



EXTREME MARKETING

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EO | Entrepreneurs'
Organization
DECEMBER 2006

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The Entrepreneurs' Organization Newsletter



Entrepreneurs' Organization

THIRST FOR LEARNING

Our most valuable asset is wisdom gained through our appetite for knowledge and the transformational experiences that we can share with our peers. A thirst for learning leads to an open mind, and an open mind leads to greater opportunity.

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Send newsletter articles and information to octane@eonetwork.org. Unsolicited manuscripts and artwork will not be returned.

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We reserve the right to edit articles for length.

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Looking for the perfect gift?

www.eostore.org



SHIRTS



BAGS



GIFTS

fueling the
entrepreneurial engine

How often have you heard this line at an EO event: "So how did you hear about EO? Where did you find out about the organization?"

Most of our new, quality members come by way of referrals from other members. Why? Because people like to share a good thing when they find it. That's called Word-of-Mouth Marketing. It spreads faster than we can plan and affects more people than we can know. And it works for EO just as it works for your business.

EO's numbers are growing not because we are all so focused on growing the organization: We've got day jobs and other responsibilities. Members are growing the organization almost by accident because we recognize that this really is the world's most influential community of entrepreneurs and we take our mission to engage leading entrepreneurs to learn and grow seriously. We speak about our experiences in EO, and they speak for themselves.

Our new brand has had great impact in our marketing push by clarifying who we are, positioning us firmly in the minds of potential members and spreading recognition of our organization globally. Our focus is to ensure that future and existing members — those who have been with us for years and those who are new to the organization — receive the experience they were expecting when they joined.

For most of us, EO is ultimately about enriching our lives through access to learning and connections to experts and others like us. So long as we keep delivering these simple things, and receive the word-of-mouth marketing that comes from that delivery, we'll continue to grow as an organization.

Your happiest clients are those who get what they want, not just something they need. That's the simple backbone to making your marketing plans easier to execute. At EO, the same is true. And the only way we can continue to deliver on the promises we make is to hear from you and know what you want — what you expect — from your membership. You know where to find us.

Spread the word. The word is EO.

Darton Case
EO Chairman

Troy Hazard
EO President

- THE LEADERSHIP SEARCH COMMITTEE is in the process of identifying the desired characteristics of the new Managing Director of the organization. Once complete, the official search will begin this month, with the goal of filling the position prior to the EO Tokyo University, 27-31 March 2007.

- THE EO ACCELERATOR PROGRAM launched in several North American cities in October. Already, participation in this program is growing. If you are interested in supporting the Accelerator Program with your entrepreneurial knowledge, contact Erik MacKinnon at emackinnon@eonetwork.org.

- THE GSEA WINNER, MICHAEL BROWN, of Chapman University, was selected 3 November for his business ModBargains.com. For more information about the 2007 application process, contact Erik MacKinnon at emackinnon@eonetwork.org.

- NOTES FROM THE MONTHLY MEETINGS of the EO Global Board of Directors are now available to all members on EOnetwork. In addition, a summary of these meetings is sent to member leaders to keep them in the loop. If interested, request to be added to this distribution list by contacting Linda Surles at lsurles@eonetwork.org or view the notes online at About EO — Leadership — Board Notes.

THANK YOU

- WITH THE ENTHUSIASM for which he is becoming known, JC Duarte led the event committee and worked with the EO event staff to develop an incredible experience for attendees of the EO European Conference in Lisbon, 26-29 October.

LOOK

BEFORE YOU LEAP

MARK LINCOLN
EO ST. LOUIS



Mark Lincoln, a 13-year member of EO St. Louis, is currently acting as the volunteer Managing Director of the Entrepreneurs' Organization (EO). Lincoln, who previously served as the WEO President, is President of St. Louis-based real estate and corporate investment firm Thirdsigma Corp.

When I took over as Managing Director in October of 2005, branding was the most controversial issue on my plate. My email inbox quickly filled with passionate voices arguing various positions about what our organization should be called.

YEO was started for entrepreneurs under the age of 30. Soon after, the top age was raised to 40. I joined in 1993 when I was 35 and served in leadership positions within YEO. As we got older, YEO created WEO as a vehicle to keep the YEO environment for those over 40. Since I was then over 40, I served in leadership positions within WEO. I was in a unique position to experience both sides of the YEO/WEO coin.

When I returned to leadership last year, I was helping run something called EO — a name that incorporates both groups. I learned a lot about branding on this job. Two of those lessons are important to every member, so I want to share them with you.

1. My brand is not what I think it is. It is what the other person thinks it is.

No matter how good the design, how much thought went into the colors, words and symbols, my brand is in the eye of the beholder, whether that be my customers, my vendors or my staff. Although our EO logo looks good, it has no meaning to the vast majority of people who see it who are not already members. So we have made the "Entrepreneurs' Organization" prominent in everything that we do. As soon as we did this, the complaints from members about the new brand declined rapidly, and, at our recent Chicago

University and Leadership Summit in Los Angeles, our brand was a non-issue. We all seem to agree that, regardless of age, we are an organization of entrepreneurs.

2. My brand is only as good as my implementation of it.

When the EO brand was announced, we had a new CEO and a lot of turmoil in the organization. Our members liked the rollout but found we were unable to deliver collateral materials to support the brand. So, this year, we have focused on delivering branding materials for our member leaders. We have *Octane*, *Overdrive*, new officer *Flashes*, a chapter newsletter template and new collateral materials featuring the brand imagery, with extensive resources on EOnetwork where members and administrators can quickly get what they need. We even have a new EO Store where members can purchase branded merchandise for promotions and gifts. We have a membership of people who have missionary zeal for our organization, and they will support a brand that is easy to access and use.

Our brand says "youth" and "energy" better than anything we ever had in YEO and WEO. It is getting a positive reaction from prospective members, media, funding partners, staff, leaders and members. We want you to feel good when you see and say "Entrepreneurs' Organization," and we want it to be easy for you to communicate to others. Your feedback on how we are doing is welcome. ☺



MARKET YOURSELF WITHOUT TRYING

ANDY BAILEY
EO NASHVILLE



Andy Bailey is the Chief Acceleration Officer of NationLink Wireless, which deals in BlackBerry devices, GPS solutions, managed wireless and more. He has been a member of EO Nashville for nearly three years. For more information, visit www.mynationlink.com or email Andy directly at bailey@mynationlink.com.

As business owners, we don't like to spend money on things that cost more than they return. Our company is no different, and we have found some creative ways to make "stuff" that we already spend money on work even harder for us. These things didn't cost much, but they greatly improved our business.

Company Name

We found that our company name was just a name: It had wireless in the title but didn't specify what kind. We never thought about it until an EO meeting when Verne Harnish advised us to brand ourselves by saying exactly what we do. I wrote down BlackBerryGuy— we offer BlackBerry solutions, so why not be The BlackBerryGuys? We still use our corporate name of NationLink Wireless but have built a sub-brand around The BlackBerryGuys that works for us big time.

