



The Trail Survival Guide for Entrepreneurs

Start



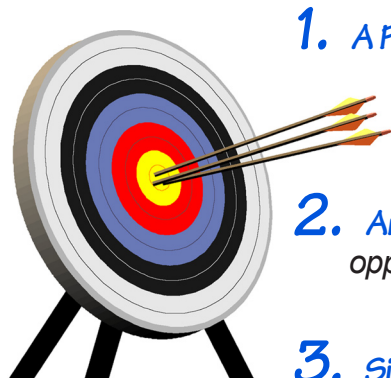
Note: This PDF is INTERACTIVE: Every graphic is a button.

Dear Entrepreneur:

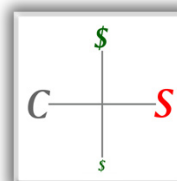
Day One, 2013

Thanks for downloading our [Trail Survival Guide and Marketing Starter Kit](#).

It's an entrepreneurial marketer's Handbook. The pages you'll see here (it's a 7-page PDF) describe our most often-recommended approach to Marketing for entrepreneurs:



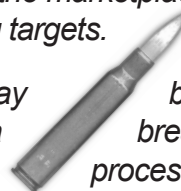
1. A Perceptual Map – to help you define your product or service's "Position" in the strategic context of things, in relation to what defines differences in consumer perception, and in relation to your known competition.



2. Arrows in your Quiver – to help you understand not only what marketing opportunities should await you, but in what order you should deploy them, as ordering these priorities is a big part of achieving marketing success.

3. Silver Bullets – To help you take blatantly unfair advantage of your competition as you define (and redefine) your Position in the marketplace, and as you send regular, serialized messages to the bull's-eye of your marketing targets.

You may be new to the marketing disciplines, or you may be the V.P. of Marketing, or you may be a person with a or service. You may be a developer, a manufacturer, a or a service business. Chances are, you'll be an entrepreneur with objectives unlike any other.



be an old hand. You may breakthrough idea for a product processor, a distributor, a retailer,

No matter your place or position in the scheme of things, you'll need professional, serialized "packaging" and communications to most efficiently achieve your short, medium, and long-range marketing goals. If we can help you achieve them, all the better. With or without us, we hope the thinking you'll see here will provide an insightful resource for the work that awaits you.

Your objectives are simple: Focus your messages – and empower them in every way.

Today may not be your FIRST day on the Entrepreneurial Trail . . . but we're burning daylight . . . so let's get started. If you have any questions, don't hesitate to call or write.

Meanwhile, we wish you every success on the journey! Click "The Map" button to proceed.

Sincerely,

Rik Peirson
President & Creative Director



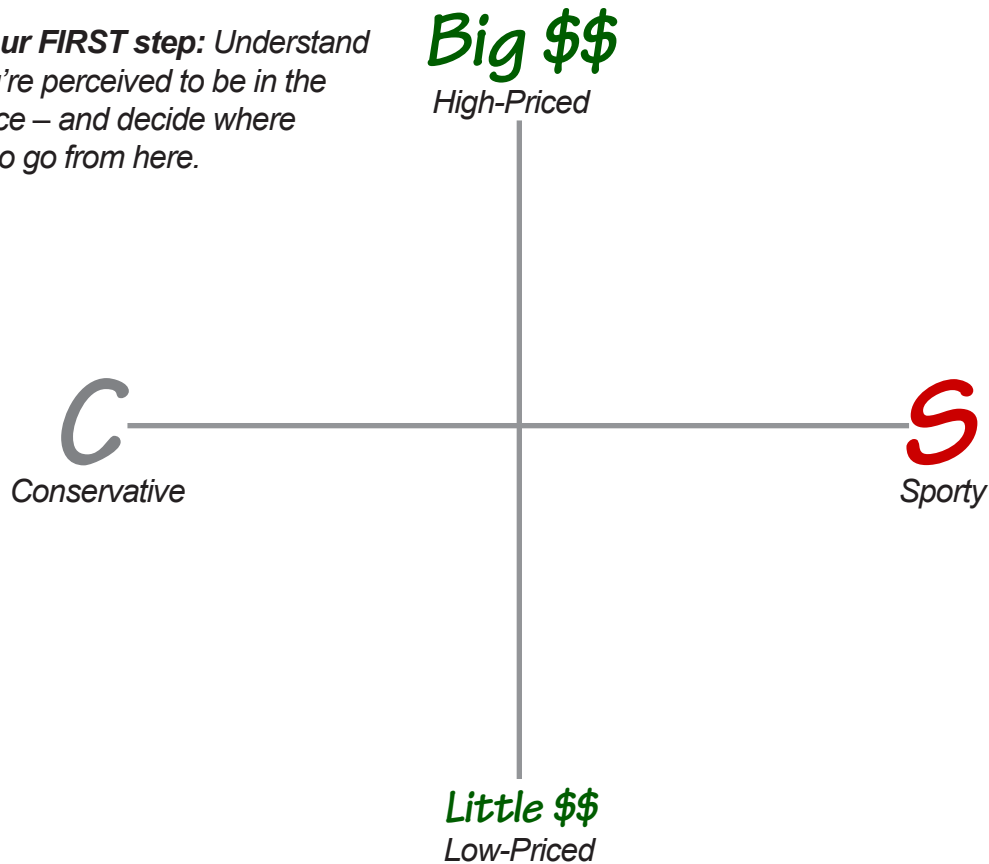
The Map
Click Here.



