

Contents

Chapter 1	Why Didn't We Think of That?	1
	Products and services that resonate	
	Tuned In—The Process and the Book	2
	Why Listen to Us?	3
	The Realtor Who Resonates	6
	Getting Tuned In	8
	The Resonator	8
	The Tuned In Organization	9
	Is <i>Tuned In</i> for You?	11
	What Led to <i>Tuned In</i> ?	12
	Chapter Summary	15
Chapter 2	Tuned Out . . . and Just Guessing	17
	Eliminate the struggle to make connections with your marketplace	
	But We're the Experts!	18
	The Dollar Nobody Wanted	20
	If We're Not Tuned In, What Are We?	21
	Debunking the Myth That "Innovation Is Everything"	22
	Debunking the Myth That "Revenue Cures All"	24
	Debunking the Myth That "Customers Know Best"	25
	A Missionary Sell?	26
	Are You Tuned In or Tuned Out?	27
	Resisting the Gravitational Force	28
	Is Your Refrigerator Running . . . Updated Virus Software?	31
	Is It a Resonator?	32
	Stop Guessing	34
	Chapter Summary	36

Chapter 3	Get Tuned In	39
	How do we build, market, and sell what our market will buy?	
	Listening to Your Existing Customers Is Not Enough	40
	It's Not a Rental Car, It's a Zipcar	41
	How Zipcar Tuned In and Created a Resonator	42
	Step 1—Find Unresolved Problems	44
	Step 2—Understand Buyer Personas	45
	Step 3—Quantify the Impact	46
	Step 4—Create Breakthrough Experiences	47
	Step 5—Articulate Powerful Ideas	48
	Step 6—Establish Authentic Connections	49
	Launching Products and Services That Resonate	51
	Chapter Summary	53
Chapter 4	Step 1: Find Unresolved Problems	55
	How do we know what market and product to focus on?	
	Weren't They Just Lucky?	57
	Looking for Problems	58
	Stated Needs and Silent Needs	58
	But Our Business Doesn't Solve Problems!	59
	Show Me How You Write a Check	60
	Meeting with Buyers	62
	Look for Problems in Your Entire Market, Not Just Your Customer Base	63
	Customers	64
	Evaluators	65
	Potential Customers	66
	Why Not Have Salespeople Tell Us?	66
	You (and Your Family) Are Not Your Buyer	67
	Other Ways to Find Unresolved Problems	68
	Creating Disneyland	69
	Chapter Summary	71
Chapter 5	Step 2: Understand Buyer Personas	73
	How do we identify who will buy our offering?	
	Same Product, Different Buyer Personas	74
	The Importance of Buyer Personas	76

Picture-Perfect Weddings 78
 NASCAR Dads and Security Moms 80
 Grok Your Buyer Personas 81
 A Camera for Surfers 82
 Chapter Summary 84

Chapter 6 Step 3: Quantify the Impact 87

How do we know if we have a potential winner?
 Urgent, Pervasive, and Buyers Who Are Willing to Pay 89
 1. Is the Problem *Urgent*? 89
 2. Is the Problem *Pervasive*? 90
 3. Are People Willing to Pay to Solve the Problem? 90
 First Urgent, Then Pervasive 91
 Whoever Has the Best Data Wins 92
 Tuned-In Impact-Continuum 93
 Solving Problems for Road Warriors 95
 How Much Should We Charge? 97
 The Acid Test and Your Buyer Personas 98
 Developing a Tuned In Business Proposal 98
 Measure What Matters 99
 Tuned In . . . without a Credit Card 101
 Chapter Summary 103

Chapter 7 Step 4: Create Breakthrough Experiences 105

How do we build a competitive advantage?
 Experiences That Resonate 107
 Engineering a Breakthrough Experience 109
 Products and Services That Resonate 111
 Your Distinctive Competence 112
 The Ultimate Ice Cream Experience 115
 Chapter Summary 117

Chapter 8 Step 5: Articulate Powerful Ideas 119

How do we establish memorable concepts that speak to the problems buyers have?
 Concepts That Resonate 120
 Find What's Most Compelling 122

- “The Elevator Speech Is Our Company’s Compass” 125
- What’s Your Powerful Idea? 126
- These Guys Understand Me! 128
- Danger! Vision and Mission Statements 129
- Resonate Like a Comedian 130
- Treat Every Patient Like the President 132
- Chapter Summary 135

Chapter 9 Step 6: Establish Authentic Connections 137

- How do we tell our buyers that we’ve solved their problems so they buy from us?
 - Authenticity Beats “Messages” Every Time 138
 - The Authentic and Transparent Hospital 140
 - Connecting with Your Buyers Directly 141
 - High Flying Communications 142
 - Your Buyers Turn First to the Web to Solve Problems 143
 - Think Like a Publisher 144
 - “You Must Unlearn What You Have Learned” 146
 - What Do Donkeys Have to Do with Marketing? 147
 - Chapter Summary 151

Chapter 10 Cultivate a Tuned In Culture 153

- How do we ensure our organization is tuned in?
 - Each Step Is Important 155
 - Saying “NO” 157
 - Sales and Distribution That Resonates 157
 - Tuned In Employees 158
 - Get Tuned In Right Now 159
 - Top Ten Actions to Create a Tuned In Culture 160
 - You Can Do It Too 160
 - Chapter Summary 162

Chapter 11 Unleash Your Resonator 163

- How do we become and remain a market leader?
 - The Power of Getting Tuned In 168
 - The Tuned In Career 169

Contents **xv**

The Tuned In Leader	170
Get Tuned In Today	171
Chapter Summary	173
Notes	175
Acknowledgments	183
Index	189
About the Authors	199
About Pragmatic Marketing	201
Next Steps	203

