

MARKETING NOW—HOW

How to thrive in the digital marketing era with the Book Rapper Marketing Map

Book Meatball Sundae, How New Marketing is Transforming the Business World (And How to Thrive In It), Piatkus Books, London 2008.

Author Seth Godin

Speed RAP The rules of Marketing have changed. Old Marketing was about selling average products to average people by interrupting them with advertising. New Marketing requires a product worth talking about and tools to attract interested people to your offer.

Seth Godin points to something big! Every single business model is under question. New organisations designed to take advantage of the new rules will overtake those trying to add them to their existing operations (adding sweet toppings to your meatballs). If that sounds like your business, look out!

Your Challenge Your challenge is to get creative. Rethink your Business Model and Business Plan; rewrite your Marketing Plan. Use the Book Rapper Marketing Map to combine several of Seth's trends into your new marketing how. Now.

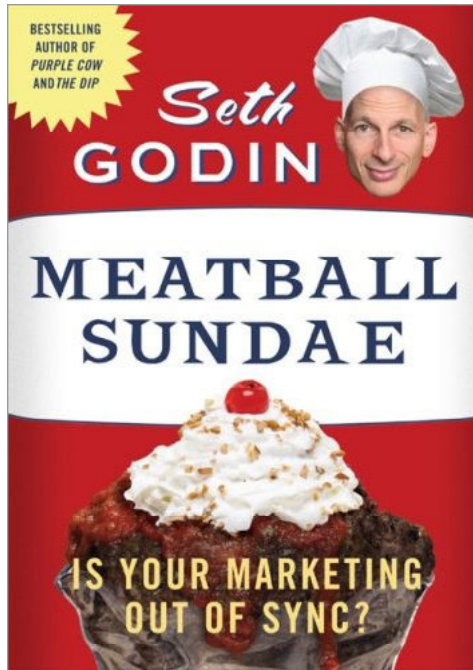
RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

PROFITS : to gain an advantage or benefit.

Review: Meatball Sundae

Seth Godin, *Meatball Sundae, How New Marketing is Transforming the Business World (And How to Thrive In It)*, Piatkus Books, London 2008.



Marketing guru Seth Godin says he “will only write a book that stretches things” and his elastic mind runs to full stretch in his current offering ‘Meatball Sundae’.

This book – as with most of Godin’s offerings – has arrived just when it’s needed. It’s an expansive oeuvre on the Internet, radical changes in media and their seismic impact on the way we do business. There are now millions of Web sites and even more e-mail users; hundreds of cable TV networks and thousands of online radio stations; more viral ideas online & offline; think Google, YouTube and MySpace.

This undeniable trend towards conversational forms of media began a decade ago when the Internet went public and culminated recently with the birthing of Web 2.0 social media infrastructure. And, Seth Godin insists it’s here to stay.

Operating in catch up mode, business is scurrying about trying to hook into the power of these new techniques, tools and tactics. Yet their well-intended efforts fail to yield the hoped-for traffic, attention, noise or sales. They fail because the Web and the new marketing tools only work when applied to the right organization. New Marketing isn’t magical. However, magical transformation can happen when you align your business - from the bottom up - in sync with it.

Attention! There are new rules; it’s time for change. Change in product development; change in marketing practises. To secure future profits it’s a heads-up on re-thinking product development and marketing practises. To remain in the game, you had better change your game plan.

QUESTION: WHY IS IT VITAL TO RETHINK PRODUCT DEVELOPMENT AS WELL AS MARKETING?

Answer : Let’s do an experiment. Close your eyes, salivary glands on full alert, and visualise perfection as you create a sundae: crystal white vanilla ice cream topped with strawberry, banana or chocolate sauce, add some airy whipped cream, and a sprinkle of crunchy nuts finished off with a glistening ruby cherry. Yum! *continued over...*

Review: Meatball Sundae continued

...continued And now, in your mind's eye, visualise your gut-reaction as you heap those same deliciously sweet toppings onto a ramekin full of hot, herbed, garlic, tomato, pork & veal meatballs! Yuck! Get it? Who could stomach a Meatball Sundae!

Well, that's the sort of disconnect that happens when you try to heap the new marketing techniques and tools (the toppings), on to your old products (the meatballs)! Your intention to market through the new conversational, social media is spot on; your old commodities and service are not. That's the timely message Seth Godin serves up; you create a Meatball Sundae when you try to use the new social, conversational media to market boring, old products, services, models, strategies, and structures.

