

Contents

Introduction v

Part 1 | Basic Marketing Truths 11

Opportunity Can Strike Anywhere, Anytime 13

Nothing Sells Itself 15

What Happens When You Stop Marketing 17

Why Not? is the Wrong Question 19

The Power of Asking 21

Profiting from Mistakes 23

Patience, Patience #1 25

Patience, Patience #2 27

Results Take Time 29

Delays Happen 31

Your Preferences Shouldn't Rule 33

The Familiarity Effect is Real 35

Everyone Knows - or Do They? 37

Know Your Audience 39

Take the Marketing Quiz 41

Part 2 | The Importance of Quality 43

Forget "Good Enough" 45

Setting a Standard 47

Why Quality? 49

Why Good Enough Stinks 51

Part 3 | You Vis-à-vis Clients 53

Hop to It: Expectations and Options 55

Price Complaints? Here's What to Do 57

Respect Potential Employees, Too 59

Forget About Wanting Folks to Like You 61

Can You Please Everyone? 63

Unwittingly, You Attract 65

Referral Fees, Yes or No? 67

Create Fans, not Customers or Users 69

Client Crises - Resolved or Rejected? 71

Pricing: Don't Explain 73

Serve, Don't Be Subservient 75

Cultivate True Fans 77

Part 4 | Find Your Own Best Path 79

Ignore Other People's "Musts" 81

They Said I Had To 83

Forget Other People's Numbers 85

Stereotypes About Personality and Marketing 87

Silent Like Cal? 89

What's Your Business Philosophy? 91

Cheesy or Credible? Your Choice 93

Set the Right Tone 95

Redefine Yourself - Why and How 97

Understand Your Limits 99

Part 5 | From Success to Greater Success 99

- Always Alert, Always Learning 101
- Beware Misplaced Pride 103
- From Small Success to Small Success to... 105
- Are You In Front of Customers Enough? 107
- Not Advertising? Think Again! 109
- Create a Dependable Pipeline 111
- The Power of Intention 113
- Don't Get Drained by Questions 115
- What a Standup Comedian Learned 117
- Become Unforgettable 119
- Long-ago Connections Can Return 121
- The Grapevine Speaks 123

Part 6 | My Own Business Lessons 125

- 25-Year Marketing Insights, #1 127
- 25-Year Marketing Insights, #2 129
- 25-Year Marketing Insights, #3 131
- 25-Year Marketing Insights, #4 133
- What You Already Know 135
- Time for "Thank You" 137
- Year-End Thanks 139

Part 7 | Recession-Proof Marketing 141

- When Recession is in the Air 143
- Don't Let Customers Feel Neglected 145
- Bob Bly's Advice for the Last Recession 147
- Before Lowering Prices, Do These Things 149
- In a Recession, Reconnect 151
- Recession? Don't Run Scared 153

The Get-Clients-Next-Week Formula 155

Be Choosy - Even in a Recession 157

Part 8 | Customer Service Matters 159

The Math of Satisfaction 161

Soliciting Useful Customer Feedback 163

Where's the Start Button? 165

Worried About Bothering Customers? 167

No Parking? No Problem! 169

Appreciative Gestures Work 171

Small Touches, Big Impact 173

Recommended Books 175

Get the Whole Series! 177

Index 179

About the Author 183