Business Cards

We buy them all the time and hand them out to everyone. This is an everyday necessity that, by making a few simple changes, we were able to use as a major marketing tool. By just adding the tagline "The BlackBerryGuys," our card now tells most of our story and potential clients are asking us questions. Questions are the best thing we can hear.

Employee Titles

People ask me all the time what I do, and I tell them it is my job to accelerate our business. So instead of CEO, I became the Chief Acceleration Officer. We renamed everyone, allowing ourselves to be creative. We have a female sales representative who is the Princess of Persuasion, a financial person who is our Chief Reality Officer and a support person named Keeper of the Magic. These new titles keep people asking questions and make us happy.

Positioning

When one speaks on a particular subject, we automatically label that person an expert. Like all businesses, we want to be known as the experts in our area. So we started looking for topics and opportunities that would allow us to get in front of a group and speak as an authority on "mobility." Now we are speaking to our core verticals all around the country. Once on stage, we are the expert and they trust us with their businesses.

Endorsements and Testimonials

What clients say about us is infinitely more important than what we say, so we began asking every client to write a testimonial. We found that most were happy to— all we had to do was ask. We now use these statements everywhere...on our website, in our marketing materials, in every email blast, in a book we keep in the waiting area, in sales books that we carry and even in our radio and billboard campaigns. When we work with a well-known person, we ask that person to record a radio spot or agree to let us use his or her likeness and words in our ads. And we found that more times than not, they will.

These are a few ways that we get a little extra bang for our buck. Maybe something will strike an idea for you and your business. I'm happy to share ideas and other things that have worked for us. Just email me, The BlackBerryGuy. ☺

TIMELESS MARKETING LESSONS AS TRUE NOW AS THEY EVER WERE

DENNIS HOFFMAN
EO DC

It was 1974, and no one thought twice when my mother let her 8-year-old son deliver doughnuts door to door. Every Saturday before dawn, the Krispy Kreme truck delivered a pallet of fresh-boxed doughnuts to our front yard. That first morning, I packed my wagon with doughnuts and walked next door. Mrs. Hettenhouser explained that she didn't want all that sugar in her house but gave me a dime to buy myself a doughnut. Then I went to my best friend Donny's house. No one answered, so I knocked louder. Donny loved doughnuts. Before I made it to the corner, I learned my first lesson— don't bother with houses that don't have any lights on.

A few hours later, I learned the next piece. Doughnuts don't sell well in the afternoon. My doughnuts sold easily in the first couple of hours after people turned their lights on. During the next few weeks, I figured out that if I could make it to a house before they ate breakfast, a lot more people would buy.

My Uncle Denny put big baskets on the back of my bike. I had to move fast. I started learning who would buy every week. First thing when the truck came, I'd ride to all of those houses and leave a box of doughnuts inside their screened doors. I'd come back in the afternoon for my money.

A few minutes later, I'd ride my bike through the same neighborhoods and watch for houses with lights on. Those were my hot prospects. Then, as the morning got later and even the hippies had finished breakfast, I'd ditch my bike and bring my little brother David along. David really helped sales. He was so cute.

Today, I'm a direct marketing consultant. And the lessons I learned with my Krispy Kreme doughnuts help my clients net a lot more money.



1 Sell to current customers.

My doughnuts would have been stale by Sunday morning, so I never tried reselling the next day. I'm sure that if I had, my best prospects would have been the same people who bought the day before. It's never too soon to resell to current clients. And it's almost impossible to sell to them too often.

2 Don't give customers the chance to say no.

Once I knew who was going to buy every week, I delivered the doughnuts without asking. Just about everyone I delivered to paid for the doughnuts I dropped off. The few boxes of doughnuts I wasted on people who were out of town or on diets were more than paid for by my steady sales.

3 The first sale is always the hardest.

That's why I brought my brother along. Packaging matters. And when you sell a service, your humanity is your packaging. Share details of your life with your customers. If you're selling a product, the packaging is just as important (if not more important) than what you're selling. Use what you have. Make sure your customers and employees know what makes you and your product unique.

4 Deliver what you promise.

I wouldn't be at all shocked if my mother still has boxes of doughnuts in the back of her freezer. Because there was a Saturday morning 32 years ago when snow was piled on the ground and the truck came late. And even once the truck came, I didn't move very quickly. I ended the day with a lot of extra doughnuts. Even worse, some of my regular customers cancelled their "subscriptions" when I showed up at their doors after lunch. They were nice about it, but I gave them an opening to say no. ☹



After his mother made him quit his doughnut route, Dennis Hoffman became a serial — and sometimes parallel — entrepreneur. He is currently the President of CashBox, a database marketing firm specializing in non-profit fundraising, and owns parts of several other businesses in the direct marketing industry. Dennis is a seven-year member of EO DC and can be reached via email at DennisH@CashBox360.com.

EO DUMMIES: IT TAKES ONE TO WRITE ONE!

KEVIN DAUM
EO NEW YORK



Kevin Daum is CEO of Stratford Financial Services, an Inc. 500 company, and author of "Building Your Own Home For Dummies." Kevin, an EO member since 1999, is the former Education Chair and Sponsorship Chair of EO Silicon Valley. He and his wife, Deanna, are now members of EO New York. You can contact him at kevin@stratfordfinancial.com to learn more about his writing experiences.

Every EOer is an expert in something. That's how we became EOers. But as the CEO of Stratford Financial, a niche mortgage company playing against 800 lb. gorillas like Bank of America and Wells Fargo, I struggled for client credibility when pitting my experienced advice against the ramblings of inexperienced bank salespeople.

I was seeking creative solutions to market my business when my company was in trouble and I had no money to advertise. It was then that I stumbled onto the benefits of writing publicly. I schmoozed the editor of *East Bay Business Times* into letting me write an article. Soon, I was writing several columns and generating business for free by simply writing things I had already said.

Since I obviously had no shortage of things to say, and because of an opportunity presented by another EOer, I decided to write and self-publish my first e-book and subsequent soft-cover book, "What the Banks Won't Tell You: How to Get the Most From Your Mortgage." Because I saw a market of greedy people, I decided to create my own publishing company, Grady Parsons Publishing. Aside from the money, I was pleasantly surprised at the benefits of publishing my client advice, even in a self-published primer.

Books are fantastic marketing tools.

We sell more than 200 books annually, and we give away even more than we sell. It is the best business card ever because it tells people exactly how we think. It also keeps us in their minds since they rely on it as a reference throughout the loan process.

The credibility factor is terrific.

Any book adds credibility, even when self-published. People are trained to think the printed word is gospel. They admire an author who can put thoughts on paper and even giggle when asking for an autographed copy.

Books are tremendous timesavers.