The Perceptual Map

Strategic Context in Preliminary Marketing Planning • Updated 2013

This is your FIRST step: Understand where you're perceived to be in the marketplace – and decide where you want to go from here.



The purpose of a Perceptual Map is to determine the Strategic Context of your “Position” in the minds of consumers . . . and in relation to your most important competition . . . so you can determine whether to enhance your current Position or whether to strike out for a new one over the longer haul.

Big \$\$, Little \$\$, Conservative and Sporty define the initial strategic context, but feel free to also use other opposing considerations to provide further definition and differentiation between brands.

Here's what to do:

1. Mark the perceived “Positions” of your strongest competitive brands.
2. Mark what you feel is your own (current or “Target”) Position among them.
3. Consider whether you are in the “right” Position now, or whether you want to move toward a new, more advantageous Position over the longer haul.
4. If you want to STAY, then simply enhance your current position in all future marketing.
5. If you want to MOVE, then carefully locate your new “Target” Position on the Map and plan to spend some consistent marketing time and money as you move closer and closer to your new Position Target.
6. Periodically revisit the strategic context of your Position. Use Primary Research to confirm your Position and/or the progress trajectory of your move.



The Arrows

[Click Here.](#)

The Arrows in your Quiver

What to Do When You Identify Your Position • Updated 2013

Planning is your Next Step, unless you can afford to miss the Marketing Bull's-eye. Plan your Marketing Budget based on your Marketing Objectives – in the order below. **Identity** (consistent with your desired “Position”) is first, as Literature and Web elements need to be built around your identity elements. Approach **Literature and Web** elements only when Identity is established. Approach **Advertising and Promotional** elements only when Literature and Web elements are in place to fulfill the need for deeper information that Advertising and other Promotional elements will be designed to generate.



1. Identity Elements

Revisit your organization's name, as it is the first great key to your success. Then consider the impact of your Logo, your Mark, and your basic “Positioning Tag” -- to be sure they're consistent with the “Position” you identified using the Perceptual Map.

When your identity is solid, apply it (consistently) to ALL of your other identity elements, including your letterhead package, internal work-flow forms, interior and exterior signage, delivery or support vehicle signage, staff uniforms, and packaging. “Tangibilize” your intangibles with consistent identity.

2. Literature & Web Elements

Think in terms of the “payoff” you need to create when you generate interest, queries and leads with Advertising and Promotional elements. When someone becomes interested in knowing more about your category, your company, your products, and your services, you need to connect them (immediately and memorably) with deeper information designed to A) confirm their initial interest; B) deepen their commitment to your brand; and C) contact you more personally.

The speed and ease with which you connect your prospects with the information they seek (in physical and electronic formats) may make the difference between achieving a personal contact . . . and not.

Physical and electronic information should consistently provide a range of detail -- from “conceptual” information about the category itself and your specialty within it (often delivered in an “Introductory” piece) to very “specific” information – including your USP (Unique Selling Proposition), the unique benefits you deliver, and the specifics (of products, pricing, delivery, and terms) required to consummate the sale.

3. Advertising & Promotional Elements

The real arrows in your quiver need to specifically “play” to your Literature and Web-delivered information, just as they need to be designed to specifically lead to a personal contact.

