your lawn mower, leave a comment thanking her for the link love. You could also email her personally to introduce yourself. (Bloggers LOVE when you do this.)

NOTE: If someone is talking trash about you or your company, thank him for his feedback as well. If possible, clarify any misconceptions he might have made. Often times this will cause a "One-Hatey," in which you turn a saboteur into an enthusiast.

Either way, by giving thanks every time someone talks about you, the universe will recognize your appreciation.

"Oh, did you enjoy that?" The Universe will ask. "Well then, here's some more..."

Sweet.

HERE'S THE FOURTH ANSWER: Keep an Online WOM Journal.

Every time you receive a Google Alert, copy the URL of each "Wommie," then paste it onto a blank document. Over time, keep weekly and monthly records. Look for trends. Notice spikes during critical days, seasons and events throughout the year.

Also, once you've been keeping your WOM Journal for a few months, you'll be able to develop a Critical Number.

For example, let's say you've been consistently receiving twenty Wommies a month. *That's great.* Now, use that number as an accountability tool to measure the success of future marketing efforts.

HERE'S THE FINAL ANSWER: You need a system.

It doesn't matter HOW you do it; it only matters THAT you do it. Customize your own system that enables you to monitor, record and evaluate every time someone talks (online) about you or your company.

Do you know who's talking about YOU?

LET ME SUGGEST THIS...

For a copy of the list called
"34 Questions to Keep Your Company Growth Minded,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!



Climb the WOM tree

If you had to boil down the essence of marketing into ONE question, this would be it:

Are people talking about you?

That's it.

That's all that matters.

That's the ONE commonality of all successful marketing: *People talk about it.*

And business that get talked about GET more business.

So, to wrap up this final section about word of mouth, let's explore that question as a series of decisions and questions.

I called it "The WOM Tree."

Are people talking about you?

IF NOT, ask yourself these sub-questions:

Why AREN'T they talking about you?

What will it take to get them to start?

How long will it take to get them to start?

Who ARE they talking about?

Why are they talking about them?

What can you learn from that?

IF YES, ask yourself these sub-questions:

Who ARE these people?

What are they saying?

Where are they saying it?

Who are they telling?

WHY are they talking about you?

What does this tell you about yourself?

What is your RELATIONSHIP to them?

Are they part of your permission asset?

Are they part of your accidental sales force?

How are you monitoring and recording that WOM?

What patterns do you notice?

How could you make it happen over and over again?

OK. One final note about word of mouth.

No matter how *sticky* your idea is...

No matter how many people are *plugging* you...

No matter how many people are *parodying* you...

No matter how many people are talking *about* you...

...you can't force it.

REPEAT: You can't force it.

And sadly, WAY too many entrepreneurs and companies are *trying* to do just that.

To "go viral."

To "create buzz."

To "get people talking."

And that's why they fail.

Because, in the words of the *Tao Te Ching*, "Any over determined action produces its exact opposite."

REMEMBER: You can't control your online image. You can only participate IN, and keep track OF it.

THEREFORE: Don't try to "force" word of mouth. *Create an environment where word of mouth is likely to organically emerge.*

AND, THEREFORE: Don't try to "get" people talking about your new idea, product or company. *Create an environment that enables, supports and rewards authentic dialogue.*

Ultiamtely, if you create the right kind of environment, the right atmosphere, the right space and the right energy, the people inside of it will take care of themselves.

And you WILL get them to come to you.

LET ME SUGGEST THIS...

For a copy of the list called
"123 Questions Every Marketer Must Ask,"
send an e-mail to scott@hellomynameisscott.com
and I'll send YOU the list for free!

**If people aren't
talking about your
company, it doesn't
exist.**

**If people can't Google
your company,
it doesn't exist.**

**If people aren't
retelling your story,
it doesn't exist.**

Do YOU exist?

TAKE A DEEP BREATH...

(In through your nose for five seconds, out through your mouth for ten seconds.)

Ahhh...



MOVEMENT CHRONICLE

Martha Stewart once said, “Write the kind of book YOU’D want to read.” So, since *my* favorite books are the ones that don’t conclude with a big finish or a poignant anecdote – but rather a summary of everything the reader has learned – we’re going to conclude with a final chronicle of this symphony:

STICK YOURSELF OUT THERE

Origin, not echo: Because there are no cover bands in the Rock and Roll Hall of Fame.

