

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Travis Lee <travis@nobspugetsound.com>

Sent:

To:

Subject: The True value of smoke and mirrors

Jack,

The term "Smoke and Mirrors" emerged from the world of Magic and Magicians – where hidden mirrors and smoke was used to hide the truth from an unsuspecting audience.

Therefore, when something is referred to as "Smoke and Mirrors" conventional wisdom puts its value at zero. Very soon you'll see this mentioned a lot, especially as we enter a new political season. Politicians especially will be accused of only offering "smoke and mirrors" kinds of solutions.

But we don't listen to "conventional wisdom," do we?

In reality, people place far more worth on INTANGIBLE things than they do things they can actually hold in their hands. Something that could be described as mere "smoke and mirrors" in fact could be held in extremely high regard – and valued accordingly.

Too many businesses and people make the mistake of being far too product obsessed, or technology obsessed, and completely misunderstand what it is that their customers are really buying.

Even businesses selling tangible products are really selling intangibles – things that can't be held in the hand or seen with the eye.

Remember - people are easily stimulated to optimism and generally prefer feeling optimistic to pessimistic, given the

opportunity to feel so.

The principle of OPTIMISM is often noted in politics, where it's almost a given that the candidate who offers the most compelling, most hopeful vision, will wind up winning at the ballot box.

So make sure you factor in these kinds of "smoke and mirrors" intangibles when selling your product / service – they could well be the final key to closing the deal.

On Sept. 15 from 11:30 AM to 1:30 PM at the [GKIC Marketing Power Lunch](#), we'll go into a lot more detail on how intangibles matter to your customers and your bottom line.

It's sure to challenge conventional business wisdom on a number of levels – if that sounds intriguing; you definitely should join us there. Before you forget, save your spot now [by clicking this link!](#) It's just \$47 to join us again this month as a repeat guest.

I look forward to seeing you there!

To Your Success,
Travis Lee
253-859-7322

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3D Mail Results
6205 S. 231st St
Kent, Washington 98032
United States
(888) 250-1834

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