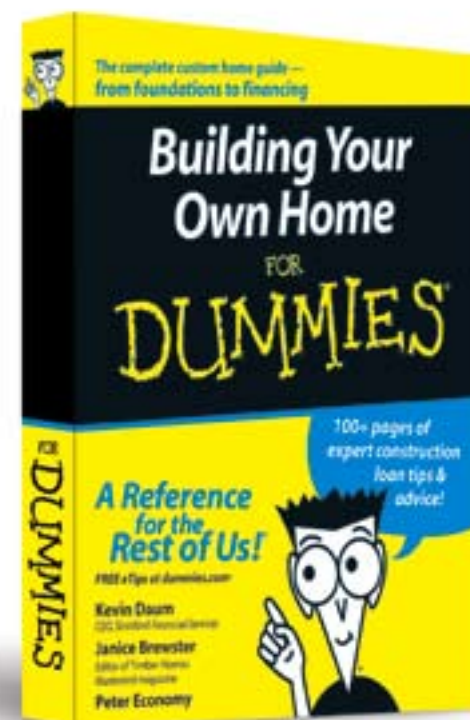
My book educates clients before we meet, saving me time from explaining basics. Customers learn at their own paces and only discuss areas they still find confusing. I figure this book saves more than 10 hours of time per client.

With the success of this book, I was anxious to write about my niche of construction financing for custom homes, since the client education process is even more time consuming and confusing. Thanks to an EO University, I was a subject for the book "Lessons from the Edge." During the interview, I noticed that business writer Peter Economy, one of the authors, had written several "Dummies" books. Like a number of EOers, I approached Peter about working together, and he asked me to write a proposal. I responded within 24 hours, and Peter, acting as my agent, pursued the construction book with Wiley, the "Dummies" publisher.

Luckily, Barnes and Noble was pushing Wiley for a custom home book, and Wiley was looking for an expert, of which there were few. It took eight months to approve the proposal and another year to write the book. At times, I was frustrated with the process, particularly getting my staff to free the three days a week I needed to write, but we knew the "Dummies" brand was worth any compromise.

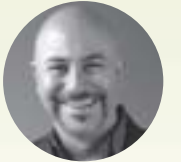
"Building Your Own Home For Dummies" has been a godsend for Stratford. Although the royalties are small, Wiley contributes brand, money, marketing and PR. We use the brand, with Wiley's blessing, on all marketing materials, including our other book. The brand provides amazing credibility, and the book itself generates new business, since Stratford material served for examples. I leverage the book and the brand for speaking opportunities and business partnerships that are tripling my business. Clients now flock to us instead of the banks because my expertise is nationally recognized, and I easily save more than 50 hours of client education time.

What marketing opportunities are you missing out on? Maybe it's time to get writing. ☺



HOW GIVING CHOCOLATE BROUGHT BIG BUSINESS

PELEG TOP
EO LOS ANGELES



Peleg Top is Principal of www.TopDesign.com, a graphic design and cause-related marketing firm, and co-founder of www.Marketing-Mentor.com. He has been a member of EO Los Angeles for almost one year. You can contact him at peleg@topdesign.com.

At the beginning of every year, I plan the marketing of my business for the next 12 months. Last year, when I took a closer look at the previous year's sales, I realized that, although I did fine with traditional marketing tools (direct mail, website, email, etc.), most of my great new clients came from referrals. And when it wasn't a direct referral, they usually said, "I heard about your firm from so and so." The fact was that people were talking and work was coming in.

Just like we at EO learn from others' experiences, my clients were sharing their good experiences with their friends, which resulted in business growth for me. The word-of-mouth marketing was happening without me doing a thing. It was like discovering that I had a goldmine under the house and never knew it. So, like a good entrepreneur, I saw a great opportunity to grow my business by asking for the referrals instead of passively waiting for them to happen.

My first step was to identify the people who were most likely to refer my firm to others. According to "The Anatomy of Buzz" by Emanuel Rosen, friends and relatives are the number one source of information for referrals. I took a closer look at my Rolodex and identified the top 12 clients who have become good friends. I only chose clients who provided the best work with the largest budgets. It was their circle of friends I wanted to tap into. The list was short but powerful.

As it was the beginning of the year, I planned the first phase of this "referral marketing plan" to start in February, on Valentine's Day to be exact. I had less than four weeks to come up with something that would make my clients want to talk and open their Rolodexes. My team and I went to the local mall to see what was in the market that could inspire us to create an interesting piece. We walked away with 20 red, oversized, Chinese take-out boxes and 20 lbs. of chocolates. We knew that no one could resist chocolate! Next on our list was creating the "asking vehicle" for the referrals. We designed a custom greeting card that read, "Refer Your Love." Inside, the personalized card told the client how much we enjoy working with them, thanking them for their business and asking them for names of people who might enjoy our services. We included a self-addressed response card, so they could give us names and phone numbers of their friends. We hand-delivered our packages on Valentine's Day.

Within a week, the response cards started coming in. Of the 12 we sent, we received six back. That's 50% return. Of the six cards we received, we got 12 referrals. We cultivated eight relationships and closed about US\$160,000 in business in the next two months. And our cost? US\$330, which included messenger services to deliver each package.

I realized that sometimes I have to ask for the business rather than waiting for it to come to me. My clients were happy to share their contacts with me, and I am sure they think of me every time they bite into the chocolates I sent. That's a sweet place to be! ☺

LET THEM SEEK AND YOU SHALL FIND



VIVEK BHARGAVA
EO BOMBAY & EO U.A.E.

Google is a search engine.

Vivek Bhargava is the Managing Director of Communicate2, a search engine marketing company based in India. He is a member of EO Bombay and EO U.A.E. and has been active in the organization for five years. You can contact him at v@communicate2.com or get more information from his blog, <http://semblog.com-communicate2.com>.

Most of you are nodding your head in agreement to that statement. A couple of years back, I would have nodded, too. But the truth is that Google is no longer just a search engine. Today, it is the largest media company in the world and an invaluable way for us to get the word out about our companies.

When I first stumbled upon the idea of search marketing, I was based in Dubai building a company that acted like a catalyst in market-entry operations. Our role was to help American companies seamlessly enter the Middle East market. I was content with the way things were building until I met an Irishman there. He had an interesting proposition: He wanted to start an offshore search marketing firm in India.

A triumphant entrepreneur once said that success is all about “The Jump.” That’s the toughest thing about being an entrepreneur, because you never know where your unsuspecting feet will land. So we just keep jumping until we land on an opportunity that changes our life. Though I wasn’t quite sure where the market was headed, I did some quick calculations and gave him a quote. That evening, he wrote me the check, and I made “The Jump” into search marketing.

The last two years have been eye opening. My team and I have lived through the metamorphic challenge of building one of India’s largest search engine marketing companies, Communicate2, and only now do I realize its power.

The clock is ticking for any medium that does not follow contextual advertising, including radio, outdoor, TV and even print. Paid search, as the industry’s new jargon goes, is only the beginning of contextual advertising. It alone has grown from a US\$100 million industry to nearly US\$10 billion and continues to grow at an outstanding rate. The reason is simple: Ads are served only when a user is searching for your product or service. Your ad is served in context with a particular, matching need or request.

