

GET DiFfERENT

MARKETING
THAT CAN'T BE IGNORED!

**MIKE
MICHALOWICZ**

Copyright © 2021 by Mike Michalowicz

	DIFFERENTIATE	ATTRACT	DIRECT
GOAL	Attention	Engagement	Compliance
METHOD	Present something uncommon, unknown, or unexpected.	Demonstrate, exhibit, or express opportunity or benefit.	Specify a reasonable action to get closer to or gain the opportunity/benefit.

The DAD Marketing Framework

CUSTOMER	REVENUE	CRUSH/CRINGE
Hoolinium Co.	\$50,000	☹️
InterCommuTech	\$35,000	😊
Umbrella Co.	\$20,000	😊
North Integration Inc.	\$12,000	☹️
GlobalTech	\$8,000	☹️
Isoram	\$5,000	😊
Fan City Tickets	\$5,000	😊
Centralware	\$5,000	☹️
Amplex	\$4,500	☹️
Rangreen	\$4,000	😊

The Crush/Cringe Analysis

GD EXPERIMENT SHEET

FOR _____
DATE _____ TEST # _____

STEP 1: OBJECTIVE	WHO Who is the ideal prospect?	
	WHAT What offer serves them best?	
	WIN What is the outcome you want?	
STEP 2: INVESTMENT	CUSTOMER LTV: _____ The typical life-time value (revenue) of a customer.	NOTES:
	CLOSE RATE ODDS: _____ OF EVERY _____ Your expected close rate of engaged prospects e.g. 1 of every 5.	
	INVESTMENT PER PROSPECT: _____ The dollar amount you are willing to risk to land a prospect.	
STEP 3: EXPERIMENT	MEDIUM: _____ What marketing platform you will use? e.g. website, email, direct mail, billboard, etc.	DOES THIS COMPLY WITH THE DAD FRAMEWORK? <input type="checkbox"/> DIFFERENTIATE Is it unignorable? <input type="checkbox"/> ATTRACT Is it a safe opportunity? <input type="checkbox"/> DIRECT Is it a specific and reasonable ask?
	IDEA:	
STEP 4: MEASUREMENT	INTENTIONS	OUTCOMES
	START DATE: _____	END DATE: _____
	INTENDED # OF PROSPECTS: _____	ACTUAL # OF PROSPECTS: _____
	INTENDED RETURN: _____	ACTUAL RETURN: _____
	INTENDED INVESTMENT: _____	ACTUAL INVESTMENT: _____
	OBSERVATIONS:	
<div><div>VERDICT {</div><div><div>EXPAND & TRACK Use as ongoing strategy</div><div>RE-TEST Test new sample</div><div>IMPROVE Fix and retry</div><div>ABANDON Start new experiment</div></div></div>		

STEP 1: OBJECTIVE	WHO Who is the ideal prospect?
	WHAT What offer serves them best?
	WIN What is the outcome you want?

STEP 1: OBJECTIVE—The first stage of a Get Different Experiment, where the prospect, offer, and desired outcome are defined.

STEP 2: INVESTMENT	CUSTOMER LTV: _____ The typical lifetime value (revenue) of a customer.	NOTES:
	CLOSE RATE ODDS: _____ OF EVERY _____ Your expected close rate of engaged prospects e.g. 1 of every 5.	
	INVESTMENT PER PROSPECT: _____ The dollar amount you are willing to risk to land a prospect.	

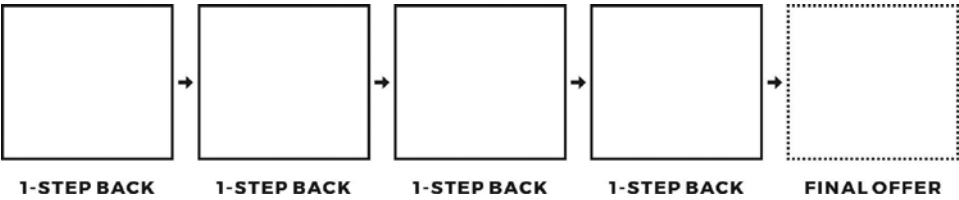
STEP 2: INVESTMENT—The second stage of a Get Different Experiment, where the customer's LTV and associated per-prospect marketing investment are determined.