Sure, there's lots of interest in social networking and yet, there's hesitation in applying it to business. Something in you wants to stay with making Meatball Sundaes. You know that no-one likes the taste; and you're concerned that no one's going to buy, yet you still serve 'em up. Rest assured, you're in good company as you try to get a handle on this life-altering trend. Confusion, uncertainty, doubt and mistrust are the order of the day. So, when you feel the need to question, back-up and re-read from where you started to drift.

Some of the New Marketing tools (toppings) Seth identifies are: Websites, blogs, YouTube videos, MySpace, Google AdWords, viral ideas, online radio stations, podcasts, vodcasts and of course, the familiar e-mails. They are the gems that will illuminate your redesigned business.

Seth Godin's an engaging story teller. His is a scintillating take on the world of social, conversational media and its relevance for future profit.

QUESTION: WHY PRODUCT DEVELOPMENT IF WE'RE TALKING NEW MARKETING?

Answer: Because it won't work to simply open your shiny New Marketing toolbox and pull out the coolest looking tools. As with any meta-change, there's more to it than that. To capture attention - with little apparent planning, effort or cash - you have to pull apart and re-assemble your entire business. Your old Meatballs - products, services, strategies structures are not the commodities that will enable you to move forward using New Marketing techniques and tactics. As Seth says, old meatballs simply don't work with the new toppings.

QUESTION: WHY NEW MARKETING?

Answer: Because you want attention, to make a point, to move people, to light up the lights. You want to reach the masses! Right? Not any longer. Listen up, mass marketing has had its day. There's little space for it in our high tech, immediate, global world with it's intuitive, truth sussing, easily distracted, over-whelmed inhabitants. Mass Marketing is fast being overtaken by New Marketing now and Meatballs shows you how - how you can get on board and work it for yourself.

OUR RAPS

The RAPS in this issue of [Book Rapper](#) point to [How](#) to apply New Marketing [Now](#) to your business. First, we unravel the 14 trends highlighted by Seth - although there are probable about 50 happening right now out there on the marketing highway. Then, we show you [How](#) you can mix, match and apply them to your business. To make Meatball Sundae's ideas more accessible and easier for you to Action, we've chunked up Seth's 14 trends into 4 big ideas. We've created a New Marketing Model - The Book Rapper Marketing Map - to help you navigate your way through the uncharted waters of the digital marketing era. Let's [RAP](#)...

Precis: Meatball Sundae

What business are you in? Marketing delivers the answer to that; and marketing just changed!

14 trends are redefining marketing. These trends are transforming businesses that have the right products and the right approaches. They are crippling others that are stuck with meatballs. Once again marketing is transforming what we make and how we make it.

Time honoured Old Marketing ploys have enabled business to flourish for over 100 years. Marketing was a vital, valuable given; and, it was high cost!

Basically, if you made beige products for beige people and revved up the advertising you made good profits. The arrival of TV post-WWII was a marketers windfall. To reap the benefits of this miracle worker all you needed was an efficient organisation

or factory, dependable, uniform products and the readiness to outlay money to tell people about your goods and services.

Then came the New Marketing. It's really unzipped traditional marketers.

Too much stuff and scores of new publishing/broadcast options have started to erode the clout of TV advertising; the guaranteed golden goose is dead! Just as traditional marketers are adapting to these new rules, novel techniques and tactics have nudged in and picked up the slack. To a traditional marketer, an effective new marketing technique is more miraculous than TV; fast results, little apparent effort at near zero cost. Paydirt.

Caution! The New Marketing doesn't work for everyone; and it doesn't work as well as some would like. New Marketing is for intelligent organisations that are poised, prepared and ready to be propelled by its fresh tactics. It is slovenly at selling boring old products and services. From now on growth and profit come from a newfangled, integrated approach; one that combines the New Marketing tactics with fundamentally different products and services. Creation - design plus innovation - rules!

The New Marketing is a sweet selection of tools, techniques and tactics that offers a huge payoff; and it works when used to sell something that goes fabulously with hot chocolate sauce, whipped cream, nuts and a cherry!

If you're still making meatballs, bad news looms.

