

Selling the Unsellable by Thinking Small

Lessons from the greatest marketing achievement of the 20th century

It was a new product that faced ten daunting challenges to its marketing. No one thought this backward “not worth a damn” product would sell.

But thanks to highly unconventional Think Small marketing, an “unsellable” product succeeded--to the point of becoming the all-time best seller.

Now Thinking Small in marketing can be used by any business, city, downtown, or organization with something to sell and obstacles to its marketing.

Greatest Marketing Success

In *Marketing Big...by Thinking Small*, by John L. Gann, Jr., you'll find three things you won't find anywhere else.

1. What Made the Unsellable Sell

The most detailed analysis in print of what made possible the greatest marketing success of the 20th century--selling a seemingly unsellable product.

2. How to Bring Back Detroit

The way to bring back today's Detroit and other unsellable older cities suggested by this unique success story.

3. Marketing for the Rest of Us

How other cities, small businesses, and nonprofits can apply this success to other tough marketing jobs, overcome public dislike of marketing and Marketing Malpractice, and extend the benefits of Thinking Small even further.

Here are some new things you'll know.

Selling the Unsellable

It outsold all competitors, sold the same product for decades, and won worldwide fame, p. 9.

Marketing results were strong *decades* after the product was dropped, p. 8.

Top ad shops were rejected: why? p. 18.

How to win sales by *putting down* your product, p. 12.

Selling saving as spending, p. 22.

Ads better read than articles, p. 12.

Selling *without* discounts, p. 13.

Marketing Older Cities

The best ad Madison Avenue legend David Ogilvy says he ever did, p. 29.

A great way to sell soup, p. 58. A related way to sell older cities, p. 40.

What happened when five ad agencies were asked to advertise Detroit, p. 31.

What urban neighborhoods offer that fancy new subdivisions cannot, p. 31.

How city living saves money, p. 33, 39.



“A clear and timely distillation ..that offers an exciting model for others.”
Andrea Hiott, Author, Thinking Small

Marketing for the Rest of Us

How your product can be one of a kind even if its not, p. 48.

A great marketing guideline from non-marketer Vilfredo Pareto, p. 50.

Forms of Marketing Malpractice, p. 44.

Reasons to avoid full-page ads, p. 55.

How to avoid direct mail that never gets opened, p. 57.

Just how effective in marketing are the new “social” media? See p. 59.

How outdoor advertising can improve your message in *any* medium, p. 60.

Is “branding” just another fad? p. 46.

How black and white beats color, p. 53.

Your Guide to Thinking Small

John L. Gann, Jr., is also author of *How to Evaluate (and Improve) Your Community's Marketing* and CarpeHoram how-to manuals *Marketing Interstate Highways* and *The Third Lifetime Place*. There's more information at salesjobsandtaxes.com.

CarpeHoram (“Seize the Hour”) means a time-saving, user-friendly, and “greener” alternative to the book. With a tighter edit and less useless white space, it's a leaner read. Improved page formatting makes reading and scanning easier, with each page equivalent to about 3 book pages.

What They Say About John

The best analysis of the economic prospects for college towns that I've seen.

Gerard Badler, Managing Director, Campus Continuum, Brookline, MA

I don't believe that I have ever read a more thorough, comprehensive, and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization.

Ronald J. Starner, General Manager, Conway Data, Atlanta, GA

I can't remember ever thinking, ‘Hey, this guy really knows what he's talking about’ until this.

Ron Simoncini, President, Axiom Communications, Secaucus, NJ

A super book... Highly recommended.

John T. Reed, national real estate author

A Cadillac in marketing expertise.

Dale Adams, President, Village of Rockton, IL

Start Thinking Small

If you've got a tough marketing problem or have to sell the seemingly un-sellable, let this unique resource start helping you to Think Small.

Yes, rush me ____ copies of *Marketing Big...by Thinking Small* (8 ½ x 11 paperback, 64 pages, 43,000 words). I enclose \$59.95 + \$4.95 S&H for each copy (print) or \$49.95 (PDF delivered to my computer). Fax or call toll-free to (866) 61-HORAM.

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