

Index

- Ads:
 aiming toward target demographic, 66–67
 appearance of, 163–165
 black and white versus color, 164
 body copy, 169–170
 elements of, 166–170
 headlines, 166–167, 168–169
 purchase decision and, 72–73
 subheadlines, 167–168
 tracking effectiveness of, 99–100
 visibility and, 28–29
 Advertisement slug, on tear sheets, 157–158
 Advertorials, 163–164, 165, 176
 Alexander, Ed, 124
 Allen, Scott, 205
 Amazon, 63
 Articles, 41–42, 189, 200
 Associations, trade, 65
 Audio programs, 92, 94
 Automated Marketing Solutions, 95

 Bait, 89–91
 Bandit signs, 129–132
 Bauer, Joel, 83, 136–137, 185, 186, 187
 Beat the control game, 216
 Believability, 77
 Billboard mail, 140
 Billboards, 218
 Blog-listing sites, 201
 Blogs, 10–11, 201–206, 208
 Bonus versus discount, 160
 Books, writing, 40–41
 Brand advertising, 97–98
 Brandscending, 100
 Bring-a-friend programs, 31

 Broadcast advertising, 212–220
 buying, 218–220
 cable, 217–218
 outdoor, 218
 radio, 212–216
 television, 216–217
 Burger King, 30, 66–67
 Burnout, 60–61
 Business cards, 122–123, 124–125, 126
 Business publications, 10–12, 171, 174–176
 Buying, reasons for, 70–76, 77
 Buying preference, delivering, 78–79, 179–180

 Cable advertising, 217–218
 Campbell, Anita, 204
 Cancellation policies, for broadcast advertising, 219
 Cannonball mailings, 150–152
 Capitvating step, 18
 Card decks, 158, 160
 Carnegie, Dale, 89–90
 Carson, Mitch, 152
 Categorical targeting, 53–54
 Chance, and purchase decision, 71
 Charts, creating, 94
 Chat rooms, 208
 Checklists, creating, 94
 Clark, Brian, 203
 Cleaning your list, 154, 156
 Cold calling, 132–134, 135
 Competition, 57–58, 59–60, 61
 Conn, Larry, 180
 Copyblogger, 203
 Cost per lead, 111
 Coupon packs, 158, 160

- Credibility, 29–30
- Curiosity headlines, 166
- Customer relationship management (CRM) software, 119, 120
- Dee, Dave, 195
- Demographic targeting, 52–53
- Direct mail, 139–160
 - billboard mail, 140
 - cannonball mailings, 150–152
 - coupon packs and card decks, 158, 160
 - endorsed mailings, 148–149
 - envelope contents, 141
 - letters, 146–147
 - list size, 144
 - mistakes in, 143–144
 - postcards, 152–156
 - reaching your target, 64–65
 - results of, 142–143
 - samples, 144–146, 147
 - sneak-up mail, 139
 - tear sheets, 156–158, 159
- Discount versus bonus, 160
- DVDs, 94
- eBay, 62–63
- E-books, 91–92, 93
- Effectiveness, 97–100, 112–113, 210
- Ego, 67–68, 112–113
- Emotional benefits to product or service, 73–76, 80–81
- Employees:
 - buy in from, 56–57
 - elevating at trade shows, 137
 - informed, 33–35
- Endorsed mailings, 148–149
- Events, hosting, 28
- Expert, positioning yourself as, 37–46
 - benefits to, 37–38
 - hosting seminars, 44–45
 - public speaking, 43
 - targeting and, 57
 - techniques for, 38–45
 - writing articles, 41–42, 189
 - writing books, 40–41
 - writing newsletters, 42–43
- Eye level, displaying products at, 136–137
- E-zines, 199–200
- Farming (geographic targeting), 52
- Forums, online, 208
- Free information:
 - benefits to giving, 90–91
 - creating, 91–96
- Fun, being, 24–25
- Garber, Craig, 76–77, 188
- Geographic targeting, 51–52, 53
- G-forces, 74
- Gift certificates, 31
- Gifts, 137
- Go Big Network, 203
- Good, Robin, 204–205
- Google Adwords, 192–193, 194, 197, 210
- Google Analytics, 210
- Google Video, 208–209
- GPS. *See* Gravitational Positioning Statement (GPS)
- Gravitating step, 17
- Gravitational Marketing. *See also* Marketing
 - anatomy of, 14–19
 - funnel, 109–110
 - response-oriented, 98–99
 - rings of, 15–16
 - science of attraction, 14–15
 - workings of, 17–19
- Gravitational Positioning Statement (GPS), 79–83
 - crafting, 82
 - emotional benefits to product or service, 80–81
 - examples, 82–83
 - importance of, 83–84
 - refining, 122
 - using as ad headline, 169
- Gravitational targeting, 49–50
- Harrison, Steve, 189–190
- Headlines, 166–167, 168–169
- Hierarchy of needs, Maslow's, 75–76
- Hook and Permit* technique, 87, 102–104, 135–136, 193

