

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

Sent:

To:

Subject: You see, but you do not observe

Jack,

Unless you've spent practically all your days under the proverbial rock, the source of this famous quote should be quickly apparent:

"Ah Watson, you see, but you do not observe."

The reason you almost certainly know this is due to the fact that Holmes is quite likely the most well-known fictional character on Earth. According to Wikipedia, he's almost certainly the most prolific screen character across the history of cinema.

And when Holmes sprang from the pages of Sir Arthur Conan Doyle's novels, the leap was exponential – you can find him in just about EVERY genre known... stage, music, cartoons, comic books, and television.

While some adaptations failed to take off in the market, more than just a few have achieved great success – both critically and financially as well. What makes the study of the Holmes' legend so fascinating is the many creative ways in which the characters, their relationships, even their settings have evolved. Holmes has appeared as a mouse, a steam-punk action hero, and even as a bumbling fool where Watson was the real genius behind the scenes.

The key here involves a concept Dan Kennedy calls "REIMAGINING" – taking something that seems obvious and even perhaps a bit tired and giving it a fresh face by changing the way it's described or positioned.

This doesn't just apply to famous literary characters... you can REIMAGINE how you frame a service or product you offer. And by getting creative and putting it in a whole new light, you can move something commonly perceived as a commodity into a totally new, premium priced category.

On July 21 at our GKIC Marketing Power Lunch, we'll go into more depth on this strategy as well as other tactics to reinvigorate your business.

So if you love talking with other entrepreneurs on topics like creativity, marketing, and business growth, you should be there. Save your spot now [by clicking here!](#)

I look forward to seeing you there.

To Your Success,

Travis Lee

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