Although it sounds unbelievable, Google’s market cap of US\$130 billion is nearly double that of Time Warner AOL. This market cap is not dependent on revenues, which are less than US\$5 billion as of last year, but on what Google will become during the next five years. Why? Because Google has a unique ability to find context in any content and serve ads on a real-time basis. Companies around the world are utilizing this contextual advertising ability to get in front of their target audience and do business smarter than ever before. And so can you! ☺

6 SIX TIPS FOR EFFECTIVE PPC ADVERTISING

JAY BOWER

EO FAIRFIELD/WESTCHESTER

Pay-per-click (PPC) advertising is not just the marketing flavor of the week. It promises to be a highly profitable way to get prospects to websites for a long time to come. It is direct marketing at its purest. Here are the things that we do to maximize the effectiveness of our PPC advertising.

1 CHOOSE RELEVANT KEYWORDS.

We don’t pick keywords solely based on their popularity. We make sure the given product or service we’re marketing would be of interest to someone searching for that term. We always include misspellings, typos and plurals to capture additional traffic.

2 COMBINE MULTIPLE WORDS TO CREATE PHRASES.

We’ve found that attaching modifier words (Cheap Widgets, Fast Widgets, etc.) and locations (Widgets in Berlin) to keywords is an effective way to increase ROI. We also use natural language phrases such as “where to download the latest widgets.” These terms will not likely drive high volumes in clicks, but they are more likely to convert to a sale. Even using a product’s name can work: Sea Eagle, a manufacturer of inflatable boats, has been successful with this technique.

3 WRITE RELEVANT COPY.

We ensure that copy closely ties with the search term. So, when we can, we include the search term in the copy at least once. And we don’t deceive—that results in more clicks but not more business. We mention gifts or bonuses and include offers in the copy, such as “Free,” “Save \$XX” or “XX% Savings,” to lift response. We also continually test new copy to see which works better and keep our page fresh.

4 DELIVER A RELEVANT AND UNIQUE LANDING PAGE.

We have only a split second to convince prospects that they are in the right place. So we don’t make them search for the product they are looking for: We already know based on their search items. Whenever possible, we send the customer to a deeper, more specific page dealing with the term they just searched. For example, on the term “Men’s Tennis Shoes,” we’d link the customer to the page about Men’s Tennis Shoes, not a general shoes page.

5 CONTINUE THE SALES PROCESS.

In our experience, getting prospects to a landing page is just the beginning of the conversion process. We’ve learned the importance of leading them all the way to a registration page or shopping cart. We do that with landing page copy that expands on the promise of the search engine listing and motivates prospects to take the next step.

6 RELEVANCY! RELEVANCY! RELEVANCY!

In case you missed the common theme throughout, Relevancy is the most important element of PPC search engine marketing. We’ve found that if we ignore relevancy, we’re often frustrated with low click-through rates and an unprofitable campaign.

Some of these tips are easy to understand in concept, but not so easy to put into practice. We recommend that our prospective clients engage a resource that does this for a living. It’s often better to spend the money and get it right the first time. ☺

JARGON TRANSLATOR

Pay-Per-Click (PPC) advertising is a technique by which advertisers bid on keywords that their target market might use when looking for a product or service.

Paid Search is a search engine marketing product whereby the search engine company charges fees related to inclusion of websites in their search index.

Click-Through Rates measure the success of an online advertising campaign.

Copy refers to written material.

Keywords are words used to find matching web pages.

Landing Page is the page to which one is directed after clicking on a specific link or online advertisement.



Jay Bower is President of CrossBow Group, LLC, a marketing services firm specializing in new customer acquisition and retention. He has been a member of EO Fairfield/Westchester for more than four years, serving as the chapter Communications Chair in the 2004/2005 fiscal year. Jay has broad strategic and implementation experience in relationship/continuity marketing and e-commerce. To chat with him directly, email him at jbower@crossbowgroup.com.

SMALL IS THE NEW BIG

BY SETH GODIN



Seth Godin is a bestselling author, entrepreneur and agent of change. Godin is author of seven books that have been bestsellers around the world and changed the way people think about marketing, change and work. Find out more about Seth at www.sethgodin.com.

For more than 10 years, Seth Godin has been establishing himself in the business world with his irreverent style and unapologetic observations. Not only did Godin coin the term Permission Marketing, the marketing style that requires marketers to ask permission before they send advertisements to prospective customers, he literally wrote the book in 1999.

*But to Seth, the application of the colloquially tired expression “he wrote the book” didn’t stop there. Godin has spent the last six years wowing the business world by explaining in his column at **Fast Company**, his blog and his marketing-focused books what savvy business people and marketers sense but cannot articulate: “Out with the old; in with the new.”*

BIG used to matter. Big meant economies of scale. (You never hear about “economies of tiny” do you?)

Years ago, people, usually guys, often ex-marines, wanted to be CEO of a big company. *The Fortune 500* is where people went to make a fortune, after all.

Big meant power and profit and growth.

Big meant control over supply and control over markets.

There was a good reason for this. Value was added in ways that suited big organizations. Value was added with efficient manufacturing, widespread distribution and very large R&D staffs. Value came from hundreds of operators standing by and from nine-figure TV ad budgets. Value came from a huge sales force.

Of course, it’s not just big organizations that added value. Big planes were better than small ones, because they were faster and more efficient. Big buildings were better than small ones because they facilitated communications and used downtown land quite efficiently. Bigger computers could handle more simultaneous users.

“Get Big Fast” was the motto for start-ups, because big companies can go public and find more access to capital and use that capital to get even bigger.

Big accounting firms were the place to go to get audited if you were a big company, because a big accounting firm could be trusted. Big law firms were the place to find the right lawyer, because big law firms were a one-stop shop.

And then small happened.

Enron (big) got audited by Andersen (big) and failed (big). The World Trade Center was a terrorist target. Network (big) TV advertising is collapsing so fast you can hear it. American Airlines (big) is getting creamed by JetBlue (think small). *Boing Boing* (four people) has a readership growing 100 times faster than the *New Yorker* (hundreds of people).

Big computers are silly. They use lots of power and are not nearly as efficient as properly networked Dell PCs (at least that’s what they use at Yahoo! and Google). Big boom boxes are replaced by tiny iPod Shuffles. (Yeah, I know big-screen TVs are the big thing. An exception that proves the rule.)

I’m writing this on a laptop at a skateboard park that offers free WiFi for parents to surf the Web while they wait around for their kids. They offer free WiFi because the owner wanted to. It took them a few minutes and US\$50. No big meetings, corporate policies or feasibility studies. They just did it.

Today, little companies often make more money than big companies. Little churches grow faster than worldwide ones. Little jets are way faster (door to door) than big ones.

Today, Craigslist (eighteen employees) is the fourth most visited site according to some measures. They are partly owned by eBay (more than four thousand employees), which hopes to stay in the same league, traffic-wise. They’re certainly not growing nearly as fast.

Small means that the founder is involved in a far greater percentage of customer interactions.

Small means the founder is close to the decisions that matter and can make them quickly.

Small is the new big because small gives you the flexibility to change your business model when your competition changes theirs.

Small means you can tell the truth on your blog.

Small means that you can answer email from your customers.

Small means that you will outsource the boring, low-impact stuff like manufacturing and shipping and billing and packing to others while you keep all the power because you invent something that’s remarkable and tell your story to people who want to hear it.