- Hotlines, 94–95, 178–179
 Howey, Martin, 44
 How-to guides, 91–92, 93
How to Persuade People Who Don't Want to Be Persuaded (Bauer), 185
How to Win Friends and Influence People (Carnegie), 89–90
 Huggins, Doug, 132, 159
- Industry associations, 65
 Industry trade publications, 172–173, 189
 Infusion Software, 120
 Interest in other people, 21–22
 Internet, 192–210
 blogs, 201–206, 208
 e-zines, 199–200
 keyword activity on, 61–62
 online articles, 200
 online forums, chat rooms, and comments, 208
 pay per click, 192–195, 196–197
 personal networking sites, 208–210
 podcasts, 206–207
 targeting and, 64
 video posting sites, 208–209
 web site optimization, 197–199
- Invigorating step, 18
 Invisibility, 61. *See also* Visibility
- Janal, Dan, 206
Jim and Travis' GPS Creator, 83
Jim and Travis' Networking Leaders Guide, 128
Jim and Travis' Powerful Headline Examples, 167
Jim and Travis' Sample Cold Call Script, 135
 Jock endorsement, 214
- Karr, Doug, 204
 Kawasaki, Guy, 205
- Lakhani, Dave, 186
 Lead sources, 108–110
 Lead Tracking Worksheet, 111–112
 Letters, direct-mail, 146–147
 Like It Matters, 202
- Lillo, Pete, 42–43
 Local media, 170–172, 189
- Magazines, 59, 65, 171–176, 189
 Mail, direct. *See* Direct mail
 Market, as Gravitational Marketing ring, 16
 Marketing. *See also* Gravitational Marketing
 golden rule of, 86
 importance of, 4–6
 problems of, 86–88
 Marketing Technology Blog, The, 204
 Marshall, Perry, 197
 Mask, Clate, 120
 Maslow's hierarchy of needs, 75–76
 Master New Media, 204–205
 Match.com, 104
 McCarthy, Ken, 209
 McMannis Duplication & Fulfillment, 46
 Measuring results, 97–100, 111–112, 210
 Media, as Gravitational Marketing ring, 16
 Message:
 as Gravitational Marketing ring, 16
 targeting and, 56
 Metrics, 210
 Micro Persuasion, 203
 Mighty Wall of Mistrust, 88–89
 Miller, Travis, 117–127
Millionaire Blueprints, 12
 Miniheadlines, 167–168
 Mishica, Alice, 141–142
 Money, saving, 55
 Motivating step, 18–19
 MySpace.com, 209–210
 My Success Gateway, 206
- Name badge giveaway, 117–120
 Names, creative, 96
 Narrow day parts, 215
 National publications, 173–176
 Needs, Maslow's hierarchy of, 75–76
 Networking, 117–127
 business cards in, 122–123, 124–125, 126
 name badge giveaway, 117–120

- orange visors in, 120–122
- starting group for, 127–129
- visibility and, 28, 123, 125, 127
- New Rules of Marketing & PR, The* (Scott), 203, 207
- Newsletters, 42–43
- Newspapers, 170–171, 174–176
- News-style headlines, 166

- Oberkirch, Brian, 202
- Off-site optimization, 198
- 101 Ways to Promote Yourself* (Pinsky), 41
- Online articles, 200
- Online forums, chat rooms, and comments, 208
- On-site optimization, 198
- Orange visors, 120–122
- OrlandoBusinessLawyer.com, 124
- Outdoor advertising, 218
- Overture Inventory to Keyword Research, 61–62