	PRE-INDUSTRIAL	MASS-MARKETING	NEW MARKETING
SCALE	Small, family businesses	Large companies, department stores	Fast, flexible, personable organisations
PRODUCTS	Handmade products	Mass production, average products	Remarkable and unique products
SOLD	Sold locally	Sold nationally	Sold globally
TYPICAL PRODUCT	Blacksmith, General Store	Soap Powder, Cars, Household Goods	Unlimited range of niche products
MARKETING	Street presence	Mass Media Advertising, eg TV	Digital Marketing Tools, eg Google
MAJOR EXPENSE	Production	Advertising	Creation - Design and Innovation

ASK NOT WHAT THE NEW MARKETING CAN DO FOR YOU...

WRONG QUESTIONS...

- ❶ How can we best get the New Marketing to work for us?
- ❷ How do we use the cool new tools in our existing structure?
- ❸ How do we use New Marketing to maintain the status quo?

IF YOUR ORGANISATION OR PRODUCT IS NOT GEARED TO THE NEW MEDIA, YOU'LL ONLY BE PUTTING SWEET TOPPINGS ON YOUR MEATBALLS.

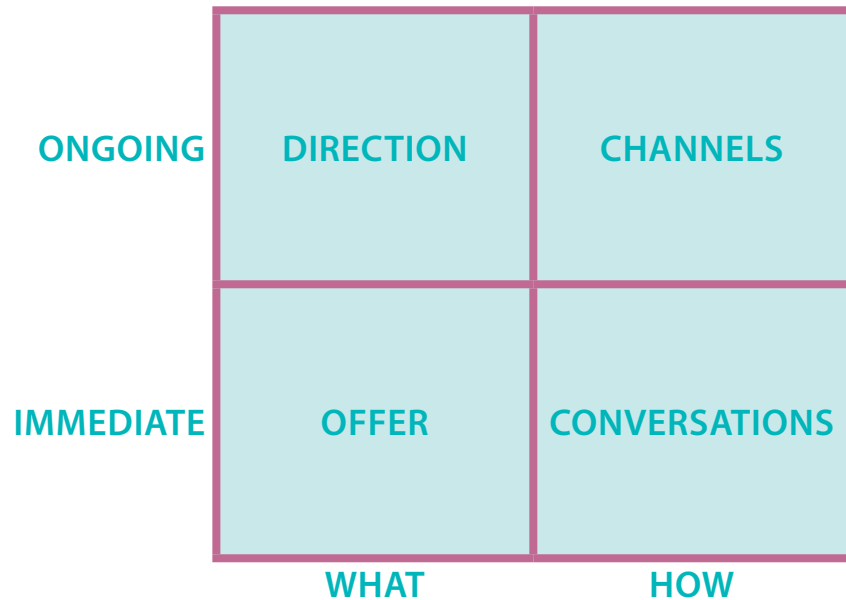
ASK WHAT YOU CAN DO TO THRIVE WITH THE NEW MARKETING.

BETTER QUESTIONS...

- ❶ How can we organize our business to take advantage of the New Marketing?
- ❷ How do we become a business that thrives because of the New Marketing?
- ❸ If you're not growing the way you want, how can your business be altered?

The Book Rapper Marketing Map

The New Marketing requires a new approach. We've reorganized Seth's 14 New Marketing trends into 4 big ideas and created The Book Rapper Marketing Map. Use it as your personal blueprint and profit from the new trends.



1 Choose Your Direction

Before we take off we need to be clear about the direction in which we are heading. There are 2 key trends to chart your direction in the New Marketing: **1** Make your product/service remarkable and **2** Attract customers to your offer.

2 Rethink Your Offer

There are 5 strong trends to consider in focussing your attention and your product offer. Each trend is significant in itself and may provide the edge for you to create a unique product/service. The least they'll do is challenge your current thinking.

3 Build Your Channels

In Old Marketing terms, the channels for promotion were limited to mass media - TV, radio and newspapers. In the New Marketing, the choice of channels has exploded exponentially. You need to choose a new set of channels to build. We've highlighted 3 of Seth's trends on how to make the most of these new channels.

4 Have Conversations

In the Old Marketing it was possible to avoid talking directly to your customer thanks to middle-men sales teams or, you simply didn't answer the phone. In the New Marketing direct conversations between consumers, and between consumers and producers will alter the way we all do business. Pay attention to the 4 conversational trends that we've chunked together.

So there you have it. Seth's 14 trends chunked into four areas to make up Book Rapper's Marketing Map. Now we **RAP** those four big ideas.

RAP1: Choose Your Direction

You need two key foundations to build your New Marketing organization: you need a **BIG PRODUCT** idea to build your organization around, and you need to **ATTRACT PEOPLE** to your idea. If you don't have these two in place, the rest is rhubarb.

What's the Big Idea?

