

DANGEROUS MARKETING

21 Daring Ideas by Leading Edge Thinkers

Compiled by Joe Vitale
www.mrfire.com

A while back I read a book called What Is Your Dangerous Idea? It's a collection of ideas, predictions, and theories by scientists. I loved it and wondered what marketers would say was their most daring idea. I went to them and their answers are what you are about to read. Prepare to be amazed....

-- Joe

1. From Joe Vitale

"Say 'I love you' to every person that buys anything from you. Don't just think it; say it.

This would make many happy and others confused, and it might even make you uncomfortable, so it would be 'dangerous.'"

- Dr. Joe Vitale, author of "The Attractor Factor", star of "The Secret" www.mrfire.com

2. From Alan R. Bechtold

Video is huge on the Web. It can make online marketing skyrocket to entirely new heights. But, you still have to do something to make yourself stand out. I just launched an online "TV Show" called Big Profits TV. Because the show is fun and light-hearted (matching my own personal style of doing things), I wanted to signal the world that marketing and business should also be fun. To accomplish this, I took a couple of decidedly dangerous steps. First, I obtained a "slightly dangerous" Web address where people go to sign up and watch the show --

www.BigAssProfits.com. Then, I made a donkey my mascot on the show. I know some people will find the URL to be funny and others put off. And I'm certain a lot of people will wonder "What on earth does a donkey have to do with making money online?" However, I'm equally certain the combination of the two will get people talking and create not only buzz but fans. To keep the momentum going, I also released "You Don't Know JACK!" -- the life story of my donkey mascot that is also now available on the same Website. It's interesting to note that Jack has already set up a MySpace account for himself and a blog where he can interact with his fans, providing proof that dangerous can be FUN!

--- Alan R. Bechtold, producer and host
Big Profits TV
www.BigAssProfits.com

OR -- "less" dangerous but still carrying the banner...

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[www.BigA\\$\\$Profits.com](http://www.BigA$$Profits.com) (replace the dollar signs with "S" to reveal the REAL URL). Then, I made a donkey my mascot on the show. I know some people will find the URL to be funny and others put off. And I'm certain a lot of people will wonder "What on earth does a donkey have to do with making money online?" However, I'm equally certain the combination of the two will get people talking and create not only buzz but fans. To keep the momentum going, I also released "You Don't Know JACK!" -- the life story of my donkey mascot that is also now available on the same Website. It's interesting to note that Jack has already set up a MySpace account for himself and a blog where he can interact with his fans, providing proof that dangerous can be FUN!

--- Alan R. Bechtold, producer and host
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Out of respect for Joe's sensibilities, I wanted to stress I will fully understand if he wants to

modify my url in the report he's putting together. Joe has the best appreciation of outrageous

marketing of anyone I know so I don't think it's a problem as-is but, just in case, a good alternative

URL would be: [www.BigA\\$\\$Profits.com](http://www.BigA$$Profits.com)

3. From Allan J. Katz

My dangerous idea is to write copy for people who give teleclasses. Most coaches, consultants, speakers and marketers know the body of their material but need help in opening and closing their presentations using stories, metaphors and persuasive language to lead people from the beginning of the presentation, keep them on the call and have them respond positively at the conclusion of the call.

Allan J. Katz
www.WebMagnet.info

4. From Angela Treat Lyon

Lately I have been doing some very intensive introspection to see who my perfect customer is, what do I expect of him or her, what does my perfect customer expect of me, what is it I deliver?

First, I homed in on three words as to what/who I am: bold, creative, and inspiring.

So then I asked, what about that creates a way of being that is translated to a direct behavior that my customers receive from me? I realized that I actually **dare** people to be their best, live their Dreams, fully potentialize their lives. I want that for myself, and know how intimidating it can be at first, then how exhilarating, so I go out of my way to give people a hand up.

Since I dare people, I'm putting together a new site called I-Dare-You.com, where I dare people to live who they are, live their dreams, live the fullness of their spirit.

