



Business Development Ideas to Help You:

- ◀ **Make \$1,000,000 to \$5,000,000 Every Year**
- ◀ **Dominate a Market/Eliminate Competition**
- ◀ **Triple the Value of Your Business**



Have Something Good To Say

If you don't have something good to say, you can just forget about everything else...because your advertising will fail miserably. The great business philosopher Jim Rohn probably summed it up best in his lecture about communication. He was talking about personal communication, not about advertising, but the principle holds true. He says to be a master communicator all you've got to do is follow this **simple** three-step process: First, have something good to say. Second, say it well. And third, say it often.

In terms of advertising, here's what that means:

- Having something good to say means that you've innovated your business sufficiently so that you have something of value that's worth advertising in the marketplace.
- Saying it well has to do with taking what you do well and saying it in your advertising in such a way that it gets people to notice and take action. We're going to show you how to use the power of writing and articulating to get more results for the same money spent - say it well - in a future issue.
- And as for saying it often, that refers to executing your advertising and follow-up marketing in a systematic format that allows you to cost-effectively turn prospects into customers.

So before we get into the how to say it well, let's spend just a few minutes talking about the first step to successful communication: "Have something good to say." Some people don't expect that they have to actually innovate their business to be successful.

However, that is the **best** and most essential marketing strategy.

The problem is that most companies who do any kind of advertising and marketing at all usually follow a strategy that's destined to lose (unless you have about \$250,000,000 to spend). They try to sell the same old stuff that everyone else is selling using "image" ads, "awareness" marketing, "brand" building, catchy slogans, tricky words, fast-talking or sales

gimmicks.

Once you have created something that people actually want then advertising and marketing becomes infinitely easier. One of the most successful advertising professionals of all time was named Rosser Reeves. You might not have heard of him, but you're probably familiar with lots of things he created, even way back in the 50s and 60s; he's most famous for M&M's - "They melt in your mouth, not in your hands." Anyway, Mr. Reeves pointed this out, "Have something good to say," way back in 1965. Here's what he said about writing good advertising:

"The business owner should bring the advertising writer a product or service that **deserves** to be on the market. It should have significant points of difference from other products. Then the idea behind the advertisement...is very, very easy to find. For example, if a manufacturer brings you a car that can go 500 miles on a gallon of gas, you don't have to look far for an idea for the ad. The idea is right in front of you. If on the other hand, you have an Edsel that's not very different from any other car, you are doomed to failure in advance. I don't believe any advertising brilliance could have saved the Edsel."

In case you're not familiar with the story, the Edsel was the greatest embarrassment to the Ford Motor Company of the 50s. They spent record amounts of money promoting it, hyped it to ends of the earth, but nobody wanted it. Why? Because, despite what the promotion said, it was just another average, ordinary car. Here's the point: spending money on marketing, advertising, and the greatest advertising copywriters of the day didn't compensate for the lack of confidence or lack of perceived value in the *consumer's mind*. There was simply nothing good to say about the Edsel.

So think about it right now. Do you have "something good to say?" Are there things that you do that make you a better value for the money than your competitors? Would your customers argue passionately that you provide products and services that are measurably better than anyone else? Are you sure? Success starts with telling the truth.

If you don't really have something good to say and if you are not continually improving your offerings, then why is it that you expect to win in business? If you trotted out the local high school varsity football team to play against the reigning Super Bowl champs, would you expect the varsity to win? Of course not.

As a fundamental part of your **marketing** strategy, you've got to create product and service offerings and develop a business model that is so unique, so good, so unparalleled, so compelling that it makes your prospects say, "I would have to be an absolute fool to do business with anyone else...regardless of price."

Not only will this dramatically increase your operating profits in the short term, it will also result in your business continually increasing in value and salability, so that you can sell it whenever you want to for top dollar.

If you're interested in developing a powerful marketing program that will boost your enterprise value, simply respond to this email and request a FREE copy of our 2-CD program called Monopolize Your Marketplace.

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