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Ten Tall Tales of Traditional Marketing #4

By Jimmy Vee

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"Ten Tall Tales of Traditional Marketing That Cost You Tons"
Tall Tale #4 "You need to be cheaper than your competition"

Hooey! Horse Pucky! This has to be the most asinine statement to ever come out of anyone's mouth. If you believe this nonsense then please just start writing us checks for a hefty part of your profits, because that's what you are essentially doing. Do you have a "George Costanza" wallet that's obscenely thick because it's stuffed with fifties? Do you use hundred dollar bills as fire fodder! Are you in the business of giving people ridiculous deals because you have more money than you know what to do with? If the answer to these questions is yes then stop reading. This doesn't apply to you. Ahhh...still here? Figured that much – keep reading!

Let's debunk this Tall Tale in stages. Why can't this be true? If this were a true statement it would mean that people make buying decisions based on price. BUZZZZ, wrong answer. Never has any living human being ever made a buying decision based on price alone. So, it's a combination of things right? Like price and advertising? You have the lowest price and you've gotten it out in front on as many people as possible, right? I think you can guess where this is going? BUZZZZZZ, wrong again!

People don't buy because of price and they don't buy because of advertising. They buy because they are emotionally attached to the product. This statement is so significant that it bears repeating. People make buying decision solely based on EMOTION! Yell that from the highest mountain top. Emotion in the sales process comes in many forms: emotionally committed to the product, emotionally committed to the benefits the product will deliver, emotionally committed to the sales person, the brand, the store. There are lots of different avenues, but they all are emotionally driven. Not reason, not logic, not price, not advertising, not size, shape, color or smell. All of these things can

contribute to the sales process, but they do not end with a buying decision. There is an easier way to elicit an emotional attachment.

Finding a strong enough emotionally attachment to your product will make customers buy at any price, regardless of the competition. You also can make them emotionally committed to you. Impossible, you say? No not really. You know the old saying "The right tool for the job" or "He's the best person for the job?" These are clichés for a reason. They are rooted in truth. If someone feels without a shadow of a doubt that you have the right "tool" or that you are the right "man for the job" they will become emotionally committed to you and they will pay your price. Everyone will pay a little more for the resident expert. Did you hear that? I said, pay a little more. Not - pay a little less than your competitor charges. I said pay more than your competitor. You need to be the expert. You need to establish yourself as an expert in your field...the end all, be all, of your market segment..."The Go To Guy." Then they will pay a premium just to have YOU!

The "Gravitational Marketing" System utilizes expert positioning as a tool to increase awareness, emotional involvement and profits. You can learn more about establishing yourself as an expert and creating an expert perception in your market place in our "Gravitational Marketing Road Map." Nifty, ain't it?

It's plagued you for years. The age old tale is finally

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set straight. Size matters – Bigger is better. You don't want to miss this one! It all happens in tomorrow's installment.

Get the full ebook "Ten Tall Tales Of Traditional Marketing That Cost You Tons" and others at our website: http://www.scend.net/small_resources.htm

ABOUT THE AUTHORS Jimmy Vee & Travis Miller are the partners of scend, a nontraditional advertising agency and authors of the revolutionary "Gravitational Marketing System" which helps businesses harness the power of word-of-mouth advertising. They believe that if you are remarkable, you can be famous, people will know your name, and the world will beat a path to your door. For questions, comments, or to shoot the bull, email them directly: <mailto:talk@scend.net>

Ten Tall Tales of Traditional Marketing #2

By Jimmy Vee

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"Ten Tall Tales of Traditional Marketing That Cost You Tons"
Tall Tale #2 "Advertising is Expensive"
By Jimmy Vee & Travis Miller

Let's face it. Advertising isn't exactly a bargain. But it doesn't have to be as costly an endeavor as many people believe it to be.

As we talked about yesterday, advertising is usually used as a surface treatment. Asking advertising to do the lion's share of marketing your product or service is a yeoman's task. That's when things start to get expensive. For example, a relatively unremarkable store selling relatively unremarkable products in a relatively unremarkable fashion will often times expect an advertising campaign to yield leads and sales. It's possible, but it will take a hefty cash commitment from the unremarkable player. The advertising message will need to be geared toward the masses and communicated to

as many people as possible. That's not cheap - and it's not smart either.

A remarkable business, on the other hand, is playing by an entirely different set of rules. A company with a remarkable product, service or method can deploy a remarkable advertising message to a small, targeted group of individuals who are most likely to appreciate the company's uniqueness and act upon it. They, in turn, will spread the word about that company.

Another tremendous benefit enjoyed by companies that are remarkable is the concept of permission. A company with a unique size, flavor, or look has a better than average chance of requesting and receiving permission

from their would-be and current customers to market directly to them with specific and relevant information. It's a concept we'll talk more about in a few days, but the concept is simple. When someone permits you to market to them, the task is easier, the cost is lower, and the results are better.

Advertising is only expensive when you ask it to do a remarkable task for an unremarkable company. So dig deep and find out what's remarkable about your product or service or method or whatever and start telling the people who care.

Tomorrow we'll tell you the truth behind the tall tale that says if you get your message in front of enough people it will be successful.

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