



It's Okay To Play By The Edges. It Will Make You Better!

Being remarkable is about creating something worth “re-marking on” – this is the basis of emotional marketing. What does your company have that’s worth remarking on? Do you have anything? No? Great! Let me give you a few pointers. I’m going to put this up front right away, I WILL NOT SHOW YOU HOW TO CREATE A REMARKABLE PRODUCT! That’s not my job and even if it was, I would be terrible at it! How can someone who doesn’t know your product or service make it remarkable? It can’t happen. To make something remarkable you need to live and breathe every part of it! Think of remarkable products and the brains behind them, they lived for that product/service. Okay, let’s move on.

Have you ever noticed that people go crazy for lottery tickets when the jackpot is sky-high? When the jackpot hits record levels ticket sales go up exponentially. Ironically, the odds of winning are even worse than usual, so buying when there’s a \$2 million jackpot is the smarter of two dumb choices. So why do sales go up? Because the remarkable nature of the larger jackpot gets people talking about it and dreaming about winning!

So how can you activate your emotional marketing machine and start making your product or service like a multimillion dollar jackpot? Well, let’s take a lesson from the jackpot. What made that jackpot so remarkable? It’s remarkable because it’s so huge! What you need to focus on is making your products/services huge, or very small, or really loud, or really quiet, or really bright, or really hot, or really cold or really safe, or really risky, or...well, you get the point. To make remarkable product, services and ideas they have to be “too” something. You have to step outside of the status quo and create something that breaks out of the boundaries it is usually contained in. Go to the limits! Remember, emotional marketing is meant to get emotion out of people, and if you can’t evoke emotion, it’s not emotional marketing.

This is why the HUMMER was so successful when it first hit the market and this is why the Smartcar is sold out all across Canada (at this point in time it’s not available in the USA). While some will hate it, others will love it! The key is to go to the edges, that’s only where you will be able to find the remarkable. The same goes for service providers. Make your service the safest, the fastest or the craziest. And when it comes to service providers, they’re all saying they’re the best, they’re the fastest, etc. Is this really true? I give you a test to find out if it’s true. Is your business thriving and I mean thriving! If not, then you’re not hanging around the edges.

The key to becoming remarkable is to step outside of your comfort zone and try something that no one else will, be too much of something and that will lead you on your way to being remarkable. Take the principle and keep it in the back of your head, don’t expect a quick turnaround, it may take awhile. But it’s important to plant the seed. If you don’t want to, that’s fine. I hope it doesn’t get too crowded hanging around the middle with the rest of your competitors, because they’re all focused on the same things you are, being safe and not playing by the edges.