1. **The more imitable you are, the less valuable you are.** Be un-competable. Be un-confusable. Be un-disputable. Be un-stealable.
2. **Niches equal riches.** Pick a lane. Specify or die.
3. **Too much competition.** Find the hole and fill it with your expertise.
4. **Set healthy boundaries.** Find out what you aren’t and let people know that.
5. **Spy on yourself.** Figure out what you’re (not) perceived as.
6. **Mindshare.** Because the most valuable real estate in the world is right between people’s ears.

Imagination, not millions: Because unforgettable brands don’t necessarily require piles of money.

1. **Be That Guy.** Be somebody who reminds everybody of nobody else. Own a word in the minds of people you meet.
2. **Differentiate.** And HOW you do so doesn’t matter as much as THAT you do so.
3. **Remarkability only goes so far.** Make sure there’s some substance behind it.
4. **Point of Dissonance.** Make people stop in their tracks and say, “Huh?”
5. **Cool names work.** But don’t do it for the sake of being cool. Have a point.
6. **Craft a soundbite.** Use people’s diminishing attention spans to your advantage.
7. **AIDAVR.** Think *Glen Gary Glen Ross*. Think *Boiler Room*.
8. **Be unarguable.** Think Yankees. Think Jerry Maguire.

Observed, not observer. Because how else will people remember you?

1. **Self-promotion isn't shameless.** As long as it's true, non-goal-oriented, and you're not promoting, but rather, sharing.
2. **Master the Welcome.** Craft a telephone personality. Make people hear and feel your brand through their ears.
3. **Get a better email addresses.** Because hotlips44@hotmail.com is already taken. By me.
4. **Unforgettable business cards.** If people don't immediately ask if they can show your card to their friend, get a new card.
5. **That thing you do.** Make sure people see you doing what you do. In your element. Being you. *DOING* you.
6. **Strategic Serendipity.** If you want to be in the right place at the right time, be in a lot of places. After all, L.U.C.K is an acronym for, "Working Your Ass Off."
7. **Think karaoke.** Put yourself in a visible position of value.

Fans, not customers. Go beyond satisfaction, even loyalty. Cultivate the people who are **INSISTENT** about working with you, and only you.

1. **Build a following.** A group of people who admire or support somebody or something over a period of time. (That's you.)
2. **Permission Asset.** Make sure you get their email. Help them anticipate your marketing.
3. **Fanagement.** Do what it takes. Be approachable. Interact in whatever ways you can. Make your fans happy. Without them, you're nothing.
4. **Databases aren't enough.** It's not only the list, it's the relationship **WITH** that list and the value you provide to it.
5. **Keep on truckin.** Take a lesson from Jerry and the Gang. Be the best **AND** the only one who does what you do.

GET THEM TO COME TO YOU

THEE, not A. Hit 'em where they ain't.

1. **Be somewhat predictable.** Because brands are expectations.
2. **Avoid the always.** Because the stuff nobody does is the stuff everybody loves.
3. **Enshrine your business.** Think Meg Ryan. Think Katz's Deli.
4. **Noticeable Number.** Quantify your remarkability and then leverage it.
5. **Environments ARE marketing.** Think Starbucks. Think DisneyWorld cookies.
6. **Build a timeline of credibility.** Show your fans what you've done for them lately.

7. **Give smart nos.** Because even when you say no, you're still marketing.

8. **Do ONE thing great.** Think Mama's. Think enchiladas.

Octopus, not earthworm. More Tentacles = More money.

1. **Websites are worthless!** You need a destination. You need a web PRESENCE.

2. **Punch people in the face.** Time is short, and your message should be, too.

3. **Blogging rules.** It's the most important business attraction tool in the world. Stop making excuses and start posting. Writing is the basis of all wealth.

4. **Eyeballs are overrated.** It's not how many, it's WHO comes to your site.

Tootsie, not Dum-Dum. Shtick might get you in the door, but only substance will keep you in the room.

1. **Expert or Perceived Expert?** One is smart; the other is wealthy. *Take your pick.*

2. **Position yourself as a resource.** Through writing. Through Thought Leadership.

3. **Free is the key.** Because the more you give away for free, the wealthier you will be.

4. **More Content = More Value.** Van Morrison, not Don McLean.

5. **Quote yourself.** Because if you don't quote yourself, nobody else will. (And you can quote me on that.)

About, not from. Make sure word of mouth drives your marketing. Because companies that get talked about GET business.

1. **People MUST be talking about you.** Because the only thing worse than being talked about is NOT being talked about.

2. **Make it stick.** Remember the nametag. Remember the secrets of a sticky idea.

3. **Be pluggable and parodiable.** That means being easy to reference, even if it's done in jest. Because it still means you're getting noticed AND remembered.

