

---

## INDEX

---

- Abercrombie & Fitch, 194  
Advantage, gaining of, 11–13  
Advertising, 93, 130–131  
*Advertising Age*, 22–23  
Advertising agencies, 22  
Advisors, 38–41  
“Advocates,” 86  
Aeron office chair, 152  
Aldrin, Buzz, 171  
Allred, Gloria, 84  
Alvarez, Luis, 150–151  
Alvarez, Walter, 150–151  
Amazon, 21, 78  
Amazon.com, 110, 186  
*American Idol*, 27, 94  
*America’s Next Top Model*, 94  
Anderson, Pamela, 16  
Appearance, importance of,  
    51–53, 63–65  
Apple, 12, 30, 148  
Armstrong, Lance, 78  
Armstrong, Louis, 103–104  
Armstrong, Neil, 171  
Articles, submit, 116–117  
Attention, giving of, 36–38  
Attention spans, 191–193  
Attractive people, 167–169  
Audience targeting. *See*  
    Target audiences  
Avis, 23  
Baby Boomers, 174  
Bacon, Kevin, 118, 121  
Barbie, 174  
*Baywatch*, 167  
BDO Seidman, 23  
Beau Jo’s Pizza, 58–59  
Beck, Glenn, 84  
Beckwith, Harry, 9, 178  
Ben & Jerry’s, 30  
Berlitz, 25  
*Biggest Loser, The*, 94  
Bing, 81  
Blagojevich, Rod, 72

## 204 Index

- Blink: The Power of Thinking without Thinking*, 151
- Blogs, 43, 106–107, 116, 178
- Books:
- promoting, 110–114
  - writing, 107–110
- Botox, 180
- Boyle, Susan, 104
- Brand:
- ambassadors for, 68
  - first impressions of, 6–7
  - importance of, 3–5, 73–74
  - importance of being likeable, 38, 177
  - importance of being promotable, 139
  - marketing of, 39
  - protection of, 45–47, 50
  - visual aspects of, 103–104
- Brand names. *See* Names
- Bridal market, 166
- Britain's Got Talent*, 104
- Brody, Marjorie, 51–52
- Brokaw, Tom, 73
- Bud Light, 23
- Business class travel, 53
- Business personality, 30–32
- Business relationships:
- leveraging, 187
  - maintaining, 86–88
  - role of professional organizations in, 100–103
- Butterball turkey, 173
- C-12, 102
- Caliendo, Frank, 171
- “California Raisins,” 181
- Campbell Soup Company, 173–174
- Candy Land, 174
- Carnegie, Dale, 176
- Carville, James, 84
- Cash, Johnny, 16
- Cause-related organizations, 144–145
- Chambers of Commerce, 100
- Chanel #5, 60
- Channel 8, 124
- Chester, Eric, 15, 160
- Chicxulub Crater, 151
- Chief Executive Officer: (CEO) organizations, 102
- Children’s Hospital, Denver, 49, 147
- Children’s market, 166
- Chuck-E-Cheese, 30
- Cinnabon, 4
- ClearRX, 12
- Clinique, 108

- Clinton, Bill, 36
- Closers, 66–68
- “*Clothing That Comforts*,” 182
- Clue, 174
- CNN, 122
- Coca-Cola, 150
- Cochran, Johnny, 159
- Cold-calling, 119
- Colonel Sanders, 104
- Colorado Ocean Journey, 27–29
- Columbus, Christopher, 170
- Comfort food, 173–174
- Community access:
  - television, 124–125
- Contrary ideas, 149–153
- Corn Flakes, 131
- Costco, 97–98
- Coulter, Ann, 16
- Counting Crowes, 35
- Crayola, 149
- Credibility, 107–110
- Customer service, 26
- Customers:
  - attracting in the first place, 143–144
  - dissatisfied, 41–44
  - meeting expectations of, 26–29
  - researching, 196–198
  - retaining, 26–27
  - short attention spans of, 191–193
- Dancing with the Stars*, 94
- Date Safe Project, 123
- Deal or No Deal*, 94
- Defamation, 43
- Delivering on promises, 142
- Dickens, Charles, 146
- Differentiating factors, 8, 18
- Dinosaurs, extinction of, 150–151
- Dippin’ Dots, 195
- Dissatisfaction, addressing, 18
- Dissatisfied customers, 41–44
- Disney, 16, 104
- Disney, Walt, 73
- Disneyland, 25, 164
- Distinguishing features, 11–13
- Dobson, James, 84
- Dodge, 23
- Domain names, 43–44
- Domitrz, Mike, 122–123
- Donny & Marie Show*, 165
- Doubletree Hotels, 15
- Downtown Aquarium, 28–29
- Downy, 174
- Dr. Laura, 30, 84
- Dr. Phil, 113, 123