A small law firm or accounting firm or ad agency is succeeding because they’re good, not because they’re big. So smart, small companies are happy to hire them.

A small restaurant has an owner who greets you by name.

A small venture fund doesn’t have to fund big, bad ideas in order to put their capital to work. They can make small investments in tiny companies with good ideas.

A small church has a minister with the time to visit you in the hospital when you’re sick.

Is it better to be the head of Craigslist or the head of UPS?

Small is the new big only when the person running the small thinks big.

Don’t wait. **Get small. Think big.** ☺

10 TEN TIPS EVERY GOOD MARKETER SHOULD KNOW

Assuming you’re like me and the rest of the people I know (which means you haven’t figured out everything there is to know about marketing), here’s a list to get you started:

1. A product for everyone rarely reaches anyone.
2. Cheaper is the last refuge of the person who’s not a very good marketer. It’s a short-term hit, not a long-term advantage. Low price is a great way to sell a commodity. That’s not marketing, though, that’s efficiency.
3. Marketing is the way your people answer the phone, the typesetting on your bills and your returns policy.
4. If you are marketing from a fairly static annual budget, you’re viewing marketing as an expense. Good marketers realize that it is an investment.
5. Advertising is just a symptom, a tactic. Marketing is about far more than that.
6. Good marketers tell a story. Effective stories match the worldview of the people you are telling the story to. Living and breathing an authentic story is the best way to survive in a conversation-rich world. Reminding the consumer of a story they know and trust is a powerful shortcut.
7. Conversations among the people in your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.
8. People don’t buy what they need. They buy what they want. What people want is the extra, emotional bonus they get when they buy something they love.
9. Business-to-business marketing is just marketing to consumers who happen to have a corporation to pay for what they buy.
10. Marketing is not an emergency. Marketing begins before the product is created. It’s a planned, thoughtful exercise that started a long time ago and doesn’t end until you’re done.



QUOTED &

BIZXCHANGE PRESENTED WITH 2006 MAYOR'S SMALL BUSINESS AWARD



In Seattle, the Mayor's Small Business Award is given annually to 10 small businesses for their accomplishments and excellence in marketing, management, employee relations and community involvement. This year, BizXchange was among the recipients of the celebrated award. **Bob Bagga**, President of BizXchange and a member of EO Seattle, created the company to provide clients with a vehicle for increasing sales, market share and cash flow.

FORTUNE MAGAZINE DUBS CROSS-TAB MARKETING SERVICES "RISING STAR"



Cross-Tab Marketing Services appeared in *Fortune* Magazine's list of Global Outsourcing 100 as one of the outsourcing industry's top worldwide providers. Founded by EO Bangalore member **Praveen "PG" Gupta**, Cross-Tab appeared in the Rising Star category. Founded in 2000, Cross-Tab offers services in the market research and data analytics domain to global clients and agencies.

ADVISOR TODAY MAGAZINE DISTINGUISHES TIM HARRISON AS A "FOUR UNDER FORTY" WINNER



Advisor Today magazine recently named an EO member one of its "Four Under Forty" winners. **Tim Harrison**, EO Nebraska, was one of four financial advisors under the age of 40 recognized by the publication, which annually profiles four of the finest young financial advisors in the country. Harrison is Principal/Owner of Harrison Financial Services and has been an EO member since June 2002.

RESTOCKIT.COM NAMED THIRD FASTEST GROWING RETAIL WEBSITE



ReStockIt.com, a leading online source for restaurant, janitorial and office supplies, recently celebrated double honors after being listed in both the *Internet Retailer Top 500 Guide* and *Entrepreneur* magazine's Hot 100 List. With 390 percent growth from 2004 to 2005, the company was named the third fastest growing retail website in the country. Partners **Matt Kuttler** and **David Redlich**, of EO South Florida, founded ReStockIt.com in 2004.

TWO TORONTO MEMBERS MAKE CANADA'S TOP WOMEN ENTREPRENEURS LIST



Each year PROFIT W100: Canada's Top Women Entrepreneurs ranks Canada's most successful female entrepreneurs based on company revenue. This year EO Toronto members **Wendy Porter**, President of Endpoint Research, and **Robin Howlings**, President and CEO of Danamark Industries Ltd, made the distinguished list. Wendy comes in at #25 and Robin at #65.

ROGER POLLACK GIVES BACK TO COMMUNITY, RECEIVES OREGON PARTNERSHIP AWARD



Oregon Partnership, a group that helps prevent and reduce drug and alcohol abuse, recently awarded **Roger Pollack**, EO Portland, with the Oregon Partnership Circle of Giving Founding Member Award. Pollack began working with Oregon Partnership by volunteering on its crisis phone lines. His company, Buena Vista Custom Homes, continues to donate a monthly check to Oregon Partnership for each home sold.

CO-FOUNDERS OF NURSE NEXT DOOR WIN 2006 ERNST & YOUNG AWARD



Ken Sim and **John DeHart**, EO Vancouver, won the prestigious 2006 Ernst & Young Emerging Entrepreneur Award for the Pacific Region. Sim and DeHart co-founded Nurse Next Door, one of British Columbia's largest home healthcare companies. Nurse Next Door delivers responsive, caring and high quality homecare services to hundreds of British Columbia's senior citizens each week.

NINEBLUE.COM FOUNDER DISCUSSES POWER OF NETWORKING IN IN BUSINESS MAGAZINE



Edward Serrano, EO Las Vegas, recently shared a secret to his own success in Las Vegas' *In Business* magazine. Owner of the internet travel service Nineblue.com, Serrano believes in the power of networking and the simple, yet crucial, step of talking to friends and family members as consumers before launching a business. Serrano created Nineblue.com in 2001 and has been a member of EO since 2004.

BVA INC. HONORED WITH MICROSOFT CUSTOMER SATISFACTION AWARD



Bryan Vincent Associates (BVA) Inc., a Microsoft Gold Certified Partner and information technology services firm based in Phoenix, Arizona, USA, recently won the Microsoft Customer Satisfaction Award. BVA was awarded for its ability to deliver solutions to one of its client's subscriber-only credit screening services. The company was founded in 1993 by President **Bryan Vincent** of EO Arizona.



Mike Parkinson is the Principal of the 24-Hour Company, a proposal graphics consulting company based in Falls Church, Virginia. He has been a member of EO DC since May 2005. For more information about what you've read here, email him at mike@24hrco.com.

A PICTURE REALLY IS WORTH A THOUSAND WORDS

MIKE PARKINSON

EO DC

I eat bad food, buy crappy cars, wear fashionable clothes and watch ridiculous television shows. Why? The answer is in part due to marketing. Why can't I stop myself? I know better than to fall prey to advertisements that promise happiness if I buy a new product or service.

Turns out, I'm normal. There's nothing wrong with me. All of us are hard-wired to be influenced by visual marketing. And that's good news for the good guys like you and me who want to use marketing to be more successful.

I spent the last two years writing two books about how to influence and motivate people when promoting a product or service. The independent research available on the topic is amazing and eye opening. In a nutshell, I found that using imagery is one of the fastest, least expensive, most effective ways to increase the success rate of my business.