I dare you!

Scared the p*** out of me when I started to put it out there, but so far all I've heard back is "I love it!" Whew! Danger is a good thing, sometimes!

Angela Treat Lyon

<http://www.I-Dare-You.com>
<http://AngelaTreatLyon.blogs.com/idareyou>
<http://www.AngelaTreatLyon.com>

5. From Bill Harris

The craziest thing I ever did in my marketing was...to make sure the customers actually got the benefits. Yep. That's it. A lot of people don't see it this way (unfortunately), but your job as an entrepreneur is to provide benefits to your customers. The marketing part of your job is to show them what those benefits are, convincing them that you really can deliver them, and to prove that those benefits are worth as much or more than the price they'll have to pay to get them.

But can you see how easy selling becomes when you do everything possible to make sure your customers really GET the benefits? When your customer tells someone else about the benefits he got, it's WAY more credible than when you tell them. And, when you tell your customer about another product you have for him, and you really delivered on the first product, that sale becomes a slam dunk. So please, sit down and think this through for your business. Figure out how to get more of your customers actually using your product. Figure out how to keep them from quitting using it. Figure out how to keep them from sabotaging themselves from getting the benefits. Figure out how to keep them from failing to notice the benefits when they do get them.

This one idea made me \$6 million in 2006, and it will make you a lot of money, too.

Bill Harris
<http://www.centerpointe.com/>

6. From Karma Singh

Telling it like it really is:

Everyone has their "comfort zone". Their basic unquestioned assumptions about themselves, the World, the Universe, etc. and how they functions. A very high proportion of these beliefs are untrue, i.e. contrary to fact. Presenting reality and, thereby, confronting false beliefs will bring a number of unsubscribe requests each time. It does, however, provide thought provoking content.

My last such was my Easter message which produced 19 unsubscribes. In the same period, I received 672 new newsletter subscribe requests! How much of this was due to the Easter message I cannot say as I had a few other things running simultaneously. You can, however, read the message and a number of responses at www.harmonyenergyconsultants.com

Karma Singh
<http://www.harmonyunited.com/start.html>

7. From Dave Siever

Back in 1984, I designed an electronic brain wave device used to reduce stage fright in performing-arts students. The project took 8-months to complete and I made \$1/hour on it. It turned out that the performing-arts instructor didn't know if it would work and we had no research. So, here I was with a product that was high-tech, quasi-medical, there was no research and no market. Over the years, enough B.Comms and MBAs told me that I was crazy to waste my time on such a monumental and possibly fruitless venture. There were times when I wondered about my own sanity as well. Well, after many designs and a personal investment of about one-

quarter million in research we expect to hit \$1-million in sales this year! How's that for dangerous?

My next venture is to design a hydrogen electrolysis and storage system that the common person can make from wind or solar generation and give us independence from the oil companies and clean the environment at the same time. So if you see my house blown up on the news, then I got the generation part right at least.

David Siever
<http://www.mindalive.com/>

8. From Debbie Allen

Media Shock Jock vs. Shameless Diva By Debbie Allen

Just after the first edition of this book was published I took out an ad in *Radio TV Interview Report* (www.RTIR.com). The half page ad ran for three months and kept my phone ringing for over six months with requests for interviews from radio shows all over the US and Canada. The headline of my ad read “This Guest Can Make Anyone Famous!” One of those calls turned out to be a request for a LIVE interview with shock jock, Howard Stern.

When I picked up the phone the producer said, “This is K.C. Armstrong from the Howard Stern show. Howard heard about your book *Confessions of Shameless Self Promoters* and wants to have you on the show. Are you interested?” What? At first I thought it was one of my friends playing with me, but felt I needed to play along just in case it was the REAL deal.

“Howard is going to beat me up,” I said. “Oh Nooooo!” says K.C. Part of me really wanted to believe him. Yeah right, I knew better. This is definitely not your typical radio interview show.