These arrows should be planned to arrive in the consciousness of target prospects in a highly consistent and serialized form. To varying degrees, and depending on the sales process in your category, they should include Advertising, PR, Trade Show Participation, Direct Mail, Sales Promotion, and Merchandising. For maximum effectiveness on the trail, lock and load the virtual Silver Bullets:



The Silver Bullets

[Click Here.](#)

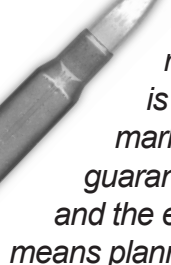
The Silver Bullets

How to Take Unfair Advantage • Updated 2013

The Silver Bullets of Marketing are . . . *Insightful Planning, Primary Research, and Preemptive Ideas*, plain and simple. When all else is equal (between you and your competition), these are the things that make the difference between going through the motions and achieving the ultimate success you deserve.


There are vast temptations to avoid all three, for what may seem like justifiable reasons. But part of the job of an experienced marketing resource is to deliver you from those temptations.

1. Marketing Planning



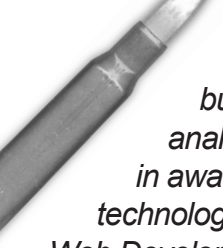
There is simply no substitute for planning by objective. None. There is never a good reason to avoid it. Not because you want to retain marketing “flexibility,” when “flexibility” is almost always a mask for the avoidance of planning. Not because you’re unsure of your marketing budget, when marketing budgets are only sometimes known and even more rarely guaranteed during the planning stages. And not because you don’t have time. We have time – and the expertise and motivation to do this job. Because Day One (the name of our company) means planning from the very beginning. So why wait? We’re burning daylight. Start now.

2. Primary Research



You need to know (not guess) what you’re doing. You need to know (not guess) who your prospects really are, how they think, and what motivates them to buy, and recommend you to others. You could guess . . . but chances are, that’s what your competition is doing. Which is precisely why Primary Research (real knowledge) can be such an obvious advantage. You can start today – to really KNOW the most important components of the buying decision in your category – and how your prospects value them, one over the other – and how they value YOU in relation to your competition. You can KNOW just what it is your marketing and advertising most need to convey. And you can KNOW (precisely) what media can best deliver these messages . . . and when. Day One has been conducting (and teaching) Primary Research since . . . Day One.

3. Preemptive, Breakthrough Ideas



Preemptive ideas in marketing can elevate, amplify, and hasten success – just as they do in product and technology development. Like the long rifle preempts the long bow (as bullets are more effective than arrows), and like digital (in almost every instance) preempts analog, ideas (new ideas – preemptive ideas) in marketing can provide exponential increases in awareness, in acceptance, in demand, in trial, and in sales. Preemptive ideas in product and technology development can (and should) be matched – in Planning, Positioning, Identity, Literature, Web Development, Advertising, Media, PR, Trade Show Participation, Direct Mail, Sales Promotion, Merchandising, and in avenues of marketing yet to be devised. Not all good ideas are entirely preemptive. But setting your sights and expectations on anything less will rarely bring maximum success.



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Maximum Success
Click Here.



Maximum Success

Remember the Ultimate Objective • Updated 2013

Maximum Success takes more than mere survival on the trail. It takes exceptional marketing, of course. It takes exceptional leadership, a solid company or organization (or the start of one), exceptional products and services, competitive pricing, appropriate and often creative channels of distribution, the best customer service in the category – and more . . . all in sync – under the consistent guidance of sound and visionary entrepreneurial management.

It's a tall order. But marketing and communication – more than any other discipline or endeavor – is ultimately responsible for conveying the real values involved to the audiences who seek them.

If you're interested in conveying these values with compelling, targeted, and serialized communication, and you're building a team for the trail, we'd be very interested in talking with you. But let's be smart, and gather what we need before we go. Then, let's roll. We're burning daylight.

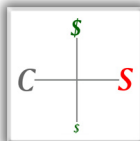


**Call or Write
Rik Peirson at Day One**

*Planner, writer, teacher, researcher, strategist, creative director, producer.
Entrepreneurial Campaigns planned from the beginning.*

805/963-7835 or E-Mail Rik@dayone.com

Click to go:



*Partial
Client List*



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Partial Client List

During 30+ years in business, we've been privileged to serve these and other clients:



THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP



Reindeer Food

UNITY SHOPPE



Montecito Bank & Trust



See Day One Branding, Advertising and Promotion Samples at www.dayone.com
Identities above were designed by Day One except: Apple Computer, Chicago Title,
Montecito Bank & Trust, New York Times, Traffic Solutions, USA Weekend, and Westmont College.



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