Companies can use these findings to their advantage. Look around you: Advertisements do it all the time. They show us happy, pretty people. Why? Because seeing attractive people stimulates the same part of the brain activated by cocaine use. It makes us feel good. We can't help but be influenced!

In fact, some EO members, like Tom Ball of EO London, have built entire companies on an understanding of the power of graphics. Tom's company, Cognac: The Big Picture Company, is a design firm that prides itself on communicating complicated messages quickly. To do this, they use visual imagery to bridge the gap between the 10 hours it would take to explain the details of a company and the 10 seconds that company actually has to market itself.

People understand and appreciate a message if they can see how it fits into the big picture, regardless of where in the world you might be working.

I spent many years analyzing the workings of the proposal industry, an industry that focuses on the submission of written and oral presentations to secure work that will increase or maintain a company's revenue. I found that the priority of graphic development increases as award value rises. The industry understands the influence that visual communication has on their audience.

Flags, eagles and other symbols of patriotism are often included on proposal covers for the U.S. government because of the positive emotional influence patriotic imagery has on government evaluators. Part of the cover's goal is to instantly establish that the presenter is a supportive, trustworthy, reliable patriot. As a result, the government evaluator is more likely to be in a positive, agreeable state of mind when reading the proposal. Emotions influence the very mechanisms of rational thinking, so if the evaluator's mood is elevated by the visuals, the more likely he or she is to agree with the presenter.

"So what?" you may ask. Well, the same concept works for us in every facet of industry. I use my understanding of how graphics influence and motivate an audience to increase my success rate. I make sure my marketing materials use imagery to effectively communicate my ideas and convey a positive emotional response toward my product or service. In the end, I don't need to write paragraphs of text to explain why my products and service are the best; I just show a graphic, and it makes my job much easier. ☺

NOTED

Share your news with your EO peers by sending a detailed email to octane@eonetwerk.org. Please include a 300 dpi headshot with your submission.



BY CHRISTIE HEFNER

Do you really have a brand, or do you have a popular product? The former represents an attitude, a personality, and, therefore, can be extended beyond its original product. Playboy's brand has allowed us to extend beyond the magazine into television, the Internet and a thriving US\$700 million per year licensing business, all reflecting the brand's personality: a sense of fun, sexiness and freedom that embodies "the good life."

If you do, in fact, have a brand, then you need to understand your trademark equity, and research can help you determine where you have permission to play with your brand. What you don't do is every bit as important as what you do.

*Brands are like bank accounts—
either you're making deposits or
making withdrawals.*

Every initiative your business undertakes either supports and enhances your brand's strength or weakens it. Since you obviously want to increase your brand value over the long term, here are some ways to do that.

Bring Your Brand to Life

There's a reason Disney has theme parks, and it's not just the revenue they generate. The parks allow Disney consumers to experience the brand, which generates new consumers and brand loyalty. Similarly, Playboy partnered with the Palms Casino Resort in

Las Vegas to open a multi-faceted entertainment destination that includes the Playboy Club with a boutique casino, a nightclub and a retail store. The goal in doing so was not only the boost to the company's bottom line but also the brand awareness and experience the venues bring. We are interested in opening similar projects with partners in London and Macau.

Own a Space

It's worth thinking about whether there's a space or category that your brand can try to own. For Playboy, that has included a focus on games and gaming, because it makes sense for our brand. For example, in addition to the newly opened Playboy Club and Casino in Las Vegas, we are partnering with Chris Moneymaker, who won the 2004 World Series of Poker and has become a strong brand in his own right, to launch a Playboy Poker collection. We will be launching casino games and poker online with a partner in Europe and hosting the first-ever Playboy Poker Camp next year.

Co-Brand with Like-Minded Partners

Our co-branding with Chris MoneyMaker is but one example of Playboy's co-branding initiatives. I believe that intelligent branding strategies include finding like-minded brands and then collaborating on projects that work well for both brands.

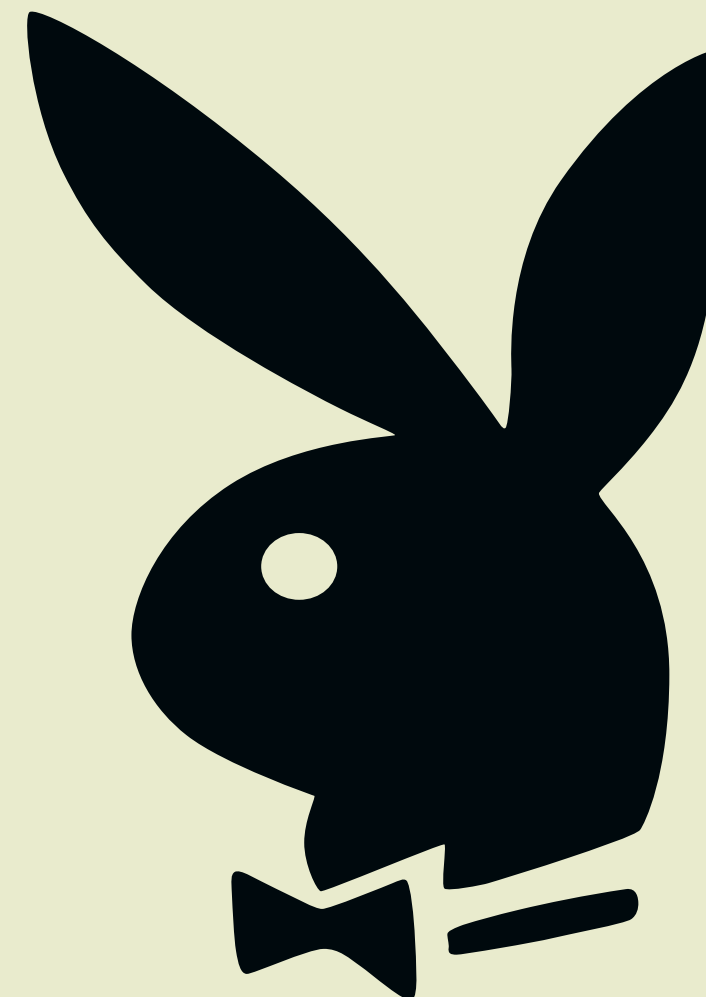
Another example of this is Playboy's partnership with renowned fashion designer Roberto Cavalli, who "reinterpreted" the classic Bunny Costume that is worn at the Playboy Club at the Palms alongside the traditional costume. Cavalli has long been a

star on the international fashion scene and is currently embraced by a new generation of celebrities and international jetsetters. We've also partnered with Don Diego for Playboy Cigars and Diane Von Furstenburg for a Rabbit Head print wrap dress.

Give Back to Your Community

In addition to your consumer brand, your corporate reputation will impact your success. We live in a socially conscious environment, and young consumers in particular are concerned that the companies with which they align are doing good work. According to a Humanitarian Youth Culture Study completed in September, more than 90% of today's youth is more willing to consider a brand that gives a percentage of proceeds to a non-profit over a brand that doesn't.