- Pass-it-on programs, 31
- Pay per click, 192–195, 196–197
- Peake, Jim, 206
- Personal development, 26–27
- Personal effort, attraction through, 117–137
 - bandit signs, 129–132
 - business cards, 122–123, 124–125, 126
 - cold calling, 132–134, 135
 - name badge giveaway, 117–120
 - networking, 117–127
 - orange visors, 120–122
 - sponsorships, 135–136
 - starting networking group, 127–129
 - trade shows, 136–137
- Personal networking sites, 208–210
- Personal widgets, 95
- Pinsky, Raleigh, 41
- Podcasts, 206–207
- Postcards, 152–156
- Press releases, 184–188
- Price, 57, 71–72
- Print advertising, 162–182
 - appearance of ad, 163–165
 - body copy, 169–170
 - buying, 180–182
 - classified ads, 174–175
 - daily and weekly local newspapers, 170–171
 - display ads, 175–176
 - elements of, 166–170
 - headlines, 166–167, 168–169
 - industry trade publications, 172–173
 - local business newspapers, 171
 - local magazines, 171–172
 - national hobby magazines, 173
 - national newspapers and business magazines, 174–176
 - subheadlines, 167–168
 - yellow pages, 176–180
- Printers, recommended, 123
- Prizes, 137
- PR Leads, 206
- ProBlogger, 202
- Products:
 - displaying at eye level, 136–137
 - improving, 58
 - specializing, 60
- Publicity, 184–190
 - expert articles, 189
 - press releases, 184–188
 - visibility and, 28
- Public speaking, 43

- Radio advertising, 212–216
- Radio publicity, 189–190
- Rate cards, 180
- Recorded messages, 94–95, 178–179
- Referrals, 56
- Remnant space, 176
- Reports, 91–92, 93
- Research tools, for targeting, 61–63
- Response-oriented Gravitational Marketing, 98–99
- Results, measuring, 97–100, 111–112, 210
- Return on investment (ROI):
 - of campaign, 111
 - of direct mail, 142–143, 147, 151
 - purchase decision and, 73
- Roadblocking, 214
- Rohleder, Eileen, 170
- Rohleder, T. J., 170
- ROI Revolution, 210

- Romano, Ron, 95
 Rowse, Darren, 202
 Rubel, Steve, 203
 Rule of Thirds, 23–24, 60
- Samson, Bill, 206
 Schroter, Wil, 203
 Scoble, Robert, 204
 Scobleizer, 204
 Scott, David, 203, 207
 Search engine optimization, 197–199
 Self-interest headlines, 166
 Selling, 6–8, 55
 Seminars, hosting, 44–45
 Sensational qualities, 21–35
 apple metaphor, 31–34
 credibility, 29–30
 fun, 24–25
 interest in other people, 21–22
 spreadability, 30–31
 uniqueness, 22–24
 visibility, 27–29
 SEO Book, 206
 Seward, Timothy, 210
Small Biz Trends, 204
 Sneak-up mail, 139
 Sound system, at trade shows, 136
 Specialized Mailing Services (SMS), 141–142
 Sponsorships, 135–136
 Spreadability, 30–31
Standard Rate and Data Service (SRDS), 64
 Stelzner, Michael, 205
 Subcultures, 172
 Subheadlines, 167–168
- Targeting, 48–68
 categorical, 53–54
 choosing the right target, 54–55
 combining geographic and demographic, 53
 defining your target, 50–54
 demographic, 52–53
 determinants of your universe, 50–51
 geographic, 51–52, 53
 gravitational, 49–50
 penalties of poor targeting, 60–61
 reaching your target, 63–65
 reasons for, 55–60
 research tools for, 61–63
 shortcut to, 65–66
 Tear sheets, 156–158, 159
 Television advertising, 216–217
 Television publicity, 189–190
Ten Tall Tales of Traditional Marketing, The (Miller and Vee), 93, 118–119
 Time, saving, 55
 Time versus Cost Scale, 114–115
 Trade associations, 65
 Trade publications, 172–173, 189
 Trade shows, 136–137
 Tucker, Scott, 158
- Uniqueness, 22–24
 Universe, determinants of your, 50–51
- Vee, Jimmy, 117–127
 Video blogs, 202
 Video posting sites, 208–209
 Videos, 94
 Viral marketing, 30, 31, 210
 Visibility, 27–29, 41, 61
 Visors, orange, 120–122
 Volunteering, 27–28
- Wall, Aaron, 206
 Waste, 60
 Web analytics, 210
 Web Ink Now, 203
 Web site optimization, 197–199
 Wedel, Tony, 46
 White papers, 91–92, 93
 Who cares test, 178
 Wide day parts, 215
 Wincup, Pete, 125
 Worksheets, 94
 Writing White Papers, 205
- Yellow pages, 176–180
 Your Guide to Entrepreneurs, 205
 YouTube, 208–209
- Zones, in cable advertising, 218