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—SETH GODIN, author of *Linchpin*

SMARTER, 

 FASTER,

CHEAPER 

*Non-Boring, Fluff-Free Strategies  
for Marketing and  
Promoting Your Business*

DAVID SITEMAN GARLAND

## Praise for *Smarter, Faster, Cheaper*

“State-of-the-art nuts and bolts for the modern marketer.”

—**Seth Godin**, author, *Linchpin*

“A great read for passionate entrepreneurs looking to market their businesses by inspiring, educating, and entertaining.”

—**Tony Hsieh**, #1 *New York Times* best-selling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

“In his smart and practical book, David Siteman Garland shows how to deploy your personality, passion, and knowledge to turbocharge your marketing. This no-nonsense guide will help entrepreneurs large and small spread their message and build their business.”

—**Daniel H. Pink**, author of *Drive* and *A Whole New Mind*

“David is energy, passion, and execution rolled into one package. Bet against him at your peril. David Siteman Garland is a *trust agent* and future king.”

—**Chris Brogan**, *New York Times* best-selling author of *Social Media 101* and *Trust Agents*

“David brings to business marketing some things essential to your success: motivation and passion. The stories and lessons shared here are rich with real advice wrapped in vitality and proven through experience. Take this book and go earn your success!”

—**Brian Solis**, author of *Engage! The Complete Guide for Businesses to Build, Cultivate, and Measure Success in the New Web*

“If you love to spend buckets of money on traditional ads and you can’t wait to cold call sales prospects, then you don’t need this book. But if you’re looking for no-nonsense ideas on reaching buyers, then read this book right now. It’s a fast read because Garland is non-boring.”

—**David Meerman Scott**, best-selling author of *The New Rules of Marketing and PR*

“If you’re into boring marketing books, take a pass—this book reads like an enthusiastic success coach urging you to greatness.”

—**John Jantsch**, author of *Duct Tape Marketing* and *The Referral Engine*

# SMARTER, FASTER, CHEAPER

NON-BORING, FLUFF-FREE  
STRATEGIES FOR MARKETING  
AND PROMOTING YOUR  
BUSINESS

DAVID SITEMAN GARLAND



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# Contents

<i>Acknowledgments</i>	<i>xi</i>
<i>About This Book</i>	<i>xiii</i>
<i>Introduction</i>	<i>xv</i>
<b>CHAPTER 1 The Shift: Finding Those Eyeballs and Big Mouths</b>	<b>1</b>
<b>CHAPTER 2 Create Your Foundation: Be a Human, Not a Company</b>	<b>15</b>
<b>CHAPTER 3 Become a Trusted Resource: Because Nobody Cares About Your Product</b>	<b>35</b>
<b>CHAPTER 4 Selling Sucks: To Educate, Inspire, and Entertain Is Fun</b>	<b>43</b>
<b>CHAPTER 5 Be Your Own Media Source</b>	<b>53</b>
<b>CHAPTER 6 The Art and Science of Experimenting and Creating Content</b>	<b>67</b>
<b>CHAPTER 7 Tapping into the Power of Online Video: Forget Viral, Focus on Function</b>	<b>83</b>

<b>CHAPTER 8</b>	<b>Market and Promote Your Business by Helping Others</b>	<b>101</b>
<b>CHAPTER 9</b>	<b>The Keys to Marketing, Promoting, and Building Your Community</b>	<b>109</b>
<b>CHAPTER 10</b>	<b>Creating a Sharable and Spreadable Website</b>	<b>117</b>
<b>CHAPTER 11</b>	<b>Expanding Your Network: The Art of Digital Schmoozing</b>	<b>129</b>
<b>CHAPTER 12</b>	<b>Your Reputation in the Transparent World We Live in: Doing Business Now Is Like Being on Camera 24/7</b>	<b>151</b>
<b>CHAPTER 13</b>	<b>Respect the Blogger and New Media</b>	<b>161</b>
<b>CHAPTER 14</b>	<b>How to Connect with Anyone You Want: Using Your Content, Connections, and Products as a Handshake</b>	<b>183</b>
<b>CHAPTER 15</b>	<b>Traditional Advertising Is Dying: The Rise of Creative Paid Sponsorships and Social Marketing</b>	<b>193</b>
<b>CHAPTER 16</b>	<b>Take It Offline</b>	<b>209</b>
	<i>Conclusion</i>	<i>215</i>
	<i>About the Author</i>	<i>217</i>
	<i>Index</i>	<i>219</i>