Oh Nooooo! It is all about controversy with two or three people ganging up on you looking for something OUTRAGEOUS to talk about. It should be called *Howard Gets the Guest!*

Then without thinking for more than a minute these words came flying out of my mouth. “Sure I would LOVE to be on Howard’s show!”

Remember what I told you earlier in this book in chapter three about gutsy goals? *Feel the fear and act in spite of it!* There was no way that I was going to tell you that and then not ACT upon it myself ... I walk my talk.

The interview was going to be in a month so I had time to seek out some supportive advice from my friends. The first person I called was Bill Goss (you’ve just ready his story about the Luckiest Unlucky Man Alive in this chapter). Bill had told me a while back that he was on the Howard Stern show for over an hour talking about his accident, male nurses, and you don’t want to know what else. Anyway I knew that Bill could give me some solid advice. When I talked with Bill I asked if I could call him every week until the show. He agreed and coaching me through different scenarios on each call discussing every possibility of how the interview might go.

“You will probably only get about two minutes on the show and then he is going to hang up on you. And the BEST you’ll get is five decent minutes if you handle it well,” said Bill.

Okay, so now my biggest challenge was to get five challenging minutes of fame with *the shock jock*. “I can do that!”

I was ready for just about any direction this interview could take and also ready to feed his ego a bit. Now I can’t say that I respect everything about Howard but I DO respect the fact that he is a

successful shameless self promoter and that he lives by the three rules of shameless success. He has his own STYLE ... that's for sure! He never gives up ... even after getting fired time and time again. He always finds a way to POSITION himself in front of someone else who will hire him and he always stands out in the marketplace. The guy is a shameless survivor.

I survive my five minutes ... keeping my clothes on (hey it was radio) and my professionalism in tack! And what happened next shocked me.

The shortest and most challenging interview of my life took *Confessions of Shameless Self Promoters* to bestseller on Amazon within a matter of hours! Wow! I had no idea that could happen even with as my listeners that Howard has on his show.

Actually, I had no idea that people who listened to Howard Stern even read books!

I now believe there is *no such thing as BAD publicity*. It often just gets you MORE publicity and more recognition!

So I shamelessly worked it for more media attention and sent out this press release below:

For Immediate Release! Media Shock Jock vs. Shameless Diva

Who: The World's Most Challenging Radio Interviewer

Shock jock, Howard Stern is known for his outrageous and controversial topics. His guests must be ready for anything if they want the interview to promote them in a positive way. Staying on top of the interview game is not easy. Nervous guests go one against three difficult radio hosts at the same time. Many of his guests have known to fail miserably and are even attacked or put

down during the show. Few guests have turned around the interview in their favor and made it a success. Yet, Debbie Allen did just that when she was featured on a live radio interview with Howard Stern on October 23rd with up to 10 million listeners from coast to coast.

Vs. Who: The Shameless Marketing Diva Wins Over the Interview

Self promotional marketing expert, Debbie Allen not only survived the interview, she did it famously. The interview started in a negative tone, but soon Debbie (the Shameless Diva) turned it around in her favor. Howard Stern, a shameless self-promoter himself, challenged the Diva on the title that grabbed his attention *This Guest Can Make Anyone Famous*. “So who are you? If you’re so famous how come I haven’t heard of you?” said Howard. Diva comes back with “I’m on your show and you know who I am now. Right?” Too shay! Debbie managed to turn the interview around in her favor and the next thing she knew Howard was asking her to share some of her best tips from the book for his listeners to learn from. Yet it did admit, “Now I’m not like Oprah’s book of the month club. I don’t promote books ... especially business books. But I believe you’ve got something good going so I’m going to promote you. He then gave out the title of the book and told people to go on Amazon to buy it.

What: Debbie AKA Shameless Diva discovered that by connecting with Howard’s interests, understanding the show and by being coached she would survive her most challenging radio interview. Not only did she survive ... she *thrived* from the massive media exposure. Within a few hours of being on the show her book *Confessions of Shameless Self Promoters* hit Amazon’s bestseller list that day.

