



Cornucopia CREATIONS

ART DIRECTION
THROUGH
PRINT PRODUCTION
MANAGEMENT

CAREFULLY CRAFTED
CUSTOM MARKETING
CAMPAIGNS

EXPERT WORDSMITHING
TO NAIL THE MESSAGE

ILLUSTRATION AND
IMAGE DESIGN THAT
EXCEEDS
EXPECTATIONS

WHY 'COMMITMENT' IS CRUCIAL TO SUCCESSFUL MARKETING

Here is a common reaction timeline upon a customer seeing an ad (*any* kind of ad – print, online, a radio jingle, TV, etc....):

1. The first time a man looks at an ad, he doesn't see it.
2. The second time, he doesn't notice it.
3. The third time, he is conscious of its existence.
4. The fourth time, he faintly remembers having seen it.
5. The fifth time, he reads the ad.
6. The sixth time, he turns up his nose at it.
7. The seventh time, he reads it through and says, "Oh, brother!"
8. The eighth time, he says, "Here's that confounded thing again!"
9. The ninth time, he wonders whether it amounts to anything.
10. The tenth time, he will ask his neighbor if he has tried it.
11. The eleventh time, he wonders how the advertiser makes it pay.
12. The twelfth time, he thinks it must be a good thing.
13. The thirteenth time, he thinks it might be worth something.
14. The fourteenth time, he remembers that he wanted such a thing for a long time.
15. The fifteenth time, he is tantalized because he cannot afford to buy it.
16. The sixteenth time, he thinks he will buy it someday.
17. The seventeenth time, he makes a memorandum of it.
18. The eighteenth time, he swears at his poverty.
19. The nineteenth time, he counts his money carefully.
20. The twentieth time he sees the ad, he buys the article or instructs his wife to do so.

Written by Thomas Smith, London, England - 1885. Now you know why some of that language was a bit out of date! But this 130-year old premise remains true today. At best, we say it takes a *minimum* of seven (7) impressions before a prospect will buy or become a warm lead.

Remember, just because prospects don't begin ringing your phone off the hook doesn't mean your marketing plan won't work. Good marketing campaigns take considerable time to see a dramatic return-on-investment. Be patient and commit!

Concepts liberally borrowed from the ultimate marketing genius: Jay Conrad Levinson, from his marketing bible, *Guerrilla Marketing, Easy and Inexpensive Strategies for Making Big Profits From Your Small Business.*