The focus of Playboy's philanthropic efforts has mainly revolved around the issues of U.S. First Amendment rights, freedom of speech, personal freedom and social justice. But each brand should decide what cause is a passion and then support it wholeheartedly.



Here are several questions I believe every company should ask itself regarding its brand:

What does our brand stand for?

How can we extend the brand but stay true to its core principles?

What are some ways we can bring the brand to life?

Are there initiatives we are considering that may earn money in the short-term but will diminish the brand in the long-term?

What brands can we partner with on co-branding initiatives?

What causes are we passionate about and how can we use that passion to give back to our community?

CALENDAR

Here are the opportunities
for EO Global learning.

For more information, contact
events@eonetwork.org.



**LATIN AMERICAN
CONFERENCE**

24–27 January 2007
Bogota, Colombia
www.eonetwork.org/sites/programs/colombia



**GLOBAL
LEADERSHIP
CONFERENCE
(GLC)**

17–19 May 2007
Dubai, United Arab Emirates

* by invitation only

**BIRTHING OF
GIANTS (BOG)**

Year 1/Class of 2009
30 May–3 June 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

The focus is on building your organization. The sessions are rigorous and informative. We bring you the best, at a time when you need it, in a way that fits your schedule and your budget.

**BIRTHING OF
GIANTS (BOG)**

Year 2/Class of 2008
20–24 June 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

In Year 2, BOG participants will build upon the knowledge gained regarding building their businesses and will learn how to finance the growth that they desire.



**TOKYO
UNIVERSITY**

27–31 March 2007
Tokyo, Japan
www.eonetwork.org/universities/tokyo

GATHERING OF TITANS (GOT)

11–15 April 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.gatheringoftitans.com

This annual event provides unparalleled value with high-impact business takeaways, social interaction and “whole entrepreneur” lifestyle management for BOG graduates.



**FAMILY
CONFERENCE**

26–29 June 2007
Nemacolin Woodlands Resort
Pennsylvania, USA
www.eonetwork.org/sites/programs/family2007

* Registration now open



**BERLIN
UNIVERSITY**

8–12 August 2007
Berlin, Germany

**ADVANCED BUSINESS
PROGRAM**

Year 2/Class of 2007
15–18 April 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/mit

Join fellow entrepreneurs at MIT’s suburban campus for an intensive four-day course that delves into relevant topics pertinent to maturing businesses.

**BIRTHING OF
GIANTS (BOG)**

Year 3/Class of 2007
2–6 May 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

This, the final year of the BOG program, will teach participants how to accelerate the growth of their businesses. After Year 3, participants graduate from the BOG program.



**GLOBAL
LEADERSHIP
CONFERENCE
(GLC)**

10–12 May 2007
San Francisco, California, USA

* by invitation only



**LAS VEGAS UNIVERSITY
& EO 20TH ANNIVERSARY
CELEBRATION!**

24–28 October 2007
Las Vegas, Nevada, USA

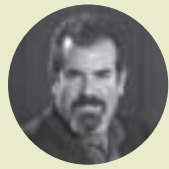


**SOUTH AFRICA
EXPEDITION**

25 September - 5 October 2007
Capetown • Johannesburg • Safari

BUILD A BETTER MARKETING MACHINE

ERIC KEILES
EO PHILADELPHIA



Eric Keiles is the Chief Marketing Officer at Square 2 Marketing. This business practices Reality Marketing™, a realistic way small- and medium-sized businesses can generate more revenue without the “fluff.” More information and free resources to help your business can be found at www.square2marketing.com or by contacting Eric, a member of EO Philadelphia, directly at eric@square2marketing.com.

I can honestly say, after working with hundreds of entrepreneurs during the last 10 years, that one of the critical mistakes they make is executing marketing tactics without developing a clear strategy. In fact, most entrepreneurs are fantastic at executing their product or service but randomly throw money into marketing tactics without taking the time to understand and develop their company's position in the marketplace.

Have you had this conversation with your team? “We’ve placed ads in this trade magazine before, and we don’t get any response.” Or, “Our online strategy is driving some people to our website, but nobody’s clicking through.” These are common occurrences that we experience when beginning an engagement. Our clients all have great products and services, but they don’t know how to deliver the message of why their product is different or, better yet, remarkable.

One client was spending more than US\$10,000 a month on a marketing mix of eight different programs. We realized that they were in the right places to communicate but were delivering a message that was way off base from what their clients needed to hear. After answering the following four key questions, we were able to help with a strategy to deliver the target marketing messages:

Who is your target market?

What problems do they have in purchasing the service?

What are your company's solutions?

What makes you remarkable enough to do business with?

In just 30 days, response switched from a source of disappointment to a source of multiple inquiries and prospects. In addition, we helped them change their thinking regarding the goals of their marketing efforts from, “We are going to get sales directly from our advertisements.” Instead, we helped them realize that their main goal is to build a prospect database. By knowing this goal, they can become even more targeted in their tactics moving forward.

Using this simple change in your thinking, you can build a better marketing machine and dramatically increase your ROMI (Return On Marketing Investment).

1. UNDERSTAND YOUR TARGET MARKET.

Don’t just be a mortgage lender who does loans. Define your market in terms of the specific people with whom you wish to do business so that you can work strategically and focus your marketing dollars in that way.

2. UNDERSTAND THE PAINS AND PROBLEMS.

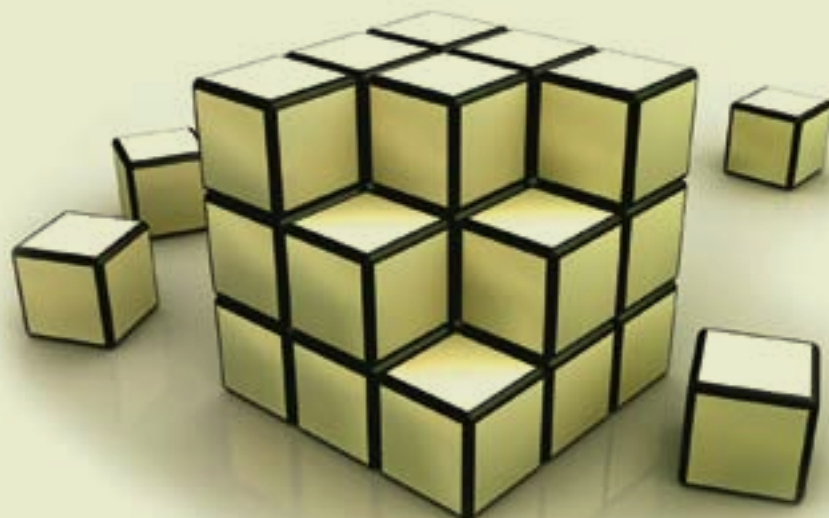
Think like your customers and understand what pains or problems they have in purchasing your product or service. Your mission in marketing is to solve those problems, and empathy will go a long way in making the prospect feel assured that you can help.

3. WHAT ARE THE SOLUTIONS?

Understand how your company provides solutions to your customers’ problems. If you can’t provide the solutions, marketing is not your main problem. The solutions your company offers should clearly match the pains and will be the basis for your marketing campaign.

