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Sent:

To:

Subject: The one thing MOST marketing lacks

Hey Jack,

If you have a child in your life – either your own, or a niece/nephew/cousin/whatever – I guarantee you know this scenario...

You're with the munchkin and they want to watch a video. Naturally, you survey the wreckage of the DVD cabinet and conclude that the child's ready for something new, different, and collecting dust in the back.

So you grab something from the hidden recesses and say, "Hey, you haven't seen this before – let's watch something new!"

Immediately, the child retrieves a bashed in, stained, and half-torn apart DVD case to say, "No, I want to see Frozen AGAIN."

And you'll sit through that video AGAIN. And AGAIN. And AGAIN. And so on.

Because children LIKE to see the same things over and over. It gives them a sense of power – maybe because they already know all the punchlines.

It's fine to do this with kids. What's NOT good is doing something similar with your marketing.

You do NOT want to put the same old, same old as everyone else before your prospects over and over again.

This practice (also known as "Marketing Incest") only shows that you have the exact same level of ZERO creativity as all of your competitors.

And when you do this, you become just another dull tree in a very dull forest.

Instead, start leveraging the power of metaphor and story into your ads. Weave a tale around your product / service that illustrates its uniqueness.

Don't fall into the same rut as your competitors, with the same offers, the same coupons, the same guarantees. Use that noodle to create something fresh and different. The biggest thing that most marketing lacks is IMAGINATION. Here's something to ponder – it looks like a few seats are left at our [GKIC Puget Sound Marketing Power Lunch](#) taking place Dec. 29 from 11:30AM to 1:30PM. It's just 47 to join us again as a returning guest.

This is the place where the most creative, passionate entrepreneurs and business owners gather every month. We'd love to have you join us there. [Click this link to save your seat today.](#)

See you soon.

To Your Success,

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