Factories thrived on little ideas. A tweak here, a little efficiency there, a modest improvement all over.

In the Old Marketing, most products were average and success was given to those who advertised lots and got noticed. Today buying eyeballs to get noticed no longer works.

In the New Marketing the only way to get people talking about you is to be remarkable, unique, funky, quirky, engaging or compelling. You need a big idea and an outstanding product - one that stands out because it outstanding.

It's time to stop advertising. Start creating through design and innovation. Stop trying to get people to talk about your product or service and start making it worth talking about.

Focus on design. Make your product faster, make it smaller, make it incredibly easy to use. Make life better for your customer.

Create your big idea and then devote your organisation to bringing this idea to life.

Attract the Interested

The Old Marketing, was like panning for gold. The more silt you put in your pan the more likely you were to strike gold. ie, advertise more, interrupt more and the weight of numbers will reward you with sales.

Today, this doesn't work. People can no longer be reached by mass marketing alone - the TV audience is down 40% on a decade ago, and even if they are watching they're likely to ignore your message. Gen Y watch less TV than we did.

The New Marketing works like a light bulb to insects. Light it up and they come. You just need to illuminate your offer and those who are interested will see it.

Consider Google Adwords, a customer types in what they're looking for in a couple of keywords. Less than a hundred customers a day might click on your link and yet, each one has done so through their own interest.

Your customers now select themselves. They decide what they'll spend their attention on. They know what does - and does not attract them.

The big shift is from marketing to everyone to attracting those who are interested.



RAP2: Rethink Your Offer

In this RAP, we present five of Seth's New Marketing trends that question the very heart of your business model and your offer to your customers. Use them to challenge your existing products and services and to align your business to the way of the New Marketing.

Slice AND Dice

What is the most profitable part of your business?

In the Old Marketing, one product line typically subsidised another and as a result the bigger whole that was created became more important. For instance, McDonalds makes enough money from its drinks so it can afford to sell you a cheap burger. Yellow Pages profits

from individuals who bundle their listings together with other people into a single resource.

In the New Marketing, the whole has been cut up into pieces.

Google and the other search engines have dismantled the world,

they've sliced it up into individual pieces. Keyword searches mean we no longer enter web pages via

the home page, we go straight to the piece we searched for. The same applies to your products, we don't want all those bundled extras, only the bit we truly want.

Previously, where newspapers and magazines bundled articles with their ads, now we can have the article and ignore the ads. Similarly, we don't need the Yellow Pages when we can search online for individual businesses.

That spells big trouble for these industries.

This trend is the thumb for all others. It's what separates New Marketing from its ancestry primates and, it may force you to rethink your entire business model.

Strengthen AND Outsource

In the Old Marketing, it was hard to find good help. Building and keeping an in-house team was the model for success.

In the New Marketing, almost everything can be outsourced some where in our global economy. You don't have to be a manufacturer or producer anymore, someone else can do that for you and probably quicker, cheaper and better.

It's time to focus on your strengths and your uniqueness; outsource the rest. Work out the best way to get something done and then ensure you get others to do it for you. You're worth more than that. Go with your strengths and your passions.

Slice AND Dice

Strengthen AND Outsource

Scarce OR Abundant

Cheap OR Best

Hits TO Niches

RAP2: Rethink Your Offer continued

Scarce OR Abundant

In the Old Marketing, some things that were scarce are now abundant. For instance, shelf space used to be hard to get because it was in limited physical supply. Thanks to the Internet, shelf space is limitless - just ask Amazon.

In the New Marketing, some things that were abundant are now scarce. For instance, attention. We're so flooded with messages that you've only got 10 seconds to capture my attention on your website or I'm clicking elsewhere. There are 10 million other sites to look at!

It's difficult to be profitable when what you're selling is abundantly available. To make a profit you need to be offering something that is relatively scarce so consumers will pay a premium for it.

As mass marketing dies new opportunities based upon changes in scarcity and abundance will emerge. Look out for them.

Cheap OR Best

In the Old Marketing there was plenty of average products selling for average prices. Beige, beige or beige.

In the New Marketing, everything has splintered into two groups: the cheapest or the best.

Either your customers care about your product type or they don't. For instance, there are wine lovers and people who drink almost anything; there are audiophiles and people who simply listen to music; gadgets gurus (we all know one of those) and people that just want the basics.

If a consumer wants the best they'll research it, if they don't care they'll take the cheapest and easiest option.

