FEATURE STORY
Small is the New Big

4 Market Yourself Without Trying
14 Getting Connected to Your Brand
18 Build a Better Marketing Machine
20 Get in the News
Small is the New Big

Seth Godin’s newest book, “Small is the New Big,” reinforces what EO members have known for years: It’s not the size of your company that counts.

Look Before You Leap
Managing Director Mark Lincoln shares what the re-branding of the organization in 2005 taught him about his own brand strategy.

Market Yourself Without Trying
Sometimes, the best way to market your company is to make everything you do an expression of your identity.

EO Dummies: It Takes One to Write One
Kevin Daum became an expert in his industry by following a piece of advice from another expert: “You gotta have a book.”

How Giving Chocolate Brought Big Business
Discover why giving chocolate brought big business for EO Los Angeles member Peleg Top.

Six Tips for Effective PPC Advertising
EO member Jay Bower shares the six things he uses in his company to maximize the effectiveness of his PPC advertising.

A Picture Really Is Worth a Thousand Words
Use visual marketing to promote your business faster, harder, stronger.

Build a Better Marketing Machine
As with your company, your marketing efforts are only as good as the strategy and planning behind them.

Reaching the Masses
True personalized marketing is easy to attain with one-to-one initiatives through permission-based email.

Get In the News
Find out how EO Colorado member Lee Prosenjak used his EO benefits to get in the news and how you can, too.

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

Deadline for next issue: 15 February
We reserve the right to edit articles for length.

© 2006 Entrepreneurs’ Organization. All rights reserved worldwide.
**LETTER FROM THE BOARD**

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 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 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 those 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 — what you expect — from your membership. You know where to find us. 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.

Your happiest clients are those who get what they want — what you expect — from your membership. You know where to find us.

**EO UPDATE**

- **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 IDEA WARS**, 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. View the notes online at About EO — Leadership — Board Notes.

- **THANK YOU**

  - WITH THE ENHANCEMENT 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.

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.

YE0 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 YE0. As we got older, YE0 created WEO as a vehicle to keep the YE0 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 YE0/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 YE0 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.

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 Thinsigma Corp.
MARKET YOURSELF WITHOUT TRYING

ANDY BAILEY
EO NASHVILLE

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 BlackBerryGuys—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.

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.

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.

Endless Marketing Lessons

It was 1974, and no one thought twice when my mother let her 8-year-old deliver doughnuts door to door. Every Saturday before dawn, the Krispy Kreme truck delivered a palette of fresh-baked 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 Dennis@CashBox360.com.
Every EOE 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 with client credibility when pitting my experienced advice against the ramblings of unexperienced 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 EOE, 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 knew that no one could resist chocolate! Next on my hit list was chocolate-covered business cards. I hand-delivered our packages on Valentine’s Day.

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.

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 people were talking and work was coming in. 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 people were talking and work was coming in. 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 people were talking and work was coming in. 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 people were talking and work was coming in. We knew that no one could resist chocolate!
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 sure quite 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 we 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!

**SIX TIPS FOR EFFECTIVE 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 item 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.
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.

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). Boingo (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 (big). The World Trade Center was a terrorist target.

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 communication and used downtown land quite efficiently. Bigger computers could handle more simultaneous users.

“Get Big Fast” was the motto for startups, 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). Boingo (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 (big). The World Trade Center was a terrorist target.

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 communication and used downtown land quite efficiently. Bigger computers could handle more simultaneous users.

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

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, trafficwise. 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. 🤯

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.
ADVISOR TODAY MAGAZINE DISTINGUISHES TIM HARRISON AS A “FOUR UNDER FORTY” WINNER

Edward Serrano, EO Las Vegas, recently shared a secret to his own success in Las Vegas’ “Outsourcing” magazine. Owner of NineBlue.com, 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 subordinately credit screening services. The company was founded in 1993 by President Bryan Vincent of EO Arizona.

A PICTURE REALLY IS WORTH A THOUSAND WORDS

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—companies that 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. Product and service companies can use these findings to their advantage. Look around your 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 one of marketing’s powerhouses: the “emotional brain.” 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 want you to care about the project I’m discussing, so I 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.
GETTING CONNECTED TO YOUR BRAND

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?
Here are the opportunities for EO Global learning.

For more information, contact events@eonetwork.org.
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:

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!

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 profile pages, etc. The simplest and most widely used data collection method is to ask for information directly by email. If you 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 email can increase open rates by as much as 10 percent.
GET IN THE NEWS

LEE PROSENJAK
EO COLORADO

My introduction to EO two years ago was at a learning event featuring Brian Scudamore and Cameron Herolf 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—investigating and conducting research. I spend time almost every night searching for one possible lead. And I’m sure there’s even more that I have yet to discover on EO network that I never knew about before.

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 leads. And I’m sure there’s even more that I have yet to discover on EO network that I never knew about before.

If you’d like to find out what I’ve found so far and how, then 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.
Entrepreneurs’ Organization
500 Montgomery Street, Suite 500
Alexandria, VA 22314-1437
USA

OUR MISSION
To engage leading entrepreneurs to learn and grow

Entrepreneurs’ University
Tearing Down Walls | 8-12 August 2007

fueling the entrepreneurial engine

Entrepreneurs’ Organization
500 Montgomery Street, Suite 500
Alexandria, VA 22314-1437
USA