STEP 3: EXPERIMENT	MEDIUM: _____ What marketing platform you will use? e.g. website, email, direct mail, billboard, etc.	DOES THIS COMPLY WITH THE DAD FRAMEWORK? <input type="checkbox"/> DIFFERENTIATE Is it unignorable? <input type="checkbox"/> ATTRACT Is it a safe opportunity? <input type="checkbox"/> DIRECT Is it a specific and reasonable ask?
	IDEA:	

STEP 3: EXPERIMENT—The third stage of a Get Different Experiment, when the different marketing concept is proposed and evaluated for compliance with the DAD Marketing Framework.

STEP 4: MEASUREMENT	INTENTIONS	OUTCOMES
	START DATE: _____	END DATE: _____
	INTENDED # OF PROSPECTS: _____	ACTUAL # OF PROSPECTS: _____
	INTENDED RETURN: _____	ACTUAL RETURN: _____
	INTENDED INVESTMENT: _____	ACTUAL INVESTMENT: _____
	OBSERVATIONS:	
<div>VERDICT {<div>EXPAND & TRACK Use as ongoing strategy</div><div>RE-TEST Test new sample</div><div>IMPROVE Fix and retry</div><div>ABANDON Start new experiment</div></div>		

STEP 4: MEASUREMENT—The fourth and final stage of a Get Different Experiment, where the marketing intentions are set and compared with actual outcomes and a determination on how to proceed is made.

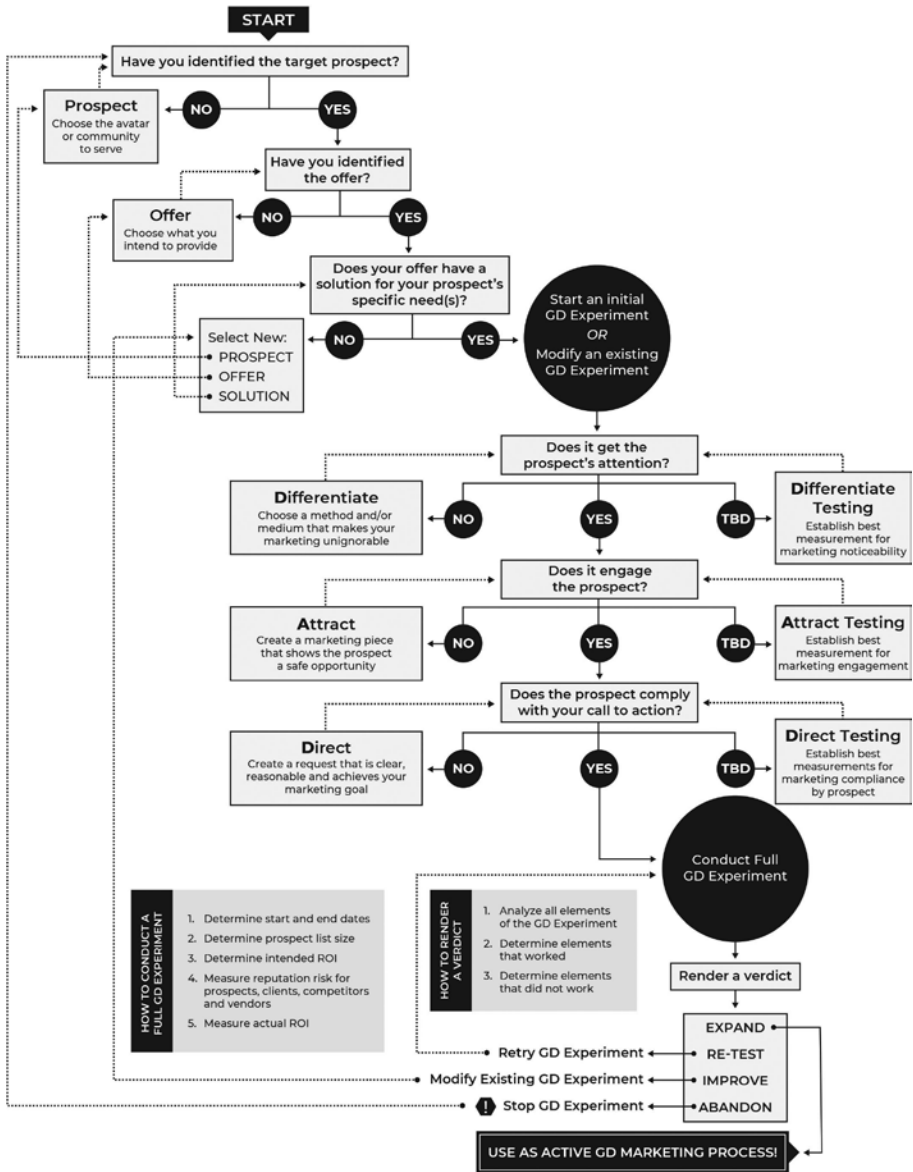


1-Step Back Method

Appendix I ›

The Get Different Marketing Process guides you through experiments, variable modifications, and ultimately rolling out a successful experiment into a marketing plan.