## 206 Index

- Dressing for success, 51–53,  
63–65
- Duchess and the Dirt Water*  
*Fox, The*, 118
- Duell, Charles, 153
- Dyer, Cori, 168
- E! Entertainment Network,  
25
- Early, Norm, 132
- Easy-Bake Oven, 174
- eBay, 21
- Ebert, Jose, 64
- Ecademy, 119
- E.F. Hutton, 54
- Egglan's Best, 12
- Emperor's New Clothes, The*,  
142
- Enterprise, 195
- EO, 102
- Erickson, Jan, 182
- Etch-a-Sketch, 174
- "Evolution of Dance, The,"  
15
- Expectations, meeting of,  
26–27
- Experience audits, 7–8
- Experiences, 162–164
- Expertise:  
importance of delivery,  
83–85
- recognition of from writing  
a book, 107–110  
specialization in, 8–10
- Exxon, 57
- E-zines, 107, 116, 125, 178
- Facebook, 88, 89, 90, 119
- Fame, 71–75
- Fashion, 181–182
- FasTracKids, 166
- Fear-based marketing, 157
- FedEx, 25
- Feedback, seeking out, 38–41
- Ferazzi, Keith, 197
- Findability Formula, The*, 43
- First impressions:  
importance of, 5–8  
role of research and  
preparation in, 196–198  
role of timing in, 62–63,  
183–185
- "Fit" vegetable spay, 157
- Fliess, Heidi, 72
- Flintstones, The*, 174
- Focus group effect, 40
- Focus on the Family, 4
- Ford, 24
- Forty Plus, 102
- Freelancers, 77
- Freshen-Up gum, 149
- Friday the 13th*, 147

- Friends of the Earth, 24  
 Fulfillment systems, 186
- Gates, Bill, 104–105  
 Gaye, Marvin, 168, 181  
 Geddes, Anne, 103  
 Gen X, 174  
 Generalists, 8–10, 32–33  
 “Generation Why,” 15  
*Generation Why*, 160  
*Get Smart*, 174  
*GI Joe*, 174  
 Gibson, Mel, 57  
*Gift in Every Day, The: Little Lessons on Living a Big Life*, 109  
 Ginsberg, Scott, 149  
 Gitomer, Jeffrey, xxii  
 Giveaways, 97–98  
 Gladwell, Malcolm, 151  
 Godfather’s pizza, 195  
 Godin, Seth, 139, 142  
 Going viral, 104–107  
 Golden Arches, 104  
*Good Morning America*, 93  
 Google, 21, 30, 81, 82, 145  
 Google checkout, 186  
 Google News Alerts, 46  
 Grace, Nancy, 30, 84  
 Gray, John, 78
- Great American Smoke-Out, 93  
 Greenpeace, 4  
 Grisham, John, 111  
 Groundbreakings, 147
- Haagen-Dazs, 20  
 Harley-Davidson, 4  
*Harry Potter*, 114  
 Head and Shoulders, 25  
 Heavenly Bed, 12  
 Heinz, 195  
 Henson, Jim, 104  
 Herman Miller, 152  
 Hierarchy of Needs, 140  
 Hillary, Sir Edmund, 170  
*Hills, The*, 94  
 Hilton, Paris, 72  
 Home Depot, 25  
 Hometown Creative Design, 63  
 Hooters, 167  
 Hummers, 181
- “I Heard It Through the Grapevine,” 181  
*Impact*, 145  
 Impatience, 191–193  
*In Search of Excellence*, 180  
*Incredibles, The*, xxii  
 Infamy, 72

