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"Ultimate Marketing Plan" book review

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Aloha,

Wed Mar 21, 2007 2:29 pm

[Show Message Option](#)**"Kristofer Freeberg"**

<kris@makinendsmeet.com>

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You can learn more about Dan at

www.ultimatemarketingplan.com. I was interested in the book because marketing has always been one of my weak areas, and because I'm helping a few clients right now develop or refresh their marketing plans, so the opportunity for some CPE (Continuing Professional Education) was timely.

One trend I've noticed in business publishing is that books are no longer autonomous, self-contained resources. Now they're pieces of a larger puzzle, linked to other media like web sites, seminars, audio and video presentations, etc. It's not necessarily because they're slick advertising disguised as books; it's more because the author acknowledges that a book is a static medium, destined for obsolescence, so he links it to a dynamic medium; or to accommodate the functionally illiterate, who he asserts are a full third of the market. For them, video and sound recordings are much more effective than print.

From his web site you can download a worksheet to help assemble your own marketing plan. I have taken the liberty of uploading this worksheet to this e-group's file library, [here](#) .

However when I think of a plan, I think of something that has a relationship with time, a schedule - not just a list of ideas. This is what I was hoping for, but it is not what I got. Nevertheless, I found the material useful.

I enjoyed his sense of humor. Here are a few zingers that made me laugh:

- "Timid salespeople have skinny kids." (Zig Ziglar)
- "YCDBSOYA" ("You Can't Do Business Sitting On Your Ass") These letters were emblazoned on his dad's cufflinks.
- A great comeback whenever a vendor uses "company policy" to deny satisfaction: "I've got a policy, too. My policy is to never spend another nickel on your business after I've been told about your policy."
- "A 'consultant' is someone who knows 357 sexual positions but can't get a date on Friday night." (Bill Brooks) [Please, don't call me a 'consultant', I'm an ECONOMIST. Or, you can just call me "Kris."]

Throughout the book, he sort of "sprinkles" a couple of lists. One is a list of "Ultimate Marketing Secret Weapons" and the other is a list of "Ultimate Marketing Sins." By "sprinkle" I mean he'll show item one on page 3, item two on page 22, item three on page 26, and so on. In other words, one does not realize one is dealing with a list until one is more than half-way through the book. Personally I found the approach disorienting and scattered, but in the end I got it. Below I offer both lists concisely:

Ultimate Marketing Secret Weapons

1. A Great Unique Selling Proposition (USP) - i.e., what makes you different than your competition.
2. Be clearly understood.
3. Carefully & thoroughly eliminate all assumptions.
4. Always ask for action.
5. Aim at the right target.
6. Accept your prospects' incredulity.
7. Prove your sales claims with pictures.
8. Make sure the images you use are congruent.
9. Employ constant change. (His seven suggestions for doing this are: get prestigious recognition, develop new products, develop new services, tie into trends and news events, tie into seasons and holidays, tie into movie and entertainment events, & piggy-back onto others' fads.)
10. Capture prospects' identity and market directly to them. (Example: grocery store membership cards)
11. Upsell on the telephone.
12. Telemarket to follow up a direct mail campaign.
13. Develop asset-sharing relationships with other businesses.
14. Make customers feel important, appreciated, and respected.
15. Develop new things for existing customers, versus new customers for existing things.
16. Be excellent.
17. Get a champion, i.e. someone who sings your praises

Ultimate Marketing Sins

1. Being boring
2. Aiming at the wrong target
3. Taking customer loyalty for granted
4. Letting a customer leave angry
5. Abdicating control to "consultants" or employees

What did I get out of the book? How am I going to market differently? Well, here are a few things I'm mulling over:

- I'll probably have a new batch of stationery printed and revert to the technique I used to get started eleven years ago: a personal sales letter with cash enclosed to motivate the recipient to read the letter. My angle is, "instead of paying for slick brochures I decided to write this simple letter and give you the money, in thanks for taking the time to read it." It proved most effective, but I haven't really done it since I went online and built my web site. When was the last time you received real cash in the mail from a vendor thanking you for your attention? Dan still asserts that the most effective ad copy is a personal sales letter. (But in the letter, I'll also disclose the web site and e-mail address.)
- I'll probably work on sharpening and expressing my USP.
- I may buy a few affordable "evergreen" ads, the kind that never change but constantly produce a steady stream of leads.
- I'll probably buy and read his other book, "The Ultimate Sales Letter."
- I'll work on my image: the clothes I wear, the car I drive, etc.
- I'll research the resources included in his appendix.
- I may do some market research about personal finance and publish the results.
- I will no longer worry about writing long copy. It turns out long copy is more effective, and it's the inexperienced amateurs who believe ad copy should always be less than one page long.

I have written these notes as much for my own reference and edification as for yours. I hope you find them useful. If you have any questions, comments, or suggestions about optimal marketing tools and techniques, please chime in!

Have a great week,

Kris Freeberg, Economist
[Making End\\$ Meet](#)

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"Ultimate Marketing Plan" book review

Aloha, Well I'm back from Hawaii where I spent ten days visiting my son. While there I read a few books, one of which was Dan Kennedy's The Ultimate Marketing...

Kristofer Freeberg
[kris_freeberg](#)

Mar 21, 2007
 2:30 pm



Re: "Ultimate Marketing Plan" book review

Enjoyed your book review. Good points, almost wish I was not retired! ***** AOL

[mvsjolund@aol.com](#)
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Mar 22, 2007
 12:19 pm



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