4. **Climb the WOM tree.** By asking yourself the right questions, you can create an environment where word of mouth can flourish.

FINAL QUESTION: How much time do you spend on Marketing Branding Sharing your identity and transferring your passion and love

...EACH DAY?



OUTERLUDE
.....

Why are you relaxing your marketing efforts?

Think back to the last time you heard an entrepreneur make one of the following comments:

- "I'll get around to doing some marketing when I get back in town."
- "This month all my attention is focused on marketing!"
- "As soon as the summer hits, it's marketing time!"
- "I really need to be doing some marketing this week..."

No.

Marketing is something you need to do EVERY day.

Period. No exceptions. Q.E.D. End of story.

Every. Single. Day.

And I understand this is a difficult concept for many entrepreneurs to swallow. Not everyone has the time, money or resources to do marketing EVERY single day.

...Or do they?

Well, it depends on how you define "marketing."

Personally, I think it's easy to do marketing every day — IF you embrace the following secret:

Find a way to transform EVERYTHING you do into some form of marketing.

Everything.

Every email.

Every blog post.

Every sales call.

Every conversation.

Every networking event.

Every piece of snail mail.

Every phone conversation.

Everything.

Of course, that doesn't mean shamelessly promoting your products and services at every possible opportunity.

All *that* does is interrupt and, therefore, bother people.

BUT, THE GOOD NEWS IS: Marketing, as you learned at the very beginning of this book, can be simply defined as "sharing."

That's it. One word. *Sharing.*

So, here's what you do...

At the beginning of each workday, ask yourself ONE question:

How WILL I share my company's uniqueness today?

Then, at the end of each workday, ask yourself ONE question:

How DID I share my company's uniqueness today?

Do that consistently, and after six months, you'll have more business; more clients and more opportunities than you'll know what to do with.

REMEMBER: Entrepreneurs who only do marketing "here and there," will only get new business ... *here and there*.

But, if you stick yourself out there – every single day – you WILL get them to come to you.

My name is Scott.

I'm the Nametag Guy.

Thanks for listening.

BRAVO!



Scott Ginsberg That Guy with the Nametag

AUTHOR. Scott's eight books including *HELLO, my name is Scott, The Power of Approachability*, *How to be That Guy* and *Make a Name for Yourself* have been featured on media outlets such as *20/20*, *The Wall Street Journal*, *USA Today* and *Fast Company*. They are currently being used as doorstops, birdcage liners and coasters worldwide.

SPEAKER. Scott delivers customized presentations, breakout sessions, keynote speeches and seminars to tens of thousands of people each year. He's worked with companies like STAPLES, Verizon Wireless, Manpower and Boeing. Every program is about always about approachability; yet every program is different.

NAMETAG GUY. Scott is the only person in the world who wears a nametag 24-7. (Yes, he DOES have it tattooed on his chest.) Since starting on November 2, 2000, his adventures have earned him accolades as "The World's Foremost Expert on Nametags" and secured a spot in *Ripley's Believe It Or Not!* Guinness Book has rejected him twice.

COACH. Scott's business coaching program is called "Rent Scott's Brain." Part coach, part consultant, part idea midwife, Scott facilitates creative breakthroughs with writers, entrepreneurs and other creative professionals who want to GET noticed, GET remembered and GET business.

NAMETAGTV. In 2008, NametagTV.com, Scott's Online Training Network went live! This Interactive Learning Environment provides public AND premium customized learning modules for entrepreneurs, salespeople, frontline employees and marketers who want to stick themselves out there.

BLOGGER. In 2007, Alexa and Technorati voted *HELLO, my name is Blog!* as a "Top 100 Business Blog on the Web." Every day, Scott's posts are shared and linked around the web, drawing millions of readers worldwide.

COLUMNIST. Since 2004, Scott has written over 500 articles and been a regular contributor to print publications like *The St. Louis Small Business Monthly*, *INSTORE Magazine*; and dozens of online publications like RainToday and ExpertVillage.

THOUGHT LEADER. Dubbed "The Authority on Approachability," Scott is regularly featured in and interviewed by media outlets worldwide. He's been quoted on and interviewed by MSNBC, CNN, The Washington Post, The Associated Press, The Today Show and Paul Harvey. He also wrote "The Quiz" on approachability for COSMO and, in 2008, *The St. Louis Small Business Monthly* voted Scott as one of the "Top Young Entrepreneurs of the Year."

To book Scott for your next event, buy books, order customized learning modules, or to Rent Scott's Brain for a one-on-one coaching session, please contact:

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