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What Can You
Expect from
This Book?



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To a large extent, that's up to you.

Although Shiny Objects Marketing is an extremely simple principle, catching a glimpse of its full meaning and putting it into practice can often prove difficult. This book helps people find their customers' shiny objects. To accomplish this, we will go through a step-by-step approach that will help you answer the following:

1. What are the origins of shiny objects?
2. What will stop your customers in their tracks and make them notice your product?
3. What will make them want to take a closer look?
4. How do you get them to reach out, touch your product, and try it?
5. What emotions are created when someone experiences your product?
6. What will make them want to grab your product and not let go?

For thousands of years, people have gazed upward, fascinated by the shiny objects in the sky. We have an innate attraction to shiny objects all around us. They catch our eye. We place great value on them. We wear them to attract attention to ourselves. We even worship them. Some cultures believe they hold the very essence of life. They relate to our primal nature and are the base of the instincts we share with all creatures. Ultimately, we reach for the brass ring because it is shiny.

The principles taught in this book are not just about selling the next corkscrew or hair clip. They're about creating brands that can't be ignored. While other marketing concepts use meaningless buzzwords, worn-out clichés, and impossible-to-replicate programs, Shiny Objects Marketing relates to almost any person, regardless of marketing experience or budget. It reaches right down to our primal instincts and taps into forces we can't resist.

Shiny Object's Evil Twin

Before we get too deeply involved in this discussion, I need to point out a huge misunderstanding in the world at large. Most people understand shiny objects to be anything that distracts them from their primary focus. A shiny object by this definition for the college student studying for a test is an invitation to go to a party. For the programmer who must complete a given assignment by the end of the week, it is a hot, new video game that just came out. For the politician who strays from his primary pledge, it is an attractive special interest initiative. These are all examples of the dark side of shiny objects. They are the negative mirror image of positive shiny objects.

Curiously enough, if you Google the phrase “shiny object,” almost all of the references you find will be for this evil twin interpretations. However, if we are innately attracted to something, isn't it in our best interest to understand why? If we simply try to ignore our own impulses, those impulses begin to feed on our subconscious. Conversely, if we try to understand why we are drawn to a shiny object, we can learn something more about both the shiny object and ourselves. We can understand the nature of the attraction. Then we can choose whether or not to follow that shiny object. If we decide that the shiny object would have a negative impact on our lives, then at the very least, we have a better idea of how to counteract its attraction.

Shiny Objects Marketing is an entirely new way to look at shiny objects. Most of us have been conditioned to believe that shiny objects are bad because they draw us away from our primary purpose. Shiny objects, in general, are maligned as casual distractions from our main objectives in life. But what if those shiny objects *are* our main objectives in life? As we will discuss later in this book, the shiny objects that are the most powerful are those with deep, intrinsic value. Family,

prosperity, security, and happiness—these are all worthy goals in life, and they are all shiny objects, as well.

I invite you to put aside any negative associations you may have with shiny objects. Despite the frequent warnings of those around you who might say, “Keep your attention focused on the goal and don’t pay any attention to shiny objects,” we’re going to show you how valuable and productive it can be to focus on the shiny objects. The basic approach of Shiny Objects Marketing is to accept the natural attraction of shiny objects as a universal truth and suggest methods to put that attraction to work in positive ways. In other words, don’t fight it—use it.

