

The Spike of Angels March 2011

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### Are You Outstanding?

- Would You Notice You?
- The Incomparable Mr. Dwight!!
- Are You Invisible?
- Who Are We?

### Are You Outstanding?

Would **You notice You** out of all the contenders?

Positionings too often sound like....

- Let **ME** be the one's that's different.  
(But let's wait for someone else to do it first and then we'll copy it)
- Our strategy will be very unique!  
(We saw this in Europe last year while we were on vacation.)
- We detest making and receiving cold-calls (but we do it just like everyone else since our bosses demand 100 calls per week to make quota.)

Mr. Seth Godin, a best selling author and entrepreneur makes a wonderful comment about Being Remarkable. Find a way to **STAND OUT. Be a Purple Cow\*...Be remarkable.** \*([www.sethgodin.com](http://www.sethgodin.com))

The world is full of thousands of ME TOO's from Airlines to Zithers, but how many do you remember.

### Who was Remarkable?

Why were they memorable?

What did that brand of pantyhose do that hundreds of others didn't?  
Why was this brand of motor oil chosen instead of scores of others on the shelf?

Identify your product Signature, be Distinctive, and put all your muscle behind it and you'll be well known before you know it.

## The Incomparable Mr. Dwight!!

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Anybody out there ever heard of this guy ... umm Elton something?

Elton John I think his name is.

In his earlier piano playing days, he was a powerful showman who was as vibrant as a peacock in a light socket. The showmanship was unstoppable. **Loud. Outrageous. Original.** ...and very, very memorable.

And once people got past the flash, they learned what a prolific and talented composer he is.

- Tell me, would you have paid \$200 (or more) per ticket to hear some guy named Reginald Kenneth Dwight? I probably wouldn't either, I mean why bother?

Except that Mr. Dwight and Mr. Elton John are one and the same.

Clearly Mr. Elton John had the musical chops to back up his flamboyant stage presence. But he made himself memorable by original packaging and marketing. He was his own Purple Cow. Thank you Mr. Godin.

## Are You Invisible?

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Relying on past glory will only carry you so far, as many of us have experienced.

As that well of recognition dries up, I implore you to keep some exposure out there constantly.

However modest, keep a profile, some pulse with your advertising in whatever form so that people know that you're still around.

Let me leave you with a few **Here's Why to Advertise**

**Advertise to sustain store traffic:** The more people who come into your store (or know about your business) the more sales opportunities you have.

**Advertising attracts new customers:** Your market is always changing and regular advertising keeps up with them until their lifestyle catches up with your product.

**It projects a successful image:** Advertising tells customers and competitors that your doors open and you're ready for business.

If you're not in the market with something-  
TV, newspapers, radio, internet, outdoor,  
direct mail, telemarketing, blogging etc.

then how can you expect buyers to know what you're offering.

**Be Outstanding with Your Advertising: It doesn't cost, it pays!**

**Who Are We?**

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First Impressions Media is an independent Canadian owned and operated ad placement agency. We provide navigation through the sometimes turbulent media options which abound.

Call us First, then go home!

**Contact Information**

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