GD MARKETING PROCESS



The Get Different Marketing Process

Appendix II ›

The Expanded DAD Marketing Framework shows the stages of millisecond marketing. You first must Differentiate to get the prospect's attention. This moment lasts for about one-tenth of a second, faster than it takes to blink. Then you must Attract the prospect to keep them engaged. You must show and continue to show the prospect that the opportunity afforded by paying attention outweighs abandoning your marketing. You will only keep a prospect engaged as long as they derive value and see an opportunity. In the final stage, you Direct the prospect to take action. For them to be compelled they must see that the opportunity of complying with your request outweighs the risk.

	DIFFERENTIATE	→ ATTRACT	→ DIRECT
MARKETING OBJECTIVE	Prospect Attention	Prospect Engagement	Prospect Compliance
DECISION SPEED	1/10th of a second	Accumulating 1/4 second increments	1/4 second
FAILURE POINTS	Known Threat = Avoid Known Irrelevant = Ignore	New Threat = Avoid New Irrelevant = Ignore	Unreasonable Ask = Avoid
SUCCESS POINTS	Known Opportunity = Prospect Engagement or Unknown & Unexpected = Prospect Engagement	New Opportunity = Prospect Consideration	Reasonable Ask = Prospect Compliance

The Expanded DAD Marketing Framework

Appendix III }

The Get Different Experiment Sheet. Run every marketing experiment using this tool, and then render a verdict. When you have identified an Expand & Track marketing experiment, you have found something to roll out into your marketing plan.

FOR _____
DATE _____ TEST # _____

The Get Different Experiment Sheet

Appendix IV }

This is a tool to help you refine what makes you (or your organization) different in the eyes of your clients and contacts.

FIND YOUR DIFFERENT

NAME _____

DATE _____

STEP 1: FIND THEM	RELATIONSHIPS / CONTACTS:		
	0-1 YEAR 1. 2. 3. 4.	1-10 YEARS 5. 6. 7. 8.	10+ YEARS 9. 10. 11. 12.
INSTRUCTION: Identify twelve people who know you (or your company) well. Four of the people should be new relationships of under one year. The next four should be people who have known you (or your company) for over one year and less than ten. And the last group of four people are people who have known you (or your company) for ten years or more. You don't need to be in active communication or relationships with these individuals. You do need to have a way to contact them.			
STEP 2: ASK THEM	SEND THEM THIS MESSAGE: <i>My business coach gave me an assignment I need to complete immediately. I am required to pick someone who knows me well, so I would love your help! I need to know what you feel my "Difference Factor" is: something I do better and/or differently than anyone else. Your response doesn't need to be long. A sentence will do. I will use your insights to improve our business positioning. Thank you so much!</i>		
	1 2 3 4 5 6 7 8 9 10 11 12 INSTRUCTION: Send this message to each of the twelve contacts you have listed above. If you are trying to identify your company's uniqueness instead of your own, change the text to say "I am required to pick someone who knows my company well..." and "I need to know what you see as are our company's difference factor."		
STEP 3: RANK IT	RANK THE FEEDBACK:		
	1	2	3
INSTRUCTION: You need minimally ten responses for this exercise to be effective. Reach out to additional contacts if you didn't reach that threshold. Review the responses you receive from the contacts. Identify the three most common observations made about your Difference Factor. Write them in the boxes above, one observation per box.			
STEP 4: REFINE IT	YOUR DIFFERENT:		
	1. _____ _____ Adjective 1: _____ 2. _____ _____ Adjective 2: _____ 3. _____ _____ Adjective 3: _____		
INSTRUCTION: With the top three Different Factors identified in Step 3, write down the three biggest themes you see in these responses. Give each theme a short phrase and adjective that best exemplifies the theme. In your own words, write how these themes can make you different in how you communicate to prospects.			

Find Your Different