

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

To:

Subject: A 60's sitcom's savvy sales secret

Dear Jack,

From 1965 to 1971 CBS aired the rural hit comedy "Green Acres" – in case you don't remember or it's "before your time," the show was a classic Fish-Out-Of-Water theme where city slickers Oliver and Lisa Douglas traded a glitzy life in Manhattan for a broken down farm in the country. Known for its stable of oddball characters, the show creatively blended screwball comedy with surrealistic satire. One notable recurring character was the enterprising salesman Mr. Haney – who somehow always managed to appear at just the right moment with exactly what less-than-capable farmer Douglas needed at the time.

Now, Mr. Haney's wares rarely hit the bar when it came to quality and/or value – however, you have to give him his due – he had a knack for being in touch with what his primary marketplace needed.

And here's the business lesson you should take from Haney –he didn't make the same mistake that most business owners make in thinking: "What have we got? And what can we sell that for?"

Instead, Haney choose his target market carefully (the well-to-do Douglas family) and somehow by hook-or-crook determined EXACTLY what it was they wanted most –BEFORE dropping by to make the perfect offer at the perfect time.

Who'd have thought you could get that kind of business insight from watching reruns of an old-school 60's sitcom?If you'd like to discover other savvy secrets WITHOUT having to dust off the DVD player, I've got good news.

We'll be covering even more powerful business and marketing strategies in a few weeks at our [GKIC Marketing](#)

[Power Lunch](#) taking place on Nov. 17 from 11:30AM to 1:30PM. It's just \$47 to join us again as a returning guest. I promise you'll have a lot of fun hanging out with other business owners and entrepreneurs – go ahead, [click this link to save your seat](#).

Hope to see you there!

To Your Success,

Travis Lee
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