



## FIVE WAYS TO BOOST MARKETING ENERGY

Marketing can do amazing things for a business if the process is creative and innovative. Here are some simple techniques to add creative energy to all your marketing efforts.

### **Brainstorming:**

Think of 50 new ideas for marketing your business, and then use the best 10.

### **Analogies:**

Think of things that your product or service are similar to and compare your marketing techniques with them.

The comparison can sometimes be negative, but you can still use that knowledge to your advantage.

### **Pass-Along:**

Write a simple idea for sales or marketing on a piece of paper or in an e-mail, and then pass the idea along to someone else with the instruction that he or she should add to it or list another idea.

Keep circulating it until your coworkers or friends have helped you generate a long list of ideas and options to choose from.

### **Question Assumptions:**

Make a list of stupid questions and take the time to ask people what they think.

“Why do you have to have branches to be in the banking business?” is a good example of a “stupid” question that may lead to a breakthrough marketing concept.

### **Rewriting:**

Good old editing and rewriting can lead you to better marketing communications. It opens more creative doors than any other technique.

Take a copy of a your brochure or sales letter and make yourself come up with five new headlines or titles or opening sentences that you can use.

I'll bet you come up with at least one that's much more striking and interesting than the existing one. You may realize that you can redo the piece to make it more effective.