# About This Book

When you break down all the fluff, there are two ways to promote and market your business: **dumber, slower, and expensive—or smarter, faster, and cheaper.**

Today's approach to marketing creates a substantial advantage for entrepreneurs. For the first time since the oldest business transaction in history—when early man traded fashionable animal skins for dinosaur—**the barriers to successful marketing have crumbled.**

Now the Davids of the world actually have an advantage over the Goliaths.

Not only has the Internet become the great equalizer by giving scrappy entrepreneurs the same tools that are available to big brands and major companies, but it has shifted what is important when it comes to marketing and promoting, creating an incredible opportunity for entrepreneurs. **Now, it takes far less money, but more passion, more personality, more creativity,** and the opportunity to *become a trusted resource* and the go-to person, as opposed to a *sketchy product pusher*.

*Smarter, Faster, Cheaper* is a living breathing buffet of **non-boring, fluff-free ideas**, and strategies, as well as stories and takeaways from successful entrepreneurs (including author

and entrepreneur David Siteman Garland) so you can take advantage of this unbelievable opportunity, whether you are an entrepreneur, solopreneur, freelancer, or forward thinker ready to innovate.

It is time to stop trying to out-spend and instead time to out-educate, out-hustle, out-give, out-connect, out-care, out-inspire, out-create, and out-help the competition.

# Introduction

When you break down all the fluff, there are two ways to promote and market your business: dumber, slower, and expensive—or smarter, faster, and cheaper.

Dumber, slower, expensive is essentially the way it has always been taught: You market the *product*. Your job as an entrepreneur, business owner, or marketer is to get as many people as possible to buy by shoving whatever you've got down their throats.

Perhaps your product is the fastest, the coolest, the cheapest, the most expensive—or the most mediocre (which I'm sure yours isn't). Or maybe your services are the best in the world. You realize, of course, that a product isn't just limited to a physical entity—like a plastic moose head or something of the sort. It is whatever someone else is buying. It can be services, software, virtual material, yourself (as in the service/expertise you might provide in a given field), donations . . . whatever.

The thing is—product pushing is freakin' expensive. It can be pretty pricey to buy traditional ads, hire spokespeople, work with PR and marketing firms still stuck in 1982, and so forth; so this expense meant mass appeal was the way to go. Cast a wide net and see who fell into it. Potential customers were everywhere. And if they did not need the product, the

strategy was to create a need and sell, sell, sell. Those who had the means with a mega marketing budget were assumed to be the most impressive.

Or you could hire a spokesperson or PR rep and hope your product was interesting enough for some delicious media attention that would encourage people to buy. Or hey—how about a website? You design a website for which the goal is to convince browsers to buy, buy, buy. Or you position yourself within social media and broadcast your message (as opposed to being helpful) with the same end in mind: Sell, sell, sell.

This didn't provide much opportunity for hustling entrepreneurs and forward thinkers like us. Goliaths had the advantage, not the Davids (awkward David pun not really intended, actually).

But here's the thing—and chances are, you already know this: We have all gotten wise to the product pushing. Unless you have a marketing budget with a TON of zeros, it can get frustrating.

There *has* to be a better way, right?

The answer is the smarter, faster, cheaper approach (who saw that coming?). As opposed to product pushing, this method is based around becoming a trusted resource, an authority figure, someone who others like and trust. *Not* someone who talks down to potential customers but someone who brings people together by being helpful.

The smarter, faster, cheaper approach includes creating (or getting involved with in other ways) valuable content (text, video, audio, and/or speeches/workshops)—both on-line and off—that is focused on educating, inspiring, and/or entertaining. It also means that you have to consciously focus on one-on-one relationship building (online and off) with a mentality of giving, and in many cases you can use your

advice from trusted resources, and a buffet of marketing options that come from the perspective and experience of hustling entrepreneurs (both myself and many others). Hopefully, it is as entertaining as it is informative, and hopefully, you'll find some interesting marketing strategies (as much as I hate that word) that will work well for you and your business. (Then again, you might read one chapter and regift the book or use it as a coaster.) Either way—I hope it proves useful in some manner.

