

## WHAT IS YOUR LEVEL OF COMMITMENT?

By Rick Murphy - Owner



Recently I was at a seminar and was asked, rather off-handedly, what my level of commitment was to the information being presented. "Oh I can commit to this" I replied, I think more to just get out of the spotlight than anything else. But the speaker pressed me further, showing me a piece of paper with the numbers 10 to 1 in descending order down the left side. "What level, from 10 to 1 is your level of commitment to this information?" he asked, "With 1 being a level of no commitment whatsoever, and 10 being the most important thing in your life with nothing else coming before it". Wow, what a way to ask a question.

Many times when dealing with employees, partners, spouses and children, we present what we think are stellar ideas. We watch the person across from us nodding their heads and think all is well, only to find out much later that what we were "presenting" ended up in this person's circular file in their brain. Why? Because they did not buy in. We assumed that because their eyes never left us and because they appeared to be listening that they were in fact committed to the plan.

In my company, I am now training everyone to ask the question of commitment. Put the piece of paper in front of them and ask what their level of commitment is, rated from 10 to 1.  
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## BRANDING

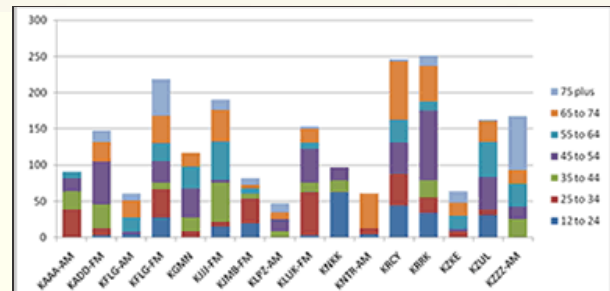
By Chris Rolando - CEO



This past month I received an anonymous Post-it® in the mail stuck to a past issue of our Dog's Bark. It seems that in that story, I had made mention of the brand of car I drive.... twice. The person who wrote me the sticky note had a problem with that. I guess this person thought that I was being snobbish for mentioning my car by brand (and so as not to offend the sensibilities of anyone here, I will not repeat). But this got me thinking about BRANDING.

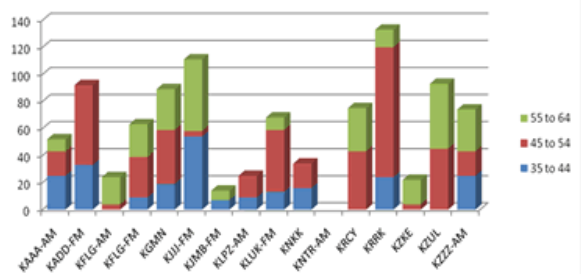
Some brands are so strong that they have been in danger of losing their uniqueness. How many people want a cola, and ask for a Coke®? Most "Facial Tissue" is referred to as Kleenex®. Not so long ago, when people wanted a copy of something, they asked for a Xerox® of it! The word Aspirin was originally trademarked by the Bayer Company in 1899. Unfortunately, by 1917 because of a lack of enforcement efforts in protecting the trademark, Aspirin was reclassified as a "genericized trademark".

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## WHAT'S IN THE NUMBERS?

The latest ratings for radio are in. The above graph will help you match your business to the right radio station. It shows which stations deliver the most people for the money (cost per thousand listeners) as well as what the makeup of the listenership is.



This is what the graph looks like when showing the most desired retail demographic of 35-64.

# Mad Dog Wireless



## COMMON MISCONCEPTIONS

By Michael Anthony - Sales Manager



**I** need to learn to keep my mouth shut. I'll be out somewhere and someone will ask me what I do. When I tell them I work for the radio stations, it starts.

Okay, I am not complaining. But I have to tell you that at times I am amazed at the misconceptions out there about advertising.

It seems there are two kinds of people when it comes to advertising.... Pragmatics and Artistics. The pragmatic is the matter-of-fact kind of person who wants to advertise by telling just the facts. The artistic person wants to create a story with a mood. In the decades I have been in this business, I have found the place to be is somewhere in the middle.

Let's take the example of tires. I have seen a couple of tire ads in my life. There are those cold, dark TV ads that show a car, blazing down a wet road in a thunderstorm, then the quick zoom to the tread on the tire and an explanation of water being channeled by some computer generated tread design. Then you have the commercial with the kids in their little yellow rain coats riding in tires. My question is will either of these ads cause you to change where you buy tires? I am willing to bet that many people have their tires changed or serviced at a PLACE that makes them feel like they are being treated well, getting a fair deal, and not being talked down to. I suspect more consideration goes into the location of the store, if they will drop you off at work and pick you up after and if they keep your seats clean.

What I am getting at here is before you start thinking about what to advertise, it is important to think about WHO you are going to advertise to. Your current customers are a good guide. Ask them why THEY do business with you. Use their voice as testimonials, using THEIR words and not the words of some "creative" type. Then remember that people may want to hear about features, but what they really want is benefits. People who go to the hardware store to buy a drill bit don't want a drill bit. They want a hole.

## LEVEL OF COMMITMENT

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10 to 1. This sets up the next questions which could be "What do you need from me?" or "What would it take to move you up one number?"

Here is how I see the Top Ten list:

10. This comes before everything....wife, kids, family or country.
9. I am highly committed to this, right behind the wife and maybe the kids.
8. This is going to get my very best effort with hard work and innovation.
7. During working hours, I am all over this.
6. I am going to try to keep this near the top of the stack.
5. I will add this to the list of things to do.
4. If I have time I'll revisit this.
3. Yeah, yeah... okay it will be on my desk... somewhere.
2. If everything else is done, my car is washed and I don't have a haircut scheduled, I'll get to it.
1. Huh? Did you say something?

## BRANDING...

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Imagine having a brand SO strong that people instantly identify your business with a word. I guess the marketing on my car has done that to me. Oh, and when I say marketing, please don't confuse that with advertising. The marketing is IN the advertising, but it is also in the car both in terms of reminders of what I am driving and reminders of why they want me to believe I made a good choice buying this vehicle, leading me to buy another from them in the future.

*"Glass, china, and reputation are easily cracked, and never well mended."*

*- Benjamin Franklin*