Are you going to be the cheapest or the best in your area?

Hits TO Niches

In the Old Marketing, everything was geared to creating mass market, best-selling, blockbuster hits. If you didn't have a hit you'd failed. Think movies, toys, books, fashion, food, music.

In the New Marketing, Chris Anderson's Long Tail demonstrates that niches are king. Amazon profits more from the thousands of books that sell up to 100 copies a year than it does from the handful of books that sell in the thousands. The biggest selling product in most categories is now 'other'.

Consumers are demanding more choice. We can use our computers to create that choice, and the Internet lets us distribute it efficiently and cost-effectively.

Your new goal is to create little pinkies and lots of them; lots of profitable niches. Instead of creating a generic marketing book, write one for beginners or for the experts; write for the online market or for self-storage operators. Profit from your niches.

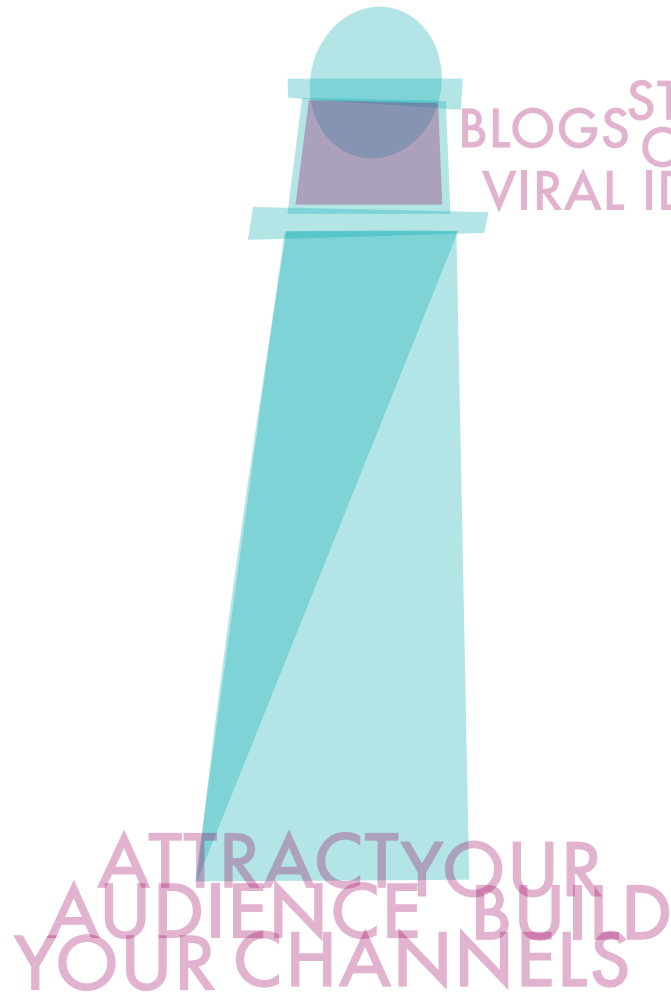
SCARCE OR ABUNDANT

CHEAP OR BEST

HITS TO NICHES

RAP3: Build Your Channels

In the days of mass media, there were only a handful of important TV channels, radio stations and newspapers. Now, You Tube has millions of channels and that's only one website amongst tens of millions more. It's time to relate to yourself and your business as a media channel and start building your own channel with the New Marketing tools.



Infinite Channels

In the Old Marketing it was relatively easy to get noticed. You simply bought up lots of mass media advertising - eyeballs - and people noticed. Hopefully, some who noticed were potential customers and even better, some of them bought your product or service. People were constantly interrupted by the clutter; that's how it was.

In the New Marketing, we don't want to be interrupted anymore, particularly by something we don't care about. Getting noticed by a lot of people is not so easy. Fewer people engage in mass media and even if they do, they're ignoring or screening out your message.

The good news is you don't really need a lot of people to notice you; you simply want the right audience to pay attention to your product and the new marketing channels are way more effective at just that.

Be really selective and specific about your message and how you illuminate it. Sure, less people will notice; however more will act.

RAP3: Build Your Channels continued

Authentic Stories

In the marketing days of old, businesses were easily able to tell us what they wanted us to hear using relatively few publication and broadcast sources. Generally, we believed the spin. We had little choice!

In the New Marketing, we hear many sides of the same story. The impact of a business's advertising spin is falling dramatically because we have so many other sources to listen to. We can read blogs or forums where real customers are venting their true feelings. If something is worth buying you'll hear about it from those who did; if not, you'll hear warnings from those that were burned.