## **Who This Book Is For**

Supershort answer: You.

Short answer: Forward-thinking entrepreneurs, freelancers, solopreneurs, savvy marketers, and business owners looking to innovate. Not just stay afloat, but thrive. Be the *best*.

Long(er) answer: Anyone who has something to promote and market, and is willing to think differently. And it can be ANYTHING—really. It can either be an existing or future product. It might even be that you are interested in marketing yourself. Perhaps you already know what passion you want to turn into a business and you aren't sure how you will make money from it yet. Or maybe you're promoting services, doing advertising and sponsorships, or attracting investors. Whatever it is—this is for you.

Let's begin by assuming that your products and/or services are amazing (after all, I don't think anyone starts a company or creates a product with the goal of making something mediocre). Because even the most stellar and creative marketing in the world doesn't make up for crappy stuff. If, at the end of the day, your product or service doesn't work or

deliver—then smarter, faster, cheaper marketing will sink it just as fast as it could make it rise.

It doesn't matter if you are a pro at marketing and promoting or just getting going. Nor does it matter if marketing and promoting keeps you up at night with excitement because you love it or you cry yourself to sleep because you hate it. There is value at every level. *Smarter, Faster, Cheaper* is designed for forward thinkers—both young and young-at-heart. And it doesn't matter if you are a tech expert or tech confused.

Maybe you've started your tenth company or are thinking about starting your first. Or maybe you're thinking about innovating within your business and rolling out a new product, idea, or service. Perhaps you are a free-lancer who stuck it to the man and is now out hustling and building your own business. You might simply be trying to grow your business or look for an edge.

Perhaps you're currently working for a company and are thinking about taking a plunge into the entrepreneurial pool. Maybe you're looking to build a brand that lasts; are a personal brand or "solopreneur" looking to generate more business; or (yikes!) a big brand looking to think smarter, faster, cheaper. Or you are a marketer who has noticed that your target market seems to have disappeared. Where the heck did they go and how do you reach them?

Now—who is this book NOT for (an equally important distinction)?

Anyone looking for a get rich quick scheme. This book isn't for you, so please hand it to someone else. Established business and marketing principles have been around for decades and building businesses and brands today still takes hard work, risk, patience, dedication, resilience, and a bit of luck (okay—sometimes a lot of luck). While "faster" in the

title is key, it is based upon the idea of nimbleness and creative hard work—as opposed to an easy way out. No way around it: It takes time to be successful.

This book is not for those looking for an exact road map or a how-to book. Why? Because there *isn't* a road map. In fact, this is *why* we are all entrepreneurs—because we want to make our own maps, right? If there's one thing I've learned from personal experience, hundreds of interviews, and thousands of conversations, it's that entrepreneurs learn and do things differently. If you tell us what to do, we won't do it. We do it our own way. HOWEVER, if you share experiences, stories, and lessons with us, we can pick out the juicy nuggets to use for our business. This book is meant to be a source of ideas and inspiration based on real life as opposed to fluffy bunny theories taught by someone who hasn't experienced it. Some things will work for you, and others may not—but I can promise that everything here is based on experience, success and failures, both my own and others'.

This book is not for Negabots. You know the type. They are the ones who, when it is 85 degrees and sunny, complain that it isn't 86 degrees. Negabots find the worst in everything. The glass isn't even half empty—it's not worth drinking out of at all. They're often characterized by a lack of wanting to try new things, and a fixation on the way things were. They have excuses aplenty.

