





Drew McLellan, Top Dog - McLellan Marketing Group



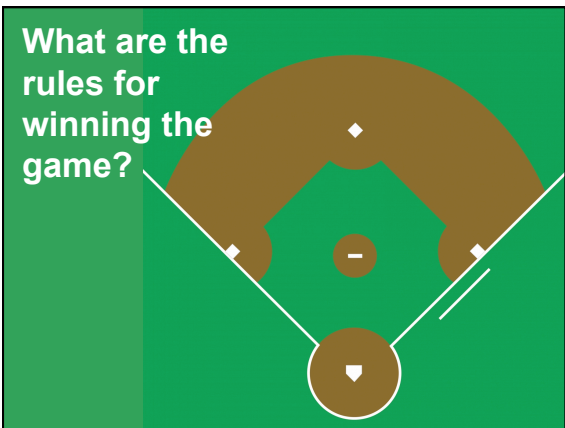


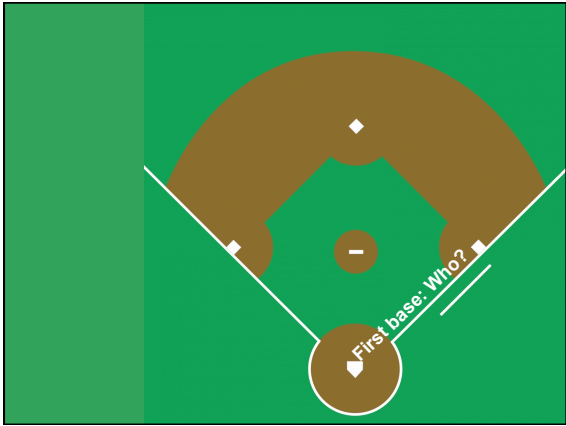






67% of all consumer decisions are primarily influenced by word of mouth.











The net method of marketing





The spear fishing method of marketing



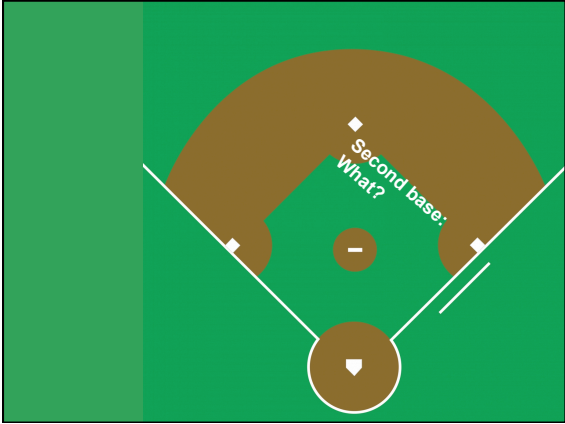
How would you sell these shoes?



How would you sell to each of these women?