Conversational social media, like blogs and forums, are connecting the experiences of real customers to other potential customers. Social media is linking all the stories about a company and its products.

If an organisation or individual, say a politician or celebrity, is inconsistent with their story, we're all going to hear about it. CCTV is everywhere. We all carry a mobile phone with a camera. Everybody gets caught some time. Be warned!

The most powerful marketing tool you have is to create an authentic story about who you are and to live it every day.

Blink Attention

One of the powerful elements of Old Marketing was the relatively few competing messages. You could buy up a few slots on your favourite TV channel and lots of people would faithfully sit and watch; there weren't many other channels to switch over to.

In the New Marketing era, there is huge competition from multiple media and that means the amount of time we're willing to spend on some thing - particularly some thing we have zero interest in - shrinks too.

Research suggests the average web surfer spends about 10 seconds working out if they want to look at your site. That's blink attention. If you fail to grab them inside those ten seconds, they simply click away. One click and they're gone forever - to one of the millions of other sites. And then another, and then another, and then... You get the picture.

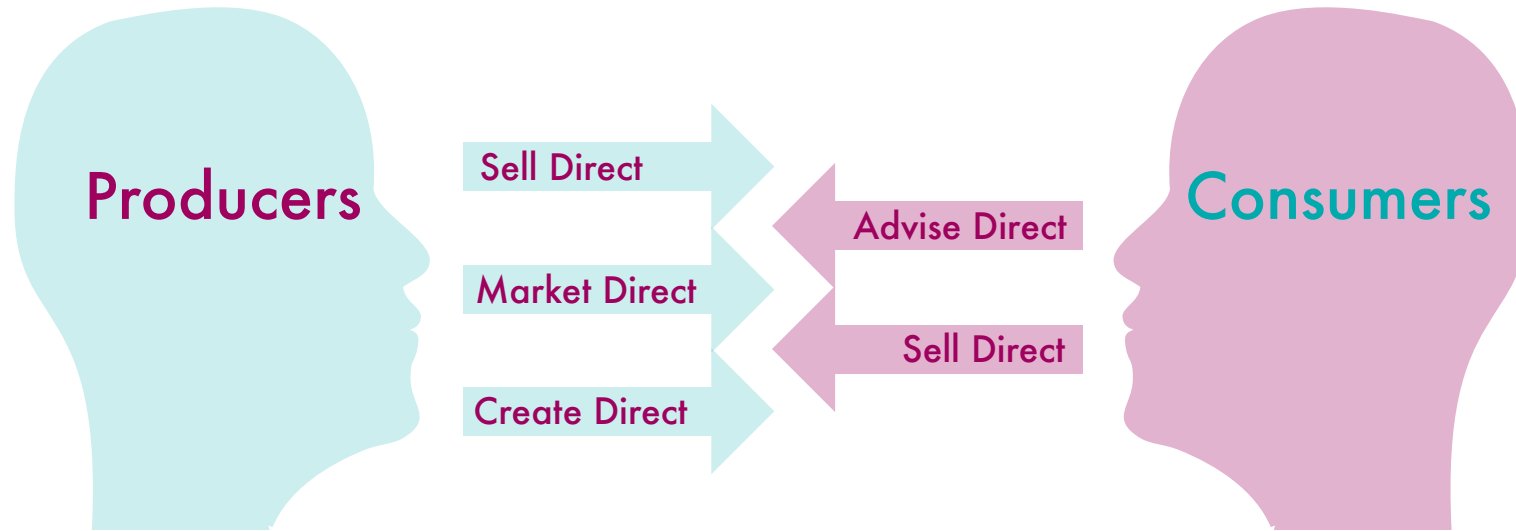
To effectively work the New Marketing you had better (a) remove the complexity and (b) simplify your message. Your customers can decide if it is worth pursuing in the blink of any eye. And they will.

Old Tools New Tools

Interruption marketing	Permission marketing
Retail shelf space	Street marketing
Telemarketing	Google adwords
Cold-calling	Word of mouth
Focus groups	Online radio
Network tv	Viral ideas
Newspapers	Cafe press
Spam	You tube
	Websites
	Squidoo
	Cable tv
	Myspace
	Blogs
	Email
	Wikis
	Ebay

RAP4: Have Conversations

In the Old Marketing world it was easy to avoid talking to your customers. First, you employed middle men to sell your product, and then you simply didn't answer your phone. In the New Marketing, consumers expect to talk to producers. We want to be heard, we want to tell you what doesn't work: 'I want to tell you how to help me better. Talk to me today!'



