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# Preface

If you own or manage a business, chances are you've read a few books on marketing.

You've probably heard "so-called" marketing gurus preach about "brand building" and tell you that once you've developed your "brand persona", clients will come knocking on your door every day of the week.

On the other side of the coin, you've probably also heard from other "so-called" marketing gurus that "direct response advertising" is the only way to go, particularly for small businesses.

My view is that you need to consider "both" simultaneously.

In other words, you need to use direct response call-to-action marketing and build your brand personality at the same time.

And it's easy to do when you know how.

In Australia, Woolworths supermarkets are a great exponent of combining both marketing paths at the same time.

Woolworths heavily promotes its four cents per litre fuel discounts and, at the same time, pushes its overall branding message, being "The Fresh Food People".

Kellogg's have been offering "direct response wow factors" of free gifts in their cereals for more than 50 years, but at the same time,

they have been building a brand personality of “fun, healthy breakfast cereals”.

Kellogg’s has been able to take our focus off the price through the wow factor of free bonuses and has been able to build an unbelievably valuable brand simultaneously.

No matter what the size of your business, it needs to project “a personality” – and if you are a tiny one or two man-band, chances are that it will be *your* personality that will shine through – and that’s fine ( as long as you’re not boring!).

I have been providing wow factor marketing advice to business owners and CEOs for over 30 years and this book should be a valuable marketing tool for you, as it provides you with my proven winning formula of “how to attract new clients” at will.

Can you imagine how good it would be if you can simply turn the “customer tap on” whenever you wanted to?

When you see my “client attraction ideas” herein, you’ll realise that it’s easy for you to stand out from your competitors if you follow my mantra.

I’m guessing that you’re in an industry that suffers from “the sea of sameness” disease – where just about everyone looks and sounds the same.

I know this to be a fact because there are so few businesses, products or services that actually stand out from the crowd.

After all, how many Richard Bransons, Steven Spielbergs, Steve Jobs or even Australia’s Mark Bouris have you seen in your industry throughout your career?

These days we are bombarded with thousands of messages a day both online and offline.

And if you’re going to stand out in that huge plethora of communications, you need to be the “UN” of your industry.

You need to look extraordinarily different from the pack and communicate with your prospects in a way that solicits an instant response.

Once you learn the principles that I highlight in this book, you'll no longer be held captive by the traditional forms of marketing that are no longer effective in the world we live in.

Your business and your life will become more enjoyable because you can attract customers whenever you want to.

This book will take you down the "road of reality", demystifying the online world for you and probably contradicting many of the lessons that university marketing lecturers drill into students every day.

You see, my stuff is not uni classroom "theory".

This is real world truths from someone who has devised thousands of marketing campaigns across scores of different industries.

I've provided marketing directions before, during and after recessions, providing my "client attraction system" to corner shops, medium-size businesses and huge companies worth billions of dollars.

So the formula and ideas you'll see in this book have not been put together by a university academic, they are my learnings from over 30 years of being in the trenches helping businesses make more sales through attracting new customers.

I'll show you how you can avoid marketing your goods or services on price and how you can use "wow factor thinking" to stimulate repetitive trade and customer loyalty.

You don't want one customer once.

You want every customer to become a lifelong advocate of your products or services – and this book will show you how to do it.

You see, the real money in our universe is made through **sales and marketing**.

No one really gets wealthy by cleaning swimming pools, mowing lawns, doing bookkeeping, driving a courier van or painting houses.

Whatever business you're in, you should look upon yourself as "marketing company".

So if you're a butcher, you're "marketing meat".

If you're an accountant, you're "marketing financial solutions".

And if you're a naturopath, you're "marketing natural health remedies".

I'm totally bewildered at how many business owners let "the day-to-day business" take up all their time, focusing on just about everything except "sales and marketing".

I bet at this very moment, your business engages the services (either in-house or outsourced) of an accountant and a solicitor.

Heck, you probably even have a cleaner come in to the office or shop once a week.

But I bet you don't have any outsourced "**marketing advice!**"

(Incidentally, my website is at [www.theinstituteofwow.com](http://www.theinstituteofwow.com) if you're looking for such advice!)

I bet if I asked you what you felt was the most powerful way of building your business, you would agree it was through adopting "savvy marketing skills".

No, I'm not biased due to the nature of my skills.

If I thought that you could quickly become wealthier by improving your operational skills or perhaps by knowing how to do your bookkeeping better, I would say so.

The fact is that "clever marketing" can transform your business from bland to grand virtually overnight.

So let's get this very clear from the outset.

If you want to build wealth via your business, stop spending so much time on the operational and administrative areas of your business and start devoting the bulk of your time, energy and resources to **marketing**.

And if you want to benefit from the “right” sort of marketing, my Client Attraction Formula in this book is a good place to start.