## **What You Can Expect**

The big ideas and principles in this book aren't arrived at by simply throwing Mama's spaghetti at the wall and hoping a few pieces stick. I've brought in the big guns through a series of

over 150 interviews conducted over the past three years. I've spoken to big-time entrepreneurs, creative thinkers, unique business people, crazy marketers—in short, people who are living their passion every day, are massively successful, walk the walk and talk the talk. These are people we can learn from because they really have tasted it by being smarter, faster, cheaper. Because learning from the best is always a great way to be inspired (and then you can always do it your own way if you prefer). These people include:

- Founder of Wine Library and author of *Crush It*, Gary Vaynerchuk.
- *Trust Agents* author and blogging thought leader Chris Brogan.
- Bravo TV's Millionaire Matchmaker, Patti Stanger.
- Social media all-star Sarah Evans from Sevans Strategy.
- Shama Kabani, president of Marketing Zen Group.
- Ali Brown, founder of Ali International.
- Tech thought leader and one-man media empire Robert Scoble.
- Brian Scudamore, founder of 1-800-GOT-JUNK.
- Scott Ginsberg, "The Nametag Guy."
- Best-selling author and founder of Squidoo, Seth Godin.
- Founder of Smart Bear Software, Jason Cohen.
- Steve Garfield, author of *Get Seen* and one of the original video bloggers.
- CEO of Zappos, Tony Hsieh.
- Author of *Never Eat Alone*, Keith Ferrazzi.
- Founder of Help A Reporter, Peter Shankman.
- Former creative head of Anheuser-Busch, Bob Lachky.
- Jason Fried and David Heinemeier Hansson from 37 signals.

- Jessica Kim from Babbaco.
- Sports networking czar Lewis Howes.
- Jason Sadler from IWearYourShirt.com.
- Timothy Sykes from TimothySykes.com.
- Dan Schawbel, founder of Personal Branding Blog.
- Brian Halligan, Dharmesh Shah, and Mike Volpe of Hubspot.

And many others are sprinkled throughout the book. Some you might have heard of (but not in this way, as I've personally interviewed them all as opposed to rehashing their theories), and others you might not have. What I found through speaking with these people and so many others were stories filled with inspiration, ideas, and lessons from which we can all benefit.

In addition to the stories and lessons learned from these individuals and companies, I've gathered valuable material from speaking and helping forward thinkers face their challenges and adapt to this (insanely) quickly changing world. I've been very lucky to have thousands of conversations in person, online, and at speaking events with marketers, big brands, niche brands, entrepreneurs, and business owners who have offered their perspective. These conversations are important because they represent an extremely wide range of opinions and experiences—from start-ups that are just getting cranking to seasoned entrepreneurs. Even those outside the entrepreneurial spectrum have had wonderful ideas to offer. After all, sometimes inspiration and ideas come from odd sources. When was the last time you had a great idea in the shower?

Plus, there are some personal examples from being in the trenches and building my brand, *The Rise To The Top*, to the

number-one non-boring resource for making your business smarter, faster, cheaper ([www.therisetothetop.com](http://www.therisetothetop.com)). This includes a web show for entrepreneurs and forward thinkers, articles, resources, tips, tricks, interviews, and much more. I firmly believe that you have to practice what you preach—and so, I've tried everything in this book. Plus, as an entrepreneur who has started three companies and tried everything under the sun to promote and market them, I've gotten to taste remarkable successes, crushing failures, indispensable learning experiences, and tons of takeaways. However, this book isn't about me. It is about you. So, what this has all led to is a book filled with stories, principles, and strategies to help you market, promote, and grow your business by being smarter, faster, cheaper.

Without further ado, let's get it rolling (or reading). You know what I mean.

# 1

## The Shift

### *Finding Those Eyeballs and Big Mouths*

Imagine that you have the greatest product ever. (And maybe you do!) Perhaps it's some kind of software. Or a product line. Or maybe it's simply your own expertise. You have developed it whatever it is—and now you need to *sell it*, one way or another.

To be successful, you need eyeballs—which are attached to people, who buy things (simple, right?). People have the tools to make their big mouths heard. The more passionate of these will not only know, like, trust, and purchase from you—but will also tell everyone *they* know about you. As one of these people myself, I can attest to the effectiveness of this method. If I get excited about something, I try to spread it like wildfire.

But not all eyeballs are created equal as far as your business is concerned. You want to reach folks who are genuinely interested in what you are marketing—right? You are probably aware of the more traditional ways of capturing eyeballs:

TV, radio, print (newspapers and magazines), billboards (seriously?), and setting up booths at trade shows. But are these the most effective?