Consumers to Producers

Previously, organizations were able to distant themselves from their customers: Appalling phone service (tell me about it!), employing middle men to sell to us, ignoring email and interrupting us with their advertising. Basically, they called the shots.

The Old Marketing enabled the producer to isolate from their consumers.

The New Marketing consumer wants to talk to producers. They want to be heard now. They want you to listen or they're going elsewhere.

Getting responses from customers is good news - they'll tell you exactly what they want. They'll let you sell to them directly; they'll let you market to them directly; and they'll help you create your next product.

If this sounds like a different world order, it is. Can you see why you can't just add a sundae to your meatballs? Marketing used to be a one-way monologue; it's now a conversation.

Consumers to Consumers

In the Old Marketing, consumers were scattered all over the place with little or no connection to each other. They may have bumped into each other in your store, they may have chatted at a family gathering, a school open day or at the footy and that was about it.

In the New Marketing, consumers are not just talking to a few friends face to face, they're talking to the producers of goods and now they're advising each other what to buy and not, openly online and all over the planet.

RAP4: Have Conversations continued

With this level of direct conversation Consumer to Consumer, they can now start selling to each other. Ebay has enabled hundreds of thousands of people around the world to quit their jobs and become entrepreneurs selling from their spare room. CafePress offers similar advantages. It provides an outlet for consumers to thrive and flourish. We all want that!

Social networking is consumers hanging out with other consumers. They band together to create new groups, new organizations and new demand.

Consumers Getting Louder

In the Old Marketing, consumer complaints were easily hidden or ignored! After all, how much noise can one lone voice make? Even the plebian current affairs shows have narrow audiences.

In the New Marketing, consumer opinion has the tools to voice itself. Not only are consumers talking to producers and to other consumers, their collective voice is getting louder.

Digg.com is an online public opinion aggregator. It's where millions of people vote each month on the top posts from across the whole world wide web. It tells you what is really hot. And, it's not a made up list!

To be at the top of Digg's list is worth about 20,000 new visitors to your page in a single day. They may not want to buy anything, they just check out what's going on. If it's a complaint they're all looking at - beware.

Pay attention! Listen up! Your customer's voice just got louder. Look after your customers or you'll hear about it - and so will everyone else. Today, everyone's a critic and has got a blog or a website to prove it.

No Gatekeepers

In the Old Marketing world, if you could get published in a popular magazine or get on TV you were set. Everyone would see you if only... The real key was getting past the gatekeepers who controlled access to those who controlled the big opportunities.

The game to play was to piggyback on the big guys who'd made it - if only you could get passed those damn gatekeepers!

Gatekeepers	Open Fields
Editors > Newspapers, Magazines	Blog - Your Publication
Old Boys Network	MySpace - Your Network
Retail Space > Major Stores	eBay - Your Store
Producers > TV, Radio	YouTube - Your TV Channel
Money > Pay for mass advertising	Relationships (No mass ads)
PR > Help to bypass the gatekeepers	
Record Labels	
"I know someone..."	

The New Marketing has no gatekeepers. Now, the game is more like Show and Tell with the opportunity to converse directly with your audience. Gone are the filters, the time constraints and the need for money.

The tools to use for Show and Tell are freely available on the Internet. That's what a blog is... and that's what MySpace is... and... Get it?

Remember people aren't just sitting around waiting to hear from you, you need to engage them, excite them and make it worth their while.

Get out into the web playground and start making friends! Strut your stuff through all the new social media.

Actions: New Marketing Challenge

Ideas without action are a waste of your brainpower. To profit from the New Marketing feast on our smorgasbord of actions. To start, select one action from each of the four Marketing Map areas. Then add, edit, mix, match and pick others to suit yourself.

1 Choose Your Direction

Inside Here : What's the big idea within your organization? Start the conversation with all stakeholders, give permission to take risks, encourage - no, insist on - innovation and let the ideas flow.

Out There : What are the big ideas emerging outside your industry? Learn how others are operating and model their success in your organization.

Purple Cow : Read Seth Godin's earlier book 'Purple Cow' to get clued-up on how to create a remarkable product.

Share Me : Create ways for your customers to share your product because they value it. For instance: make it digital, design Word of Mouth, invite others through gift passes. Open source, open heart, open fields.