## 208 Index

- Information capture, 162
- Innovation, 153
- Internet:
  - going viral, 104–107
  - permanency of, 45–46
  - as a research tool, 196–197
  - role in damaging reputations, 42–44
  - role in making connections, 118–121
  - size of, 79–80
- “Invisible Ink,” 178
- iPhone, 148
- iPod, 104
  
- Jackson, Michael, 15
- James, LeBron, 16
- Janska, 182
- Jobs, Steve, 30, 64
- Johnson, Jack, 35
- Juicy Fruit, 60
  
- Kahala, 47
- Kellogg’s, 131
- King, Stephen, 111
- Kingsley, Ben, 67
- Knight Rider*, 174
- Kravitz, Lenny, 35
- Kruger, Freddie, 103
  
- Lactaid, 12
- Laipply, Judson, 15
- Landry’s Seafood House, 28–29
- Lay’s Potato Chips, 25
- Leadership roles, 66–68
- LeBlanc, Mark, 86
- Legend, John, 35
- Leno, Jay, 16, 48, 113
- LeTip, 102
- Liberace, 103
- Life, 174
- Life stories, 189–191
- Ligers, xiv–xv, 75–77
- Likeable, benefits of being, 38, 87, 90–91, 177
- Limbaugh, Rush, 55, 84
- LinkedIn, 87, 119
- Lite-Brite, 174
- Little Caesar’s, 194
- “Liv Sxinney,” 168
- Logos, 3, 48–49
- Lohan, Lindsay, 72
- Lopez, Jennifer, 16
- Lutze, Heather, 43–44
  
- Macro challenges, 158–159
- Madden, John, 16
- Madoff, Bernie, 73
- Madonna, 16
- Market leaders, 34–36

- Marketing materials:  
  reviewing and checking of,  
    39–41, 47–50  
  using an appropriate voice  
    in, 126–129
- Marketing techniques:  
  being contrary, 149–153  
  being newsworthy,  
    78–79  
  identifying and meeting  
    needs, 156–158  
  identifying unexpected  
    applications, 179–183  
  offering samples, 97–100  
  offering the unexpected,  
    146–149  
  overwhelming and  
    annoying, 177–179  
  selling experiences, not  
    things, 162–164  
  targeting self-replicating  
    markets, 165–166  
  using a twist, 193–196  
  using comfort and  
    familiarity, 173–175  
  using existing systems and  
    networks, 185–188  
  using fear, 157  
  using sexuality, 167–169
- Marlboro cigarettes, 4
- Maslow, Abraham, 140
- Maxim* magazine, 24,  
  165–166
- Mazda, 23
- McDonald's, 24, 104
- Media appearances, xxiii, 16,  
  92–93, 109  
  importance of being  
    interesting, 94–97  
  importance of delivery,  
    84–85
- Media coverage, 92–93  
  how to get, 111–114  
  importance of timing,  
    62–63, 155  
  by small organizations,  
    124–125  
  tapping into hot stories,  
    121–124
- Memorable experiences,  
  162–164
- Men Are from Mars and  
  Women Are from Venus*,  
  78
- Mentos, 180
- Mentos experiment, 105–106
- Miller, Dennis, 30, 84
- Milton Bradley, 174
- Monopoly game, 174
- Monster.com, 24
- Moonlighting*, 174
- Motel 6, 174