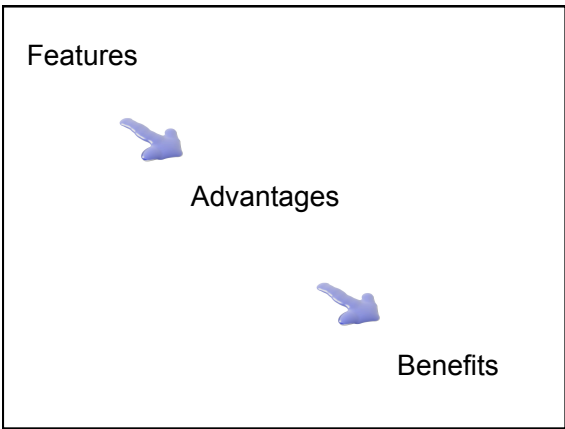
Creating personas









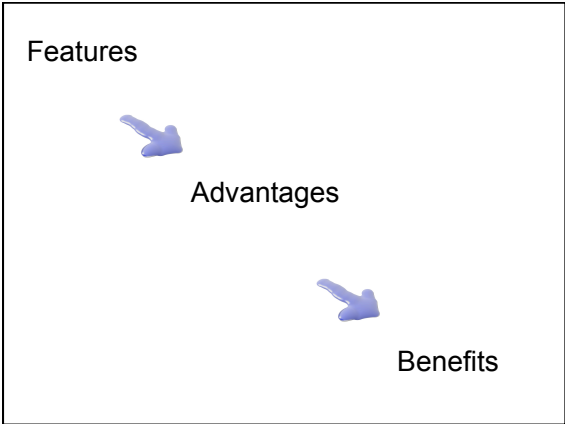


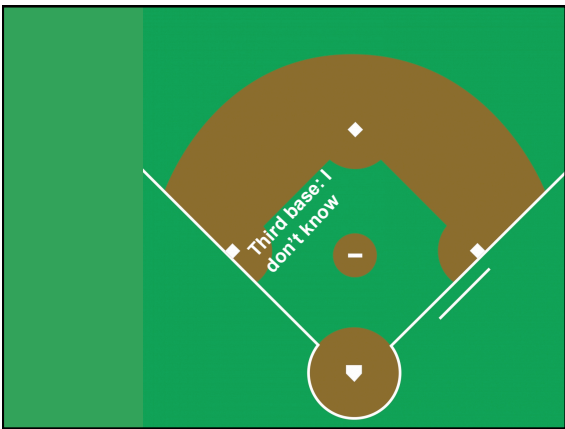


















The goal is to be a boring drip.



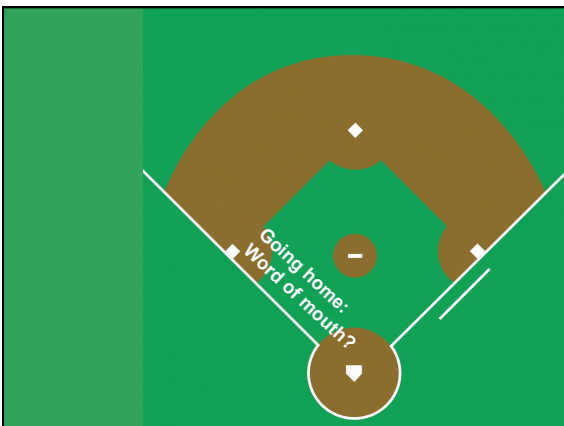




Be a drip, not a downpour.



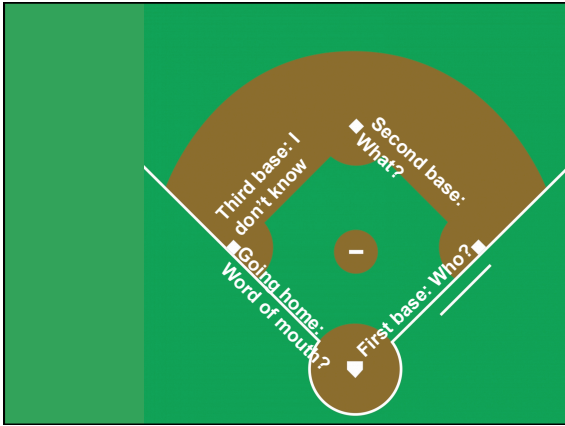




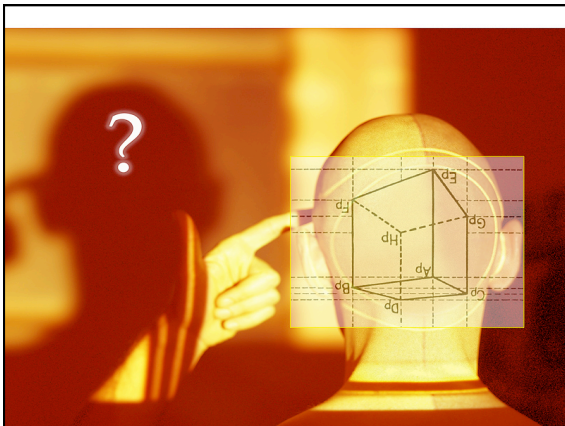








"Too many people think only of their own profit. But business opportunity seldom knocks on the door of self-centered people. No customer ever goes to a store merely to please the storekeeper."



Link to all slides, resources etc.
<http://www.DrewsMarketingMinute.com/checking.html>

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Drew's *marketing* minute  Where strategy and passion collide 
 DREW IS TOP DOG AT McLELLAN MARKETING GROUP

Asphalt
 Thursday's presentation on marketing:
[Marketing Mistakes](#)

General Resources:
 Free reports, fact sheets, etc.
 New Blogger's Toolbox
 Marketing Lessons from Walt
 Persona write up

Books:
 Becoming a Category of One by Joe Calloway
 Make to Stick by Chip and Dan Heath
 Robin Hood Marketing (Stealing Corporate Savvy to Sell Just Causes) by Katya Andresen
 The New Rules of Marketing & Pr by David Meerman Scott

ABOUT DREW



Email Me
 McLellan Marketing Group
 1430 Louisa Street, Suite 200
 Des Moines, Iowa 50309
 (515) 251-8400

Have You Read Drew's Book?
 99.3 Random Acts of Marketing

WORKING SMARTER NETWORK



McLELLAN MARKETING GROUP
 Where strategy and passion collide 

515-251-8400 • Drew@McLellanMarketing.com

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