Where: Line up Debbie Allen, The Shameless Diva, for your show today. You know she can handle any shameless challenge and she might even *help you get famous too*. Contact Debbie Allen directly at 800-359-4544 or via her online press room at www.DebbieAllen.com.

Final Note:

Recently I got a call from the producer of the Oprah show. Again I thought it might be a friend playing with me. But I've learned to play along just in case it's the REAL deal. Guess what ... it was the REAL deal! Sorry to say they didn't book me on the show ... YET!

Hey, Oprah call back ... we need to talk!

[bio] Debbie Allen “The Shameless Diva” is an international business speaker and author of five books including her bestseller Confessions of Shameless Self Promoters. She is one of less than 450 women worldwide to have achieved the honor of Certified Speaking Professional by NSA and the International Speakers Federation. Learn more about her sales and marketing expertise at www.DebbieAllen.com.

Debbie Allen
www.DebbieAllen.com

9. From Dr. Joe Rubino

Whenever we have any contact with a potential client or customer (and everyone meets that description), we share that my vision is to elevate the self-esteem of 20 million people and ask for their help. We invite them to grab a copy of my free audio program “7 Steps to Soaring Self-esteem” by visiting <http://www.SelfEsteemSystem.com> and request that they tell at least 3 other people as a favor in helping us reach our vision of elevating the self-esteem level of the planet. We find that people are happy to support this great cause and they appreciate receiving a valuable audio recording (valued at \$29) to support their self-esteem and those they love.

Dr. Joe Rubino
CEO, The Center for Personal Reinvention
[Http://www.CenterForPersonalReinvention.com](http://www.CenterForPersonalReinvention.com)

Visit [Http://www.SelfEsteemSystem.com](http://www.SelfEsteemSystem.com) and get your complimentary Audio Program "7 Steps to Soaring Self-Esteem" and Success Achievers Club Membership Free!

10. From Dr. Larina Kase

“Uncover your biggest marketing fear and face it. Maybe you’re petrified of public speaking but getting out and sharing your ideas with audience is the best way to propel your business forward. If so, set up a speaking engagement. Maybe you’re afraid of rejection. If so, make a big offer—something so expensive or outrageous that most will reject it (but if anyone takes you up on it, the rewards will be huge!). Maybe you’re afraid of embarrassment. If so, put yourself out there and offer something wild that reveals a key component of who you are. Maybe you’re afraid of offending your customers or prospects. If so, forget the middle of the road and take a clear stance on a topic close to your heart. Those who are with you will love it. Be dangerous and face your marketing fears—You’ll get better results than you ever thought possible!”

-- Larina Kase, PsyD, MBA, Founder of Performance & Success Coaching
www.pascoaching.com

11. From Gary Ryan Blair

Here's my dangerous commentary. With almost every interaction, I ask:

"What lasting contribution are you making to society, and how do you know if that contribution is effective?"

This question takes most people by surprise, often embarrassment, and most do not have an answer.

This opens up a dialog on how my coaching services work to help people identify their life's purpose.

Honestly, this is my master marketing funnel for new coaching clients

I have found that by asking that question, it serves as a seed that grows in the person's mind. In almost every case, I receive phone calls from people sometimes months later about the impact of that one question.

Everything Counts!

Gary Ryan Blair

Gary@GoalsGuy.com | www.GoalsGuy.com | www.GotGoals.com

At The GoalsGuy, Our Goal is Simply to Help You Achieve Yours!

12. From Jay Conrad Levinson

We once ran a full-page newspaper ad with the headline: THIS AD WAS TURNED DOWN BY NBC! We explained that since it was an ad for waterbeds, it was naturally sensual. Then we asked readers to vote and get a free pin reading I'M FOR SENSUALITY or I'M FOR CENSORSHIP.

Only twelve people voted and censorship was trounced. But so was my client because he sold so few beds from such an expensive and dangerous ad.