Select Keywords : What words would someone type into a search engine to find you? Do some searching to find yourself online and learn how to let your customers find you with ease. SEO dollars are money well spent.

2 Rethink Your Offer

Unbundle : Review your products and service range. Notice which products are relying on each other. Invent ways to separate and sell individually.

Profit Central : What's the most profitable item in your repertoire? Consider stripping away the extras and do just that one thing. Become the worlds best at your profit centre.

Outsource Everything : Identify the roles that you and/or your organization are doing that can be automated or given to someone else to do. Then give it to someone else to do - anywhere in the world.

Exceptionalize Everything : Identify those roles that cannot and should not be outsourced. The home-made, the unique, the brilliant. Cherish and promote these values.

Audit : Explore what is Scarce and what is Abundant. Ask: What used to be Scarce? What used to be Abundant? What has changed? Take stock.

Position Yourself : Decide now: Are you the cheapest or the best? There is no middle. Brand yourself /your product, add value and market accordingly.

Define 'Best' : What are you best at? Where are you the best? Are you best in the world? Best in your speciality? What makes you the best? Define 'best' for yourself and ask your customers what would be 'best' for them.

Chunk Down : Break your current product down into specialist chunks for different audiences - personalize the appearance, add optional extras, find new people.

Make Money From Niches : Read our [RAP](#) on Chris Anderson's The Long Tail for more clues on how to profit from Niches.

Actions: New Marketing Challenge continued

3 Build Your Channels

Multiple Channels : Expand the number of channels you offer. Select from the list on Page 10 or add your own. Start promoting yourself with the New Marketing tools.

Personal Channel : If you're part of the community use the language of your community. Stop putting out generic messages that are trying to appeal to everyone, yet reach no one.

Create Stories : Tell the world your story. Tell it through actions, not words. Design your business around your authentic story. Live it daily and package it for others to share.

Listen to Stories : Start listening to what real people are saying about your business. Listen online, listen in person, listen to what is really going on. Feedback is king. Record what you hear; and use it. Honour real people.

Layer It : Design your message to be read in multiple layers of time. A single image, a 25 word description, 100 words, a page. Entice your audience in deeper with bite-size chunks.

VISS : **V**isual **I**deas, **S**hort and **S**harp. Visuals are read instantly by the brain. Shorten the number of words you use. Make your points sharp and direct. Copy Book Rapper!

4 Have Conversations

Check Connections : Review the way your organisation connects with your customers. Where are the touchpoints? Where are your consumers hanging out? Go there, meet them and get to know them.

Create Community : Create a reason to, and a means for, your customers to connect with each other. Think online forums, networking events, forming a club, invite comments on your blog. You do have one, don't you?

Create Your Own : Build your own network of publications, stores, TV channels and above all else - relationships. Get connected, add value and be noticed through your own online media.

Find 'Like' : Everything is connected on the net. Start listening to people with similar interests. Read their blogs, watch their videos, buy their products. Then start a conversation with them. That's how social media works.

Build Permission : Stop interrupting and start talking directly to your customers online through e-newsletters, blogs, forums and email. Make it easy for them to talk with you too. They want to.

Customer Design : Start making the products and services your customers ask for. Listen to their requests (complaints) and give them the tools to help you help them. You'll be better off - less stress, more time, more dollars.

Soothe the Sound : When you hear a complaint about your product or service face the music if you want to lead the band. Accept responsibility and fix it. Alternatively sit back and watch it all blow up in your face.

Make it Louder : Find the customers who love you and give them whatever they need to voice their views. Consider, linking to their blog, promoting their website or interviewing them on your website.

**WHAT ACTIONS WILL YOU TAKE TO RIP INTO THE NEW MARKETING?
CHOOSE YOUR GAME PLAN AND ENJOY YOUR SELF-CREATED SUNDAE!**

More info...

About the Author

Hi folks! Thanks for reading **Book Rapper**. I think we've all got our own special genius. Mine is to take a whole bunch of information and distil it into some simple yet co-ordinated pattern. I used to be an architect. And, for me, tracking trends and working out how they fit together is just like designing a building. Cheers, Geoff (McDonald)



About Book Rapper

DIY : This document is our 'DIY' solution. We suggest the actions you could take and you personalize them to your situation.

Custom : We also design custom solutions for your unique situation.

Delivery : This can be delivered in a variety of ways depending upon what you need. This might be one-on-one coaching or mentoring, or group events such as keynote presentations, facilitating strategic planning meetings or creating projects to achieve specific outcomes.

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