I recall having numerous conversations about the power of marketing with the CEO of the Greater Building Society, my client for which I scored Jerry Seinfeld as spokesman.

The CEO, Don Magin, came from an IT background, but after seeing the results of my “client attraction formula”, became a strong advocate of my “wow factor marketing” mantra.

Within six months of engaging my services back in 2001, I provided the building society with a marketing client attraction program that turned out to be a game-changer for the financial institution.

Up till that point, the building society lived in a “sea of sameness” in terms of their marketing communications.

They looked the same, sounded the same and communicated the same as every other bank.

But because their marketing budget was considerably less than the big boys, they suffered from “invisibility”.

And that’s always going to be the case when you’re the David and you’re up against a bunch of Goliaths.

That’s why you need to be the “UN” of your industry, be bold and look very different with your smaller budget.

In the case of the Greater, they had not only looked the same as their competitors, but their home loan client acquisition campaign was identical to every other bank, a “1% discount honeymoon rate” for the first year of any home loan.

In my world, they had won a Gold Logie (that's Australian television's Academy Awards) for being boring and humdrum.

I suggested that the society replace this "invisible" acquisition campaign with one which was titled "Get A Home Loan And Get A Free Holiday".

Management were understandably sceptical of this outside-the-box idea, but given they had engaged my services to put a rocket up their backside, they decided to "test" it for three months.

So all references to interest rate and prices went out the window and for the three-month test period, all advertising on television, radio, online and press simply said, "Get a home loan from the Greater Building Society and get a free holiday!"

The holiday destinations were determined by the amount of one's home loan, so it was a very fair program where the more you borrowed, the more holiday points you got.

## **The Result Was Instant And Spectacular!**

Within a few months, the Greater's home loans had doubled and within 18 months, the home loan figures had gone off the radar and the society knew it was sitting on a "magic carpet ride" for many years to come.

And guess what? The society had found the silver bullet that enabled them to resist even mentioning a price (interest rate) for nine long years, the only bank in the world to ever do so.

Back to my conversation with the CEO, Don Magin, throughout that time.

Over a coffee or two, I would ask him, "Do you think the building society would have enjoyed anywhere near this meteoric success if you had devoted the same amount of focus on your IT or Human Resources' areas of the business?"

Being used to my sarcasm, Don's response was, "Of course not, you idiot!"

He absolutely agreed that the society's decision to focus on marketing was a smart one.

And that's the point I want to make to you.

The crazy, crazy thing about most business owners and CEOs is that they devote way too much focus on other areas of their business **outside marketing**.

When, in fact, it is **marketing** that can quickly catapult a business from the basement to the penthouse.

Has my road to this point of my life been a smooth one?

Of course not.

And if one is an entrepreneur, one has to expect the odd speed-hump – as entrepreneurs tend to push the envelope and experiment with new things continuously.

I've been rich, broke and rich again, the story that most entrepreneurs can relate to.

However, if there is something valuable about falling down, it is learning from one's mistakes and ensuring in the future, one has "systems" in place to avoid a similar stumble down the track.

My hiccup in business is documented in Chapter 4 of this book and was not the result of one of my ideas failing miserably.

Rather it was the result of an "operational mistake" in the printing process of one of my campaigns.

Nonetheless, from that moment on, I adapted what I call "a potential problem analysis mantra" and those around me for the past couple of decades will testify that for a creative person, my "eye for detail" is pretty sharp.

I learnt that with every project, particularly in the "operational side of things", one needs to draw up a list of potential problems and check everything manually numerous times.



My giant “hiccup” was in 1994 when a printing mistake cost me over \$2 million in losses in just one week – and when you get a kick in the guts like that, you make sure you learn from the exercise!

You also learn that it’s vital to surround yourself with the right people, “other experts” at their trade.

This way, you are sure to minimise the risk of mistakes!

Many have asked me who my major influences had been and I guess it’s no surprise that those who have inspired me come from the creative world.

I’ve long admired the likes of Walt Disney, Steve Jobs, Steven Spielberg, and Richard Branson – all extraordinary entrepreneurs who have demonstrated an understanding of “wow factor marketing”.

I hope you enjoy reading this book and learning the principles of my Client Attraction Formula.

If you adopt these principles in your own business, I’m betting you’ll be the “UN” of your industry very quickly and will therefore enjoy a disproportionate market share.

I hope you become a marketing maverick in your field and that you enjoy the wealth and lifestyle benefits that come with being able to attract new customers whenever you want to.

And if this book gives you a taste for my philosophies and services, please feel welcome to visit my website at [www.theinstituteofwow.com](http://www.theinstituteofwow.com) to find out other ways you can work more closely with me.

So I guess the next step is to turn the page and begin your journey on the road to discovering how to attract new clients, ones who pay you more and stay longer!