Jay Conrad Levinson
Yo! Google me!
The Father of Guerrilla Marketing
Author: "Guerrilla Marketing" series of books
Over 15 million sold; now in 43 languages
www.gmarketing.com
www.guerrillamarketingassociation.com

13. From Robert Ringer

When I was a young real estate broker, I wracked my brain trying to think of a way to set myself apart from the competition. I finally came up with the idea of designing a spectacular, full-color, hardcover brochure (12" x 12") to serve as my calling card. The black cover had a high-gloss finish, and my name did not appear on the front cover or the first two pages. The idea was to create the impression that I was so important that I didn't need to hype my name.

In today's dollars, this calling-card brochure cost about \$20 a copy, which at the time seemed like a lavish expenditure. But it worked better than I ever could have imagined. Because of its spectacular nature, the recipient of the brochure was unlikely to ever throw it away. In fact, many clients told me that they kept it on their desks as a conversation piece.

My Earth brochure allowed me to separate myself from the pack and created a stir about me throughout the commercial real estate brokerage industry.

Robert Ringer
| www.robertringer.com

14. From Wendi Friesen

Risk vs. Reward

This is always the forte of an expert marketer. Playing it safe will not get you noticed.

Be outrageous- There is risk, and if you do something outrageous and people don't like it, rest assured they will remember it more than anything else you have ever done and will talk about it endlessly.

If that sounds like your cup of tea, get brave.

I have a radio show every Sunday on a KSTE 650 am in northern California.

www.wendiradio.com: <<http://www.wendiradio.com>/>

I want people to listen, I want them to get something from it, and most of all I want them to remember me and tune in next week.

Since I am a hypnotist, I use this to my full advantage. I explain at the beginning of the show that I will attempt to make them dance naked on the desk at work, go to the bank to take out all their money to give to me... all as part of the plan to take over the world with my hypnotic powers.

Does it work? It does get people to think, gets them talking, makes them form opinions and have a few laughs.

On my radio show, I have hypnotized the listeners to make their right foot itch uncontrollably, that will only be relieved by sending me an email. Needless to say, I got lots of emails. One man insisted that he could make it stop on his own, but finally at 2 am got out of bed to send an email when his foot would not stop itching until he clicked send.

Be a little nutty. Take a chance. Your number 1 goal in marketing and branding is to stand out. Have fun, be yourself and whatever you do... don't let anyone else tell you that your new marketing ploy is a bad idea.

Wendi Friesen, CHT
www.Wendi.com
www.WendiRadio.com

15. From Kare Anderson

Dangerous to do in a gathering

Whenever you enter a room for a party, reception or other free form gathering, go up to the person who is most ignored and give that person your complete attention. Soon after engaging him in conversation ask him, "Mind telling me about something inspiring you saw someone do recently? It would lift my day." And it will.

I suggested this to a group of pro basketball players as a way to make an authentically different kind of connection, many times with a person with whom they wouldn't have spoken. Their action alters how others relate to each other in the room.

In every gathering there are invisible lines of power and attraction among people. Inevitably, the person with the most of both has more lines going to her/him from others. Once one person gives complete attention to the person with the fewest lines, the other lines rearrange - especially if the person giving attention to that person is the "rock star" in the room.

Opportunity is often inconvenient.

Kare Anderson

<http://www.sayitbetter.com>

http://sayitbetter.typepad.com/say_it_better

16. From Mark Joyner

Here's my dangerous idea:

"Actually create a unique product that matters. Why is this dangerous? Because it takes guts to blaze a trail. Anyone can copy what others have done. Heck, knock off artists can even amass great wealth. That's the safe, but utterly mediocre way to riches. To be truly dangerous is to be new and different, but also significant. To really matter. Not in a self-serving way that your press agent wants you to matter. I mean mattering in a way that will make the world better for your great grandkids. That, too, is dangerous because it puts the needs of others ahead of your own. In that sense, selling unique positive change is more dangerous than selling crack cocaine and porn."