4. DO IT REMARKABLY.

The most critical part is not only that you solve people’s problems but that you do it in a remarkable fashion. Don’t just say, “We are open late.” Instead say, “We are sensitive to working individuals and stay open until midnight Wednesday through Friday to fit your schedule.” By changing the way you package or position a service or product that you already provide, you can show your clients and prospects that you truly ARE remarkable! ☺



ONE PERSON AT A TIME

SCOTT DORSEY
EO INDIANA



There’s been much talk lately about one-to-one marketing. The idea is to provide a unique product or service for each customer based on preferences or needs. True personalized marketing is not as difficult to attain as it might seem. One of the easiest ways to implement one-to-one marketing initiatives is permission-based email.

The advantages of email are that it is simple to use and makes it easy to target individuals with relevant information. Since email is inexpensive, it can be used by both large and small organizations to create closer relationships with constituents, whether they are prospects, customers, members, partners, investors or employees.

The Scotts Miracle-Gro Company is a good example of how personalized email can work. Their gardening newsletter delivers customized lawn and garden care advice from a single email template to nearly 750,000 customers based on geographic, climate and horticultural needs. Scotts dynamically generates thousands of individual recommendations based on the customer’s address, grass and garden type and variables such as weather and local growing conditions.

JamBase is a niche music marketing company that provides tour dates, information, concert reviews, articles and links for thousands of improvisational bands worldwide. JamBase integrates their subscriber database with online marketing software and sends 10-15 specialized email communications each day to fans who count on them to provide timely information on concerts and events in their particular area.

The engine that drives one-to-one email marketing is called dynamic content. With dynamic content, marketers can create a single email template that delivers unique, personalized emails to subscribers based on demographic and other information gathered from the customer.

It all starts with the data to feed dynamic content. Marketers need good customer data. Capturing data can take place over time through surveys, commerce data, customer service data, opt-in forms, user pro-

file pages, etc. The simplest and most widely used data collection method is to ask for information directly from email subscribers when subscribers register for your email, at point of purchase or via a survey. This information includes:

- **Contact information, such as email address, name, physical address and phone number**
- **Basic demographics, such as gender, age and occupation**
- **Preferences, such as interests, frequency and best time to contact**
- **Attitudinal information, such as survey responses that reflect viewpoints and opinions**

Although it is tempting to collect as much information as possible from the subscriber immediately, this can backfire. Subscribers value their personal information. If too much information is required, people either lie or simply abandon the registration or purchase process.

It’s best to start with three or four data points: email address, name, title (Mr., Mrs., etc.) and geographic location. Requiring these elements usually does not impact completion rates but helps unlock key insights, such as gender. Following the registration process, this information can be used to append additional data attributes or to organize follow-up emails with surveys or additional questions.

Each time your subscribers interact with your website or email program, you have another opportunity to learn additional information. Certain types of information can be valuable in driving relevant content but may be difficult to get unless appended, for example, number of children, income and home value. Only a few data points — typically name and physical address — are needed to append comprehensive demographic data to your file.

If all this seems overwhelming, you can make great gains just by starting small — simply inserting a person’s first name into an e-mail can increase open rates by as much as 10 percent. ☺

Scott Dorsey, of EO Indiana, is President and Co-Founder of ExactTarget (www.exacttarget.com), an email marketing service provider. Founded in 2001, the company now has more than 5,000 customers using its web-based, trackable, permission-based email marketing software. ExactTarget, an EO Global Affinity Partner, was named to the 2006 Inc. 500 list of fastest growing companies. Scott can be contacted via email at scott@exacttarget.com.

GET IN THE NEWS

LEE PROSENJAK
EO COLORADO



Lee and Stephanie Prosenjak opened Cherry Creek Dance 14 years ago with about 15 students, one dance room and a loan of US\$10,000 from Stephanie's grandmother. CCD currently has four dance rooms and more than 1,100 students, including the largest adult dance program in Colorado. In addition, Lee and Stephanie founded a non-profit organization dedicated to promoting the arts through education and performance. Lee serves as the Forum Co-Chair for EO Colorado and a Forum Moderator. Look for Lee and Stephanie at the EO Tokyo University, 27-31 March 2007.

My introduction to EO two years ago was at a learning event featuring Brian Scudamore and Cameron Herold from 1-800-GOT-JUNK. They were giving their marketing presentation about media hits and how to use them to your advantage. By the end of the presentation, I was sold on EO and my wheels were spinning with ideas for my own business. I went home wondering how I could drive more publicity.

We used their leverage technique of getting picked up on one television station's news and then making sure to tell all the other stations that they were missing out unless they picked up the story, too. Sure enough, this strategy worked and we got another station to buy in. This was all done with a lot of carefully choreographed emails of the press release sent out in the middle of the night, when I work at my best.

During these late night online forays, I do a lot of work online—investing and conducting research. I spend time almost every night searching for one of the many opportunities out there waiting just for me as part of my home remedy for an over-stressed mind. In fact, I've purchased a car online and even purchased investment properties sight unseen. Online work is my way of winding down each day.

Lately, I've been spending a lot of time on the EO website. I've found all sorts of great ideas there for my role as Forum Co-Chair and Forum Moderator, as well as general business items. One night, I submitted the story of our company in response to a PressPass posting on the website.

EO PressPass is a place where reporters from all over the world contact EO members regarding different story ideas for which they need expertise. On this particular night, I located a story idea posted by a reporter who had contacted EO looking for an entrepreneur to run a financial portfolio for the magazine *BusinessWeek: SmallBiz*. I got a call at the studio the next morning from the publisher, who wanted to find out more about me so she could approve the story concept and have the reporter start right away. For this piece, I was set up with two different financial planners who offered some great insight into the real estate problem I was having at that time. This was free advice from two different professionals! Some was eventually printed in the article and some was not.

Now, I routinely take a look at the EO website about once each week and sort the listings by when each article idea was posted—I don't want to miss out on any possible leads. And I'm sure there's even more that I have yet to discover on EOnetwork that I never knew about before.

If you'd like to find out what I've found so far and how, don't hesitate to contact me. I'm happy to share the information I've found on this often unrecognized benefit of EO membership. I bet there are some things you could find, too, with a little online exploring of your own. ☺

If you aren't one of the 500 EO members who are currently using PressPass, maybe you should be! Contact communications@eonetwork.org to find out all about this member benefit. It's easy and it's free as part of your membership.

THANK YOU TO OUR AFFINITY PARTNERS

EO's partners make it possible for us to provide you with outstanding learning events, new benefits and other opportunities that make your membership experience valuable. Through these important relationships, we can continue to create programs that support growing and successful entrepreneurs as we pursue our vision to build the world's most influential community of entrepreneurs.



ExactTarget delivers on-demand email software solutions for permission-based email marketing. EO Global, The Home Depot, General Mills, Scotts, Churchill Downs, Encyclopedia Britannica and more than 3,250 organizations worldwide rely on ExactTarget email solutions to strengthen their customer relationships and to control email throughout the enterprise.



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