The location of your customers' eyeballs is changing. Whether your customer is an 8-year-old schoolgirl or a 77-year-old retiree, eyeballs are increasingly moving online. It is no secret that consumers of all ages are shifting their attention from mainstream, traditional media to the far more active and evolving world full of blogs, social media (what I like to call the social Web), search engines, online video, and other appealing places.

Even more importantly—people are becoming more social and interactive. Social media usage is up and the social Web—offering the ability to connect one-to-one with friends, businesses, and so on—is here to stay. Sure, not everyone is taking part quite yet—but I would bet that a growing percentage of your target market is (especially if your marketing is skewing toward Generations Y and X). The point here is that the social subset of your market—the people who spread interesting stuff and open their big mouths—are a key component to smarter, faster, cheaper marketing.

Furthermore, there is no online marketing versus offline marketing today; it is both. The Internet has become a platform that amplifies what any one person could do in real life and these efforts build on one another. And it isn't just folks with zillions of friends, followers, and authority who are influencing opinions. These social tools allow nearly everyone—including me and you—to have *some* form of influence over our friends and connections and also become a trusted resource: the go-to person. The friendly and approachable expert. When you reach the passionate few, they spread the word for you.

Take, for example, mediapreneur Peter Shankman's HARO (Help A Reporter Out), a free service that sends multiple e-mails a day to anyone who subscribes with a list of reporters/journalists looking for experts and trusted resources. If you feel you are the right fit, you can respond and pitch the reporter. HARO has over 100,000 subscribers and has turned over a million dollars in profit . . . in less than a year (and recently sold). It is an incredible free resource whose popularity caught on because of people being social and interactive. What happened was pretty simple—when you break it down.

1. Peter started HARO as a Facebook group. He had connections with reporters and simply shared stories they were looking for with others. In essence, he created high-value content for people and gave it away.
2. The group grew organically as people told their friends about it. For example, if you saw that a reporter was looking for a “cat expert” for a story, you might forward that query on to your friend who knows everything in the world about cats.
3. The group eventually got too big for Facebook and is now an e-mail service. Revenue comes from sponsorships, and Peter has been propelled to stardom—all for being nice and helping people by doing something he liked to do and turning it into a business model.
4. Peter has become a sought-after speaker, expert, and consultant based around his experiences. When he talks, people listen. This has opened up all kinds of incredible opportunities for him.
5. Possibly the most important thing here is Peter isn't a jerk face. He is approachable, and, while he is an expert, he doesn't pretend to be better than anyone else or act

like some kind of closed-off person that you can never get a hold of. He is a smarter, faster, cheaper trusted resource who connects with people one-on-one online and in real life.

A key part of the story takes place in the early days with that first group of people who helped spread the word. The social Web made it easy for them to do it, and by getting the word out about HARO, these people become even more well liked and trusted by THEIR friends. Why? Because they used their big mouths to help other people. It created a perfect triangular marketing and promotion situation. HARO was beneficial to people who were quoted in the media because of it. They told their friends who appreciated the tip as it could help them. And each time it got passed on, it grew. People were being helped, a profitable business was created, and Peter became an influential, trusted resource. I bet that you can create your own group—big or small—of similarly super-passionate people who spread things YOU create that help both them and others. The Internet has evolved to allow this to happen.

Of course, the Internet is not just confined to computers anymore. As we all know, mobile phones have become a significant hub for many people. Just how many is “many”? According to a report by Futuresource Consulting Senior Market Analyst David Luu called *Handheld Device Convergence*, within the next three years more than 1 billion people will have Internet access on their phones—and that number is expected to continue to rise. Tablet computing—using tools like the newly introduced iPad from Apple, which reportedly sold two million of the devices in just the first two months—is another option for the other-than-computer Internet user. Even

our old forgotten friend the television is streaming shows from online via set-top boxes and through the TVs themselves. In essence, the Internet has become a syndicated platform that's spreading widely and deeply to nearly every demographic.

And with this shift and the evolution of the Internet, the one-way conversation has developed into a two-way conversation. Consumers have become mini-media sources who interact online and spread both positive and negative impressions and observations to their network in a variety of ways. Marketing has become a dialogue—one filled with personality and fun. Yes, believe it or not—business can be (and should be) fun.

