

The End of Advertising and Marketing As You Know It

(Preface)

The bigger businesses grow, the dumber they get. When they started, even the largest of businesses had to be smart with their money but as they grew and those in charge were not the owners, they could be dumb with spending other people's money.

Most businesses mimic the marketing of big businesses they see. Wasting money on brand marketing with no discernable return on investment.

The above is a concept that Mr. Kennedy harps on in this book several times. Although we are not there yet, we strongly suggest you jump to Page 81 in the book for a lengthy narrative around the mysticism of new media metrics that don't deliver results.

People think using new media means a new kind of marketing – a better kind. The truth is marketing is the same no matter what the channel. Flawed marketing in one channel just gets moved to a new channel.

Direct Marketing for NON-Direct Marketing Businesses

(Page 3)

Direct marketing is defined as marketing that directly solicits orders for product or services. The very thing that creates revenue.

Well-known examples of direct marketing are shopping channels like QVC and Home Shopping Network, Skymall, Amazon, Zappos, Publishers Clearinghouse, Guthy-Renker (the makers/marketers of Proactiv Acne Care Products).

Each of these businesses sell via media (whether it is TV, print, or online) with no brick and mortar or face to face.

Note: If you sell direct product without the need for interaction with people, this book is not meant for you.

Life Changing Principle: Find successful businesses with similar agendas to copy. **Be careful who you copy.**

Big Company's Agenda for Advertising and Marketing

- Appease the Board of Directors
- Appease Stockholders
- Look good to Wall Street
- Look good to the Media
- Build brand identity
- Win awards for advertising
- Last (and it seems least): Sell Something

Your Marketing & Advertising Agenda

- Sell something now

Most business owners are ***Advertising Victims*** (page 7). Preyed on by media salespeople and ad agencies who don't know any more about how to produce sales than you do!

Marketing Incest – When you got into business, you copied what other people were doing and tried to do it just a little bit better. You may have gotten gradually better but nothing radically different. So as industries grow, this passes from generation to generation . . . as an industry, everybody slowly gets dumber and dumber and dumber.

The rest of this section of the book is a point-by-point discussion of what Mr. Kennedy refers to as **The No B.S. Rules**. Dan implores you to copy these and post them somewhere visible. Somewhere where you can't help but memorize them. They should become engrained in every decision you make in marketing your business.

Once you learn to apply them rigidly, then you may find exceptions in certain situations. Walk before you run. Crawl before you walk.