

HOW TO BE OUTSTANDING

5 PAGE REPORT ABOUT
BR@NDING IN THE
CROWDED PLACE...

By Takuya Hikichi

I SENT THIS ARTICLE TO MY newsletter subscribers on 02/13/2009 during the same week Frank Kern launched Mass Control 2.0. I took Frank Kern's launch promotion as an example to explain a concept of *branding* and how you can benefit from studying the effective marketing principles demonstrated throughout the launch.

What Makes Frank Kern So Unique?

One way Frank Kern does *so well* to brand himself is offering not just "different" content, but OUTSTANDING content.



In the crowded marketplace such as "Internet Marketing", it won't take long for anyone to become "forgotten" if you don't produce great stuff.

Business Owners, whether online or offline, watch and do things very similar to their competitors within the same industry. Businesses look to their most profitable competitor and want to craft their marketing campaigns -- similar or just better.

However, what happens if you decide to "step outside the box", and as business school professors would tell you to "move outside your paradigm"?

You're going to *stand out*. When everyone zigs, you zag. If you succeed in promoting it, you may produce an outstanding result.

But this takes "the guts" to do because you're going to be looked at differently. Your idea may NOT be accepted and it'll test your "guts".

For these reasons, many marketers or business owners choose to stay within the comfort zone.

After all, it's easier that way.

Yet, Frank Kern is bold. He sets the standard for this industry and dominates in popularity.

He is likable because he leads by example -- this also takes the guts to do.

The Secret

What he coined as "Mass Control" is nothing but the Education-Based Marketing. First he gives a cool name (Mass Control) to this method and creates a private brand of his own.



He uses it within the Internet Marketing community and positions himself as the "authority figure".

Notice this method of marketing isn't new, yet he crafted his promotion around this concept well so others THINK that he is the "go to guy" when it comes to this type of stuff.

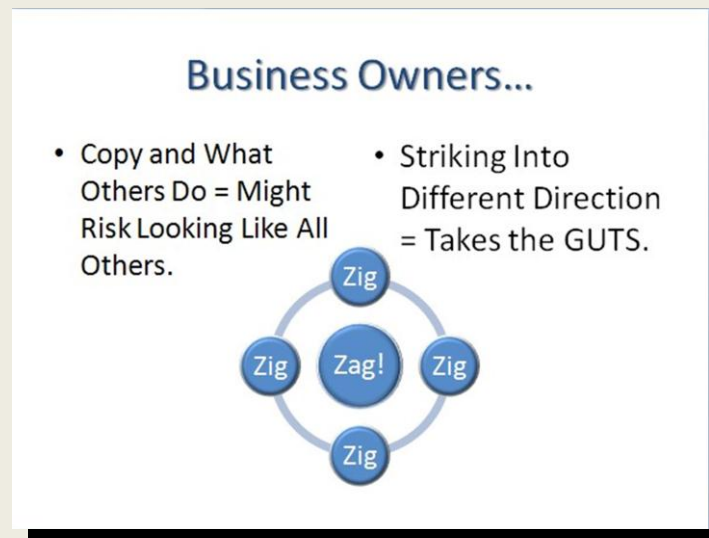
Result? Brilliant.

This happens when you bring a concept or idea from outside your industry and apply it. In fact, a "profitable idea" doesn't need to be something that you invent yourself.

Think of the Japanese business world for a moment. The Japanese is known NOT for its reputation to INVENT, but INNOVATE an idea.

In fact, many of their existing products and services were born overseas. But they do it very differently, producing different results.

Crowded Marketplace Is Your New Opportunity



In order to stand out in the crowded marketplace, it won't be easy unless you're generating ideas. Look for ideas that have helped you in the past from your profession or own expertise and see if you can somehow IMPROVE it by applying to your niche.

To do this effectively, you must know your "strengths". If you don't you WILL FOLLOW the herd by doing what everyone else is doing in your industry (mediocre). Let's not be that way.

Developing Your Style

If you feel you don't have anything "different" about yourself, it means you're not qualified, yet. You have lots to learn and study before perhaps offering your best to the world.

If you don't have nothing to say, then your list won't be worth joining and others won't sign up. It's the fastest way to perish in the crowded marketplace. If you think you have to be earning lots of dollars before publishing your ideas, then think of something that you KNOW you're better at it than anyone else you know - this doesn't have to be a "marketing method".

Capitalize on your knowledge and try introducing a method that might lead to a new idea or concept if you can explain it from "refreshing" point of view.

It's easy to do this in the Internet Marketing niche. Why? Because so many marketers look at their competitors and only attempt to do bit better. As a result, many marketers end up giving up, thinking this is a battleground only reserved for the gurus.

It is, if you keep on playing a game on "their" turf.

But it won't be, if you can generate a unique idea, concept or philosophy that others value - then you will gain a home court advantage because you're now playing the game on your turf.

It's contagious and others will follow you. Instead of you following, you're going to lead. That's scary, it takes "the guts".

Your Newsletter and your list will stand out because so many marketers today are using their lists exactly the same way.

It's okay because that's other people's style.

Not yours -- you're going to be unique, you're going to be outstanding.