This is somewhat of a frightening idea for companies that are obsessed with control and maintaining the status quo—the Goliaths of the business world. But for scrappy entrepreneurs, business owners, and passionate folks like us, this shift is amazing. It's allowing marketing to grow as a collective, interactive, and experimental medium as opposed to a tightly controlled message or “campaign.” Now you can create your own media (video, audio, text, photos) and focus on one-on-one relationships with customers, your community, and new media sources.

The playing field has finally been leveled. Entrepreneurs, small businesses, and freelancers have the same tools available to them as multimillion-dollar corporations. Lean companies are at a distinct advantage in the new world of business building, marketing, and promoting, because they aren't required to ask a board of 739 people before posting something online (or going to the bathroom). Finally, David has been given a slingshot and can outmaneuver Goliath.

You don't have to be an *über*nerd-techie to maximize your position in this new era of business and marketing. It really

doesn't matter if you don't know the difference between a megabyte and a spider bite—because the tools are there to help you grab those eyeballs, make connections, and market your business successfully.

Which begs the question: How has this new Internet-crazed era shifted entrepreneurship, marketing, and promotion? What has really changed?

## Old School versus New School

**These are the principles and practices that used to matter or were universally perceived to be true:**

**Mass appeal.** Everyone was a potential customer or client.

**Experience and credentials** (master's degree, PhD, anyone?) mattered more than **passion and creativity**.

**Big start-up bucks** were a requirement—groveling before banks and investors mandatory.

**Ginormous marketing budget** and team were key. The more people hustling and dollars spent, the more dollars earned, right?

You were **only a trusted expert or resource if you had 50 years of experience**, wrote 30 books on the subject, and lived on a secluded mountain. And **these experts were not approachable or social** (they had no interest in interacting with plebeians like you and me). In fact, they were often downright mean and pretentious.

Only a **polished individual** with the look of a runway model should be the company's spokesperson. Or professional actors. (Personally, I would rather watch a sock puppet promote a product.)

**Jerks and bullies dominated the business game.**

Throw enough people under the bus for your personal gain and you win.

**High-budget productions** created by a crew of 17 union workers was the only way to tell your story through video. Television commercials and (just kill me now) infomercials also got the job done.

The **entrepreneur's personality** was never the center of the approach. Why did it matter? Face of the entrepreneur? Who cared?

**Geeks** with their shiny gadgets and new toys were considered to be a **waste of time**, a flash in the pan, and people to avoid.

**Websites that were either one-way**, boring tech or corporate speak—or offered lots of flash but no content—were the accepted norm.

**Experimenting and failing was a bad idea.** Really, really bad and expensive. And if you did try something new, you never, *ever* talked about failures.

The world was considered a sinister place, with **competitors lurking everywhere**, plotting to steal or destroy your business. You had to be smart and suspect everyone. All competitors must be destroyed (insert evil laughter).

**Social media was for kids** with a minimum of three piercings. Or for huge, international brands that had the major bucks to maximize it.

**Advertising was confined** to 30-second radio and TV spots and static ads—print, online banner ads, billboards, the occasional bus stop. The company controlled the message—whether the customer was listening, watching, or even interested.

The ability to **suck up to traditional media for coverage** would make or break a business (yikes—where’s the dignity in that?).

**Blogs were for bragging about a company**, sending out press releases, or for existential 20-somethings to tell the world about their relationship breakups and favorite music.

**Businesses were conducted either online OR offline.** Mixing the two? Insane! More important, offline businesses were for old-school corporate folks; online businesses were for the tech kids.

**Big brands were the best teachers.** We were to study how they were marketed and learn from them. Copy them. *Worship* them. Long live Goliath!

And a final old-school philosophy:

**Never give away ANYTHING for free.** Ideas, advice, products, and so forth. After all—we make these things so that people will *buy them*. How dumb can you be?

## The Game Changer

The Internet. It has changed how and where people spend their time and money. It’s shifted eyeballs from traditional media like print and television to the wondrous, wacky world of online content, full of niche (not mass) blogs, video, and new media with an emphasis on passion first. And with this change come new business models, new ways to market and promote—and a new way of thinking about entrepreneurship and business as a whole.

There has NEVER been a better opportunity to build, market, and promote a successful business. The tools are available to just about everyