

MARKETING OUTRAGEOUSLY

How To Increase Your Revenue By Staggering Amounts

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The Web site for this book is at <http://www.findsuccess.net>.

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MAIN IDEA

Outrageous marketing is all about having fun and making more money by getting noticed because you do things that are refreshing and different from what everyone else does.

In essence, outrageous marketing comes down to five key ideas:

1. In every marketing project, come up with genuinely outrageous ideas.

Figure out what kind of business you're really in and do fun, zany things that are aligned with that business. If you work at it, even the most mundane element can be injected with a little outrageousness, creating strong differentiation from all your competitors. Give yourself permission to have fun and your customers will love you for it.

2. Always expect tangible results from advertising.

In other words, never advertise just to build an image or awareness. Instead, every single ad should be evaluated on the results it generated. If the ads make money, keep running them. If your ads don't generate immediate sales, keep changing them until they do. Build your image by making sales as you go, not later.

3. Don't worry about reach or frequency – go for dominance.

It doesn't really matter whether or not you advertise in a prime marketing medium which reaches millions of people. What's more important is to totally dominate whichever medium your best prospects use. It's better to reach fewer people and make a strong impression than it is to reach millions of people in passing.

4. Never, ever use plain vanilla marketing.

There may be situations in life where being bland is an advantage. Marketing isn't one of them. Instead, do things that stand out, that are so noteworthy people sit up and pay attention. If you settle for being bland, you open up a huge opportunity for a competitor to come along and do something outrageous and take away your customers.

5. Think an outrageous thought: That you and your marketing can be the best in your industry.

And then do whatever it takes to get there.

Thus, marketing outrageously is all about injecting some zest, originality and creativity into marketing. It's also about having a singular focus on increasing revenue rather than winning advertising industry awards or following the herd. To be an outrageous marketer, you stand up and be counted by getting noticed. At times that will be invigorating, and at other times irritating, but it will certainly never be boring. And the more outrageous ideas you come up with, the greater the chances are you'll actually hit on a strategy that takes your organization or company to a new and higher level.

The 17 Ground Rules of Outrageous Marketing

- 1 If you aren't willing to take a few risks when marketing, become a bean counter instead.
- 2 When you aim for the top, you'll automatically make more progress than if you aimed lower.
- 3 There's no risk in really pushing the edge of the envelope when you market outrageously.
- 4 If you correctly identify which industry you're really in, you can hit the marketing jackpot.
- 5 Examine the sales team before you start worrying about management or product.
- 6 If you mimic the market leaders, all you're doing is adding to their market dominance.
- 7 When a huge opportunity comes along, jump aboard – even if there is no safety net.
- 8 Make a habit of inventing new ways to market your product every six months.
- 9 Champion the idea of having Idea Champions in-house.
- 10 Always remember there are people out there prepared to spend more. Cater to them.
- 11 All advertising should get results – build your image while getting more paying customers.
- 12 Use headlines and subheadlines to build the buying momentum right from the start.
- 13 Don't worry about market share. Focus on dominating your market.
- 14 Even if you don't feel like it or don't want to, differentiate until you sweat.
- 15 Ask one question every day: "What have I done today to make money for my company?"
- 16 To generate outrageous results, you have to make your employees genuinely outrageous.
- 17 Build a marketing mosaic with colors of change, differentiation and outrageousness.

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