

Mistake #1: Trying to be omnipotent



Not being brave enough to really brand

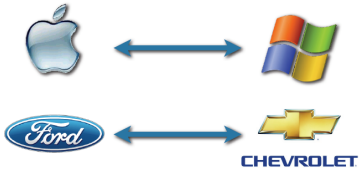


How users feel about your product or service



Chart by Kathy Sierra

Can't have one emotion without its opposite



The net method of marketing





The spear fishing method of marketing

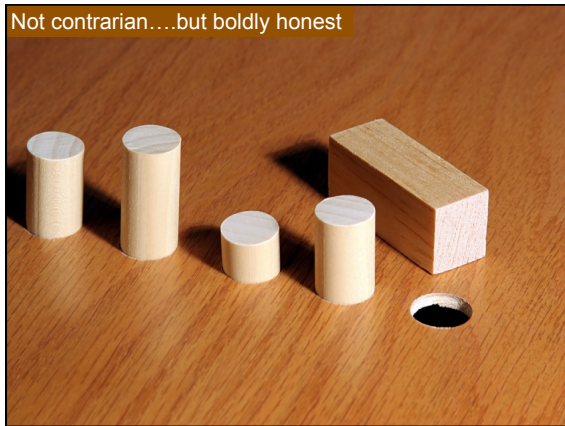
If you try to be everything
to everybody...





Branding = being willing to leave \$ on the table



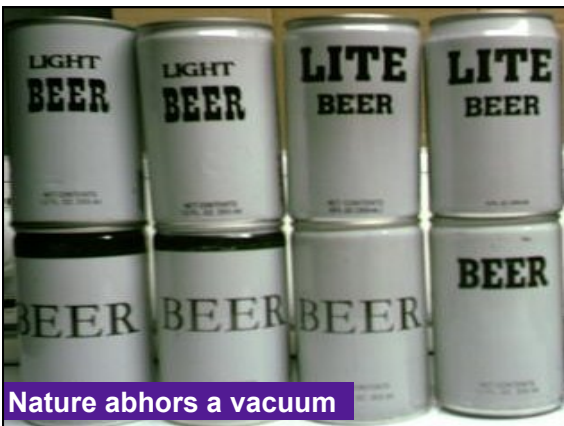

























Mini Marketing Plan Grid


	What	When	Measure
Who			













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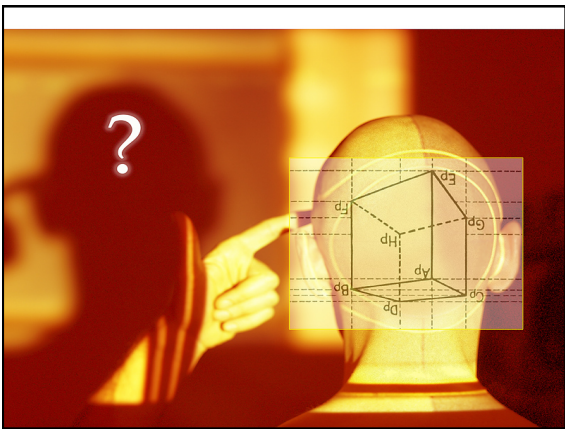








When you meet a potential customer:
trust is low, fear is high, value is invisible.
Your job? Lower fear, raise trust, make
your value seen.
In other words....market.



Drew's marketing minute Where strategy and passion collide

www.DrewsMarketingMinute.com/NEBanker.html

Nebraska Bankers
Thursday's presentation on creating love affairs with your customers:
[Download presentation here](#)
Thursday's presentation on marketing mistakes:
[Download presentation here](#)

General Resources:
[Free reports, fact sheets, etc.](#)
[Marketing Lessons from Walt](#)

Books:

1 Recommend

Why Loyalty Matters: The Groundbreaking Approach to Re-Engaging Customers... \$13.22

Shift: How to Reinvent Your Business, Your Career, and Your Future \$15.64

Speak Human: Conquer the Big Guys by Getting...

Marketing Lessons from the Grateful Dead: What Every...

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