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**What Dr. Seuss Teaches Us About Marketing**

**By Kristie Tamsevicius**

I am Sam! Sam I Am!

That Sam-I-am! That Sam-I-am! I do not like that Sam-I-am!

I was sitting down with my son last night to read Green Eggs and Ham. You know, of Dr. Seuss fame...

I'm sure you read it when you were a kid. Anyway, I couldn't help but smile as I gleaned words of marketing wisdom that I found hidden in between the lines. Isn't it funny where ideas strike you sometimes?

So here are some of the lessons that Dr. Seuss has to offer about marketing your business.

Lesson 1) Sam Was Selling Green Eggs and Ham

Do you like green eggs and ham?

I do not like them, Sam-I-am. I do not like green eggs and ham.

Do you sell something unique or different that your customers aren't familiar with? In the story, the big fellow is running away from Sam who is pushing green eggs and ham. He flat out says he has never tried it.

I don't blame him. Take one look at the plate of green eggs and ham and it doesn't look very appealing.

Customers are often afraid to try something new. Sometimes they don't understand your product. Other times they have preconceived notions about it. Perhaps if Sam had taken time to share more product information with the fellow, then he would be more apt to try those green eggs and ham.

For instance Sam could interest his customer more if he:

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– shared the customer focused benefits of green eggs and ham – shown testimonials from customers who sing the praises of it – offered a free report so he could learn more about it – offered a free teleclass with recipes for using green eggs and ham

### Lesson 2) Sam Wasn't Focused on the Customer's Needs

I am Sam, – Sam I Am. That Sam–I–am! That Sam–I–am! I do not like that Sam–I–am!

It seems that Sam has created a bad impression with his customer.

The only thing on Sam's mind is selling his product. Had Sam been more focused on caring about his customer, discovering their needs, and creating a relationship, he might have had better results.

Remember, to get inside the customer's head by asking "What's in it for Me?"

### Lesson 3) Multiple Marketing Exposures Pay Off.

Sam is an aggressive little salesman isn't he? In fact, he is SO aggressive that he tries to reach his customer in a boat, with a goat, in the rain, in the dark, on a train, in a car, in a tree, in a box, with a fox, in a house and with a mouse. And in the end, those friendly marketing exposures worked. The customer "got" the message and finally tried green eggs and ham!

Quite often we send one announcement about a product in an email or newsletter and are dumbfounded at why we didn't get a better response rate. The truth is, that it takes repeated, consistent marketing communications to achieve maximum sales effectiveness.

A marketing message must reach a prospect 9 times. However, because of SPAM and the sheer flooding of marketing messages, people only HEAR your message 1 out of every 3 times they are exposed to it. That's why Guerrilla marketer, Jay Conrad Levinson says that these days it takes a full 27 exposures to ensure the full capacity of your sales campaign.

### Lesson 4) Sam's Customer Now LOVES Green Eggs and Ham!

Say! I like green eggs and ham! I do! I like them, Sam–I–am!

I do so like green eggs and ham! Thank you! Thank you! Sam–I–am!

In the end, all that work of romancing Sam's customer worked. After taking one bite, the customer is singing the praises of green eggs and ham. So how can we use testimonials in your business?

– Ask your customers for feedback on how satisfied they were after purchase – Provide a feedback form on your web site – Create a customer forum where people can share their experiences with your product – Add testimonials from satisfied customers to your web site and sales letters

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<http://www.brandingonthenet.com/branding1.htm>

## **Dr. Seuss Inspired Recipes - Your Kids Will Love These**

**By Susanne Myers**

What child doesn't grow up with Dr. Seuss books? We have quite a few of them lying around the house. The kids love the silly characters and the rhymes. The Dr. Seuss inspired recipes that I'm about to share with you have been a great hit in my house. Of course the famous green eggs and ham are included, but there are also quite a few other snack and meal ideas. Create a fun Dr. Seuss inspired afternoon with some of these recipes and of course don't forget to read a few of the books with your kids. (If you don't own any, enjoy a trip to your local library.) Green Eggs and Ham This has to be the most famous Dr. Seuss inspired dish. Scramble a few eggs, add a couple of drops of blue food coloring to the mixture and cook as usual. You can serve a warmed up slice of ham with it, and if you want to go all out, brush the ham with a little green food coloring.

My kids love either biscuits, or mashed potatoes with this dish. Add a little food coloring (either green, or a complimentary color like red) to the biscuit dough or the finished mashed potatoes for even more fun.

Cat in The Hat Snack Make the Cat's Hat for a fun snack. All you need is a few Ritz crackers, gummy lifesavers (preferably in white/clear and red) and a little vanilla frosting. Put the Ritz cracker on a plate. Use a little bit of vanilla frosting to glue the first lifesaver on the cracker. "Glue" more lifesavers on top of the first one alternating between red and white. These snacks are so cute; you may want to take a picture of your child's creation before it is devoured.

Wiggly Fish This snack was inspired by "One Fish, Two Fish, Red Fish, Blue Fish". Prepare several different colors of Jello according to package directions and pour each flavor into a shallow pan. Use a fish shaped cookie cutter to cut the Jello into fish shapes. (If you don't have a fish shaped cookie cutter you could also just cut fish shapes with a knife.) You can also add small pieces of fruit to the Jello mixture before it cools. This is a great way to sneak an extra serving of fruit into your child's diet.

Pink Ink for The Yink

The Yink in "One Fish, Two Fish" love to drink pink ink. Make your own version by combining a few strawberries (either fresh, or frozen and thawed) and some milk in a blender. Add a few drops of red food coloring if the "ink" isn't pink enough.

A Fruity Hat For The Cat

How about this for a fun Sunday breakfast? Whip up a batch of silver dollar pancakes and cut up some fresh strawberries. Grab some whipped cream and let the kids assemble the Cat's hat by stacking

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pancakes, and strawberries on top of each other using the whipped cream as "glue".

Enjoy a few of these Dr. Seuss inspired snacks and meals with your family, or invite a few neighbor kids over for a Dr. Seuss party. Either way they are a lot of fun and a great way to bring some of the Seuss stories to life.

Want more family friendly recipes and crafts ideas? Visit

<http://www.dinewithoutwhine.com/info>

for a

sample weekly menu plan your entire family will love and

<http://www.kinderinfo.com>

for tons of craft

and activity ideas that are sure to keep your little ones entertained.



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