Mark Joyner, #1 Best-Selling Author of "Simpleology", www.Simpleology.com

17. From Krystalya Marie

When I was working on finding my Moniker many people thought I should call myself 'The Empowered Spirit' it scared the heck out of me to make such a claim and I thought it was quite egotistical, but everyone I knows says it fits perfectly, because I am all about empowering everyone to find their spirit and do, be and have all that they desire.

It has caused some comments and I occasionally get an email asking who says I am 'The Empowered Spirit.'

Krystalya Maria
"The Empowered Spirit"
Krystalya@EmpoweredSpirit.com
www.OneMinuteEnergyTuneUp.com

18. From Nerissa Oden

The ME Culture is Out. The WE Culture is In.

Market each product or service by focusing on the benefits it has on the customer's natural and social environment as well as for the customer. Brag when products and services are good for the environment, or at least don't hurt it. Point out how the product or service generates positive feedback from the customer's social network instead of the typical shock jock effect. Relationship building tools are cool. Going it alone mentality is out.

Nerissa Oden

www.TheMarketingSecretBehindTheSecret.com

19. From Niels Koschoreck

The power of being honest

Living in a cultural climate of dishonesty (at least that's what many of us are taught to believe), honesty is often considered dangerous. I am in the self-improvement business and more often than not my clients thought of me as someone who was living the perfect life: no problems, no challenges, never stressed, everything under control.

Over time I have developed the habit of telling them about my own challenges - not whining about it, just stating it matter-of-factly and taking full responsibility for all of it.

Not only have I gained tremendous respect for that, but it also helped numerous clients of mine to stop struggling with their own challenges - and it has brought me a constant easy flow of new customers through word-of-mouth marketing.

Niels Koschoreck, Germany / UK

<http://www.i-l-d.de>

20. From Pat O'Bryan

My most dangerous marketing experience was also my first. It was dangerous because I was afraid to do it, and did it anyway. You can trace my entire Internet Marketing career to this one instance- if it hadn't worked, I doubt that I would have pursued Internet Marketing any further. At the time, I had no idea how dangerous it was.

At Dr. Joe Vitale's Spiritual Marketing Supersummit in 2004, I released my first product. It was an audio called "Think and Grow Rich Automatically, which I had created with Joe's guidance. It was very much a hand-made product. I wrote the music and recorded it, created the binaural beats, and recorded the subliminal affirmations. Then, after mixing it all together, I burned the CDs one at a time, put on the adhesive labels, designed and printed covers, which I then cut by hand and stuffed into the cases.

I laboriously created fifty of these, and set up shop at a table outside the seminar.

From my point of view, I was the hippie guitar player interloping in a room full of well-dressed, apparently successful businesspeople. I was intimidated. I fully expected to haul fifty CDs home with me Sunday night, after the seminar.

During breaks, I stood behind the table. Initially, a few people were curious. Then, after Joe mentioned them from stage, a lot of people were curious. \

By the end of the day, I had sold out!

That night, while the attendees slept, I stayed up all night burning CDs, printing labels, and stuffing CD cases.

The next day, it happened again.

Today, as I look out over my Portable Empire, I'm grateful to Joe for his encouragement and guidance. I'm grateful to those attendees for buying my first product. And I'm grateful to myself- the 3-year-ago self- who dangerously took a chance. That product is still online at www.patobryan.com/tagra.htm, and it's still selling.

21. From Sherry Kirksy

My most dangerous marketing idea is, "The Universal Force of Free". The bible says that it is more blessed to give than to receive. I have found that by giving away free stuff, with a loving heart, I too receive loving support from the universe. I end up reaping what I have sown. It's dangerously awesome!

Sherry Kirksy
pathtoinnerwealth.com.

22. From Stone Evans

"The most dangerous marketing idea of all is to be yourself. If you say what you think and do what you say, you will naturally attract your own loyal following."

- Stone Evans, The Home Biz Guy <http://www.PlugInProfitSite.com>