## 210 Index

- MTV, 4
- Multi-level marketing, 176
- Muppets, 104
- MySpace, 88, 119
- Mystery shopping services, 7
- Names:
- importance of, 19–21
  - protection of, 43–44, 45–47, 171–172
- NASA, 181
- National Air and Space Museum, 79
- National Rifle Association, 4
- National Speakers Association, 114
- NAWBO, 102
- Needs, identifying and meeting, 140–141, 156–158
- Neeson, Liam, 67
- Networking, xxi, 87, 100–103
- Never Eat Alone*, 197
- News media:
- being reactive to, 121–124
  - importance of delivery in, 84–85
  - importance of timing with, 62–63, 155
  - using an appropriate voice with, 126–129
- Newsworthiness, 77–79, 111, 121–122
- Niches, xiv, 8–10, 33–36
- No-frills movement, 152–153
- Nordstrom, 12, 30
- Nostalgia, 173–175
- Nour, David, 87
- NutriSystem, 128–129
- Off-the-shelf systems, 186
- On-demand services, 159–162
- Oniracom, 35
- Online immortality, 45–46
- Oprah*, 77–79, 92, 113
- O'Reilly, Bill, 30
- Originality, 13–17, 169–172
- Oscar Meyer, 61
- Osmond, Donny, 165
- Overstock.com, 179
- Pampers, 166
- Panasonic Toughbook, 195
- Parker Brothers, 174
- Partnerships, 76–77, 186–188
- Parton, Dolly, 16
- Passions, failure of, 27–29
- Paul, Ron, 30
- Pay-Per-Click marketing, 43–44
- Peer reviews, 38–40
- Pepsi, 47, 49, 150

- Pepto-Bismol, 4
- Perceptions, 54–56
- Personal branding, 140. *See also* Brand
- Personal contact, 132–133
- Personal stories, 189–191
- Personality, 30–32
- Peters, Tom, 180
- Physical locations, visibility of, 129–131
- Pipl.com, 46
- Pixar, 104
- Pizza, 194–195
- “Pizza, Pizza,” 194
- Playboy*, 4
- Play-Doh, 60
- Post-it notes, 180
- Power of Ten, The*, 79
- Preparation H, 181
- Preparedness, 183–185
- Price:
  - as a distinguishing feature, 11, 34–35
  - justifying, 156–157, 158
- “Prize Patrol,” 154
- Problems, dealing with, 56–60
- Procter and Gamble, 61
- Product promotions, xxiii
- Profanity, 54
- Professional associations, 100–103
- Professional organization
  - publications, 116–117
- Promotion, creative
  - approaches to, 18
- Public profile, importance of, xxi–xxiii
- Public television, 124–125
- Publishers Clearing House, 154
- Publishing, 107–110
- Purple Cow*, 139
- Purpose Driven Life, The*, 114
- “Real people” advertising, 169
- Reality television, 94
- Recycling, 182
- Regal Cinemas, 61
- Repeat customers, 26–27
- Reputations:
  - guarding your own, 48–50
  - importance of, 73–74
  - recovery of, 56–60
  - risks to, 41
- Research, 12, 196–198
- Richter, Sam, 197
- Risk, avoidance of, 9, 35–36
- Ritz Carlton Hotels, 30, 164
- Rivera, Geraldo, 73
- Rodriguez, Chi Chi, 16
- Rogaine, 24, 159
- Rogers Telecom, 39

## 212 Index

- Roloids, 158
- Ross, Bob, 124
- Rowling, J.K., 111
- RTW, 25
- Russian diamonds, 147–148
  
