

Duct Tape Marketing — Book Notes

Introduction

Every business is actually a marketing business.

Marketing is an all-encompassing outlook that must inform every activity of your business.

Definition: Marketing is getting people who have a specific need or problem to:

- know you
- like you
- trust you
- do business with you
- refer you

(This is also the structure of the book.)

Ch. 1: Identify Your Ideal Client

You need to know what your ideal client looks like so you can identify, describe, and focus on a narrow target of clients or segments that are perfectly suited for your business.

You don't sell goods and services. You sell solutions to problems.

Think narrow. Well-defined niche(s).

Identifying your market:

- Do they want what I have?
- Do they value what I do?
- Are they willing to pay a premium for what I do?

Create an "ideal prospect" profile (p. 14).

My ideal prospect is a smart, articulate, tech-savvy, middle-class mother of a school-age child or children who is busy with work and kids. She stays connected with friends and family members via the Web, but feels like there's no substitute for a physical greeting card when you want to say something meaningful.

However, traditional greeting cards pose several problems:

- they're often poorly written
- the amount of blank space can be intimidating
- it can be a pain to get to the store to pick them out

Providing a set number of Tangletown Cards greeting cards via subscription each quarter would address each of these problems.

Build a prospect list. Find the database, or purchase some portion of it, and use it for lead generation.

What would it mean if you had just 500 highly qualified prospects and your only job was to get them to know, like, trust, and contact you? Is that manageable?

Ch. 2: Discover Your Core Marketing Message

Find and communicate a way in which your business is different from every other business that does what you do.

You must discover and commit to something that allows your firm to differentiate itself in the minds of your prospects. This claim must be powerful and intentional — even if you must alter some aspect of your business to achieve it. Once this is done, you must create a core message that allows you to quickly communicate this difference, or you will never be able to break from the grip of the commodity business.

Get out of the commodity business. Price is a terrible place to compete. Find something that separates you. Quality isn't it. Good service isn't it. Fair pricing isn't it. These are expectations.

The difference needs to be in the way you do business — the way you package, the way you sell, etc. It's the experience you provide.

The core messaging process.

1. Discover, capture, and commit to a unique position.
2. Create a marketing purpose statement.
3. Turn your purpose statement into a talking logo.
4. Craft a simple core message to use in all of your marketing.

Tip for creating difference: Create an astonishing guarantee, one so strong no one else in the industry would dream of doing it. If you do this, you have two powerful things going for you: a core marketing message that differentiates you and a forced focus on delivering excellence.

Benefits:

- turns heads
- generates buzz
- creates a mission

Examples:

- a double-money-back guarantee.
- service
- product
- market niche
- free product in exchange for X number of referrals
- solve a problem (pre-paid greeting postcards)
- unique habit (we do financial planning and detail your car while you wait)

- customer service — give a free gift or related service
- find holes in the competition (greeting cards are poorly written)
- create difference in how you do business — payment terms, packaging, etc.

What you really sell. You don't sell what it is you claim to offer. You sell what the eventual buyers think they are going to get from your product. (e.g., connections)

Marketing purpose statement. It's meant to be the basis for all of your marketing and customer service activity. It should become not just a goal, but the overriding purpose for the business. It certainly becomes a means by which you measure your success.

The marketing purpose statement also becomes the filter for every marketing or business decision.

What's the purpose? To help people make meaningful connections with friends and family members in these frantic times by enabling them to easily send high-quality greeting cards

... to help people meaningfully connect with each other with high-quality, well-written greeting cards. Because it's a subscription service, the cards arrive automatically each quarter (along with a free gift). Because the cards are postage-paid and small, all the customers have to do is write a quick note and drop it in the mail. Customers can select online from the inventory of cards. If they don't choose, they'll be sent a default selection of "thinking of you" cards.

well-written subscription greeting cards.

2 points of differentiation:

- quality of writing
- ease of sending (postcards?)

The talking logo. This brings your core marketing message to life.

Part 1

Question: What do you do for a living? Answer is usually an industry or title. Goal: Tell people in a way that matters to them. 1. Address the market. 2. Zero in on the problem.

I help busy people/parents connect with friends and family members meaningfully and conveniently.

Part 2

When a person says, "Tell me more," you need to be able to elaborate.

People connect meaningfully with physical greeting cards. But it can take time to select one, and the choices are often poor. We've created a line of well-written, high quality cards and we've made it easy to order (via subscription) and send (they're postage-paid) the cards.

Core Marketing Message. Create a short statement that becomes your marketing message workhorse. E.g.: FedEx: On time, every time, or it's free.

Hand-crafted greetings for busy people. smart greetings for busy people. (recyclable)

Chapter 3: Wake up the senses with an image to match your message

Take the time to get the details of the image right.

Elements of identity. Typically they are the name and logo. But, anytime a client or potential client comes into contact with your company, they are experiencing your firm's brand or style. So the list can be really long.

Role of identity elements.

- Clearly identify the company.
- Appeal to target market.
- Differentiate your firm.
- Support the most important aspect of the core message.

Logo. Elements:

- lasting value
- distinct
- appeals to target market
- supports core message
- legible

Resources: logoworks

T (typewriter font) in a circle.

Chapter 4: Create products and services for every stage of product development

Products and services you offer to your target market to get their attention, permission, and business.

Marketing like dating. Increasing connection/relationship.

Once you identify your ideal prospect and your target market, you have a group of suspects. The point of your initial marketing to this group is to get them to identify themselves to as true prospects so you can gain permission to market to them.

Stages:

- Suspects: people who fit your target description
- Prospects: people who have responded to an offer for more information
- Clients: People who have tried your product or service
- Repeat clients: people who've upgraded or purchased more
- Champions: people who tell others and sell for you

Marketing hourglass. The greatest opportunity for growth comes from selling existing customers more products and services. Marketing hourglass takes the idea of funneling

suspects into your marketing machine and adds the intention of expanded product and service opportunities.

This approach asks you to develop a very deliberate series of marketing, product, or service offerings with specific intent:

- Automatically qualifying your prospects
- Gaining your permission to allow you to market to them
- Offering a low barrier or trial product/service
- Focusing on overdelivering on the purchase
- moving the client to other opportunities or levels of service
- Generating word of mouth or referrals

Marketing offer for suspects. Your suspect database responds to offers of complete information designed to help them solve a problem or answer a question.

Examples:

- free reports
- tips
- white papers
- workshops
- demonstrations
- evaluations
- newsletters
- books
- guides
- checklists

1. Need to develop a product in the form of a free offering before you can move on. E.g., list-type content.

Set of "thinking of you"cards.

2. Create an offer to become a client. E.g., by creating a low-cost or trial service offering.

Free set of cards for providing contact information.

3. Deeper engagements and higher-priced products.

Kids books, lunch notes, "dog be with you" content, etc; pie-wise cards; vocab words; bumper stickers, etc.; things kids say; poems ... kids stories.

4. Champions/referrers.

Monthly e-mail: 1 free e-card. other simple news.

Ch. 5: Produce Marketing Materials that Educate

No one likes to be sold to, but they love to buy. Marketing materials can do the job of selling if you focus on creating a set of material that provide an education for readers—an education that compels them to buy.

Marketing Kit. A collection of carefully crafted, individual pages of information that help you present the best possible case for why a prospect would buy from you. The kit format allows you to create personalized inserts, frequently changeable and updateable inserts, and inserts tailored to the specific needs of a prospect.

Contents:

- Case statement
- difference summary
- ideal client/customer description
- marketing story
- offerings

Case Statement. Explains why someone should buy your product. A case statement should address the following:

- A statement of a challenge, frustration, or problem that your target market experiences.
- An image of what life is like when the problem is solved.
- How they got there in the first place.
- A path for them to follow.
- A directed call to action.

Difference Summary. Tell them how you're different and shower them with benefits of doing business with you. Don't tell them what you do; focus on how you do it. Tell them about your unique approach, your processes, and the little things you do. Summarize your solution (the top 3 or 4 things your market will value).

Ideal Client/Customer Description. People generally feel more comfortable working with companies that specialize in their unique industry, niche, or problem. Describe your ideal client. Describe why they typically hire you – what's going on that makes them reach out to you?

You'll narrow your market in number, but make yourself more attractive to someone who fits your description.

Your Marketing Story. Tell your story in an open, honest, and entertaining way, and you will win their hearts as well as their heads. The ability to connect by way of personal stories is one of the greatest advantages that small businesses possess over big businesses.

Your Product/Service Offerings. Outline the various services, products, and packages you have available. Describe and detail the benefits of each.

Case Studies. Situation, problem, solution, result. 1 tip: get your customers involved in helping tell the story:

- What solution were you seeking?
- What do we provide that you value most?
- What has been the result of being a customer? What would you tell others who are considering hiring us?

Resource: stocklayouts.com; ducttapemarketing.com/istockphoto.php

Ch. 6: Website

Resource: ducttapemarketing.com/yahoo.php

PART II: LEAD-GENERATION MACHINE

Ch. 8: Run Advertising That Gets Results

Advertising is salesmanship in print. Don't think about placing an ad unless you are placing a direct-response ad. A direct-response ad is an ad intent on generating a very specific response or action.

Two-Step Direct Response Advertising. A form of advertising that motivates readers or listeners to take a step or action (step 1) that essentially signals that you have their permission to begin marketing to them (step 2).

This powerful process is set into motion by advertising that offers the reader free or low-cost information or services only. The sole intent of a two-step ad is to generate a qualified response or action – not to make a sale. When you offer a free how-to report, tip sheet, industry insider scoop, or other valuable information, you start the process of building a relationship, building trust, with your prospects.

Once a suspect responds to your ad, you now know that you have a highly qualified lead.

1. Run ads that offer the reader a free sample.
2. Send the report to everyone who responds and market to this group like crazy.

Offer something of value and people will respond.

Most small businesses can create a simple spreadsheet to log the majority of possible advertising opportunities.

Try direct mail. Likely the best option for most small businesses. You can purchase very targeted mailing lists and fully control who receives your message.

Ch. 9: Direct Mail Is An Ideal Target Medium
