

# MAGNETIC MARKETING LETTER

April, 2019

"This ad of mine, that has succeeded so well in the magazines of this year, 1916, will be copied and will perform just as successfully in media not even yet imagined 100 years hence, because what makes a profitable advertisement never changes."

 Maxwell Sackheim. His ad: "Do You Make These Mistakes in English?" ran non-stop for 41 years.



Welcome to April Pools' Month.

God must love fools. Be made so many.

In the past month or so, I've been trying hard to spend some significant money in several categories

of consumer goods and services, but I have been thwarted at every turn. A big, revealed as dumb, national company pursued me for 6 months and arrived in my mail every week, attempting to generate prospects for its local dealer. I finally called and booked an appointment - which was not kept. The company never followed up to determine if their dealer kept the appointment, made a sale or didn't, if not, why not. I still getting the same junk mail every week, and it THONY. mail.

I recently visited the giant, weeklong Auto Show at the convention center. Went to every brand's booth. Saw the local dealers' salespeople in gaggles with themselves and on their devices. You had to go lasso one, like at Dillards. I was ignored - even though I got in and out of vehicles, was dressed okay, and had used deodorant. Engaged with two alleged salespeople. Neither they nor anyone else captured my contact info for follow-up. I asked one about literature and he pointed me toward an iPad on a pole and told me I could log on and ask for what

I wanted there. Reminded me of John McKay, the beleaguered coach of the Tampa Bay NFL expansion team after another loss in their record string of losses, asked by a TV reporter if he had thoughts about his team's execution that day. Be said he was in favor of it. Where, at this costly sales venue, was the sales management? — checking up, coaching, firing? As old as dirt: do NOT expect anything you fail to inspect.

I've recently watched a company that has painstakingly built a brand from scratch over a decade cast it aside and re-name itself with an incomprehensible acronym. Sadly, I own a bucket of stock in this thing. I imagine its founders have abdicated to an invasion of corporate buttheads from big. dumb companies in their industry. I do not know because I was not consulted or informed; I discovered the madness 2" hand. Reminds of Charlie Jarvis' old tactic, when he got a dumb letter from some business: he'd return it to that entity's owner or President with a note that said "Apparently some horse's ass has stolen some of your stationery and is sending out letters that make you look stupid. I thought you'd want to know." I'm sure the leaders of this company have their reasons. I'm sure the reasons suck, too. When you trash-can a name that means something and a brand in which millions of dollars and years are invested, you'd better have reason of the century. You are

# No Bs Newsletter Business Ideas Guide For Women

**B** Lingard

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No B.S. Guide to Brand-Building by Direct Response Dan S. Kennedy, 2014-03-17 Millionaire maker Dan S Kennedy joined by successful franchisors Forrest Walden and Jim Cavale debunk the branding lies and myths shared by small business owners and entrepreneurs and deliver a heavy dose of reality YOUR BRAND SHOULD BE A HAPPY FREE BY PRODUCT OF DIRECT MARKETING NOT PURCHASED OUTRIGHT Kennedy and his co authors don t offer a strategy for creating a company logo writing a slogan or issuing a press release You won t learn how to follow in the footsteps of big brand advertisers and thus brand build your business into bankruptcy This book isn t about buying brand power It's about getting a highly valuable brand FREE Led by Kennedy and contributors learn the principles behind power house brands that didn t pour oceans of money into the branding of their business Then master these truths for yourself put them into practice and gain your own brand and customers who believe in promote and buy your brand The Best of No B.S. Dan S. Kennedy, 2022-09-06 The ultimate Dan Kennedy collection Millionaire maker Dan S Kennedy has told it like it is for over 30 years If you re not focusing on converting social media traffic into sales you might as well set your money on fire Now this ultimate collection of Kennedy's best sales and marketing wisdom from 12 of his best selling titles showcases the top content from the legendary millionaire maker himself Kennedy teaches business owners the customer getting sales boosting classic marketing strategies you need so you can stop accepting non monetizable likes and shares and start making the marketing moves that really count Inside you will learn The most powerful marketing tactics no matter what business you re in How to get riches with niches and become a magnet to your customers. The monetizing magic of crafting effective communication The 1 way to prevent wasted marketing dollars 5 ways to grow your list for FREE before spending a dime on advertising How to turn passive content into an active conversion tool Create raving fans who introduce you to their networks Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy

Newsletter National Society for Vocational Education,1918 No B.S. Guide to Direct Response Social Media Marketing Dan S. Kennedy,Kim Walsh-Phillips,2015-11-16 To avoid grabbing every business owner he meets by the shoulders and shaking them millionaire maker Dan S Kennedy has joined with marketing strategist Kim Walsh Phillips to help business owners private practice professionals and professional marketers start making dollars and cents of their social media marketing Daring readers to stop accepting non monetizable likes and shares for their investment of time money and energy Kennedy and Walsh Phillips urge readers to see their social platforms for what they are another channel to reach customers and gain leads and sales for their efforts Illustrated by case studies and examples this No B S guide delivers practical strategies for applying the same direct response marketing rules Kennedy has himself found effective in all other mediums Covers How to stop being a wimp and make the switch from a passive content presence into an active conversion tool How to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects not the

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