- Sadath, Mohammed, 62, 63
- Sales mode, 176–177
- Sales skills, 66–68
- Sampling, 97–100
- Schindler's List*, 67
- Schwarzenegger, Arnold, 16
- Search engine marketing  
(SEM), 81–83, 178
- Search engine optimization  
(SEO), 43–44, 81–83,  
107
- Sears, 24
- Secret, 25
- Segway, 114–115
- Self-replicating markets,  
165–166
- Selling the Invisible*, 9
- Sesame Street Strategy*,  
165–166
- 7-Up, 150
- Sex in advertising, 167–169
- Sharpton, Al, 30
- Sheehan, Cindy, 30
- Shopping cart systems, 186,  
188
- Shtick, 13–17, 114–115
- Signals catalogue, 188
- Signature messages, 13–17,  
114–115
- Silence of the Lambs*, 147
- Simmons, Richard, 30
- Simpson, O.J., 57, 72
- Singapore, 15
- Singapore Airlines, 164
- “Six Degrees of Kevin  
Bacon,” 118
- Six degrees of separation,  
118–121
- Skype, 62, 87
- Smells, 60–61
- Smithsonian, 79
- Smucker's, 18
- Social media etiquette,  
88–91
- Social networking, 87,  
90–91, 118–121, 154,  
187
- Southwestern Company, 142
- Spam (e-mail), 89
- Spam (food), 173
- Spangler, Steve, 105–106
- Speaking up, 133–136
- Specialists, 8–10, 33–36
- Spitzer, Eliot, 72
- Spoke, 119
- Sporting analogies, 66

- Standing out, xiv, 11–13,  
     114–115, 117–118,  
     133–136  
 Starbucks, 61  
 State Farm, 174  
 Stylists, 64  
 Subliminal messages,  
     167–168  
 Subway, 78  
*Survivor*, 94  
 Swatch, 193–194  
 “Sxinney Water,” 168  
 Sylvan Learning Systems, 166  
 Synergy, 76–77  
  
 Taglines, 3, 21–26, 117,  
     143–146  
*Take the Cold Out of  
 Cold-Calling*, 197  
*Tale of Two Cities*, A, 146  
 Target, 12  
 Target audiences, 4,  
     115–117  
     being visible to, 142–143  
     using an appropriate voice  
     for, 126–129  
     utilizing existing tools to  
     reach, 185–188  
 TEC, 102  
 Television coverage, 94–97,  
     124–125  
  
 3M, 180  
 “Thunder from Down  
     Under,” 167  
 Time zones, 61–63  
 Timeliness, 121–124,  
     154–156, 183–185  
*Today*, xxii, 113,  
     188  
*Tonight Show*, 48  
 Touch points, 7–8, 61  
 Toughbook, 195  
 Tour de France, 78  
 Transformers, 174  
 Travel, 50–53  
     for promotional purposes,  
     112–113  
*True Hollywood Story*, 25  
 Trump, Donald, 73, 111  
 Truth, value of, 57  
*20 Best and Worst Questions  
     Reporters Ask*, 187  
 20-80 rule, 86, 177–178  
 Twiggy, 16  
 Twitter, 88, 89, 90, 119  
 Typos, 39, 40, 47–48  
  
*Udderly Smooth Udder Cream*,  
     180  
 Uncrustables, 18  
 Unexpected applications,  
     179–183

## 214 Index

- Unique qualities, 141–142  
UPS, 23  
U.S. Army, 24
- Valdez, 57  
Van Dyken, Amy, 16  
Velcro, 181  
Viagra, 168  
Victoria's Secret, 167  
Vietnam Memorial, 103  
Viral, going, 104–107  
Virgin Airlines, 30  
Virgin American Airlines,  
12  
Visibility, xxi–xxiii,  
142–143  
Vistage International,  
102  
Visual images, 103–104  
Volunteering, 101–102  
Volvo, 15
- Wailers, The, 35  
*Wall Street Journal*, 24, 93  
Wal-Mart, 4  
Walters, Larry, 169–170  
Water, selling of, 12
- Web sites:  
for book promotion,  
111–113  
providing samples via, 99  
search engine optimization  
(SEO), 79–83  
speed and ease of use,  
160–162, 191–193  
use of personal stories on,  
189–191
- Webb, Wellington, 132  
Welch, Jack, 73  
West, Kanye, 84  
Westin Hotels, 12  
Williams, Robin, 16  
Winfrey, Oprah, 30. *See also*  
*Oprah*
- Winzenburg, Stephen,  
22–23
- Words, overused, 143–146  
Writing, 107–110
- Yahoo!, 81  
Yoplait Yogurt, 24  
YouTube, 15, 46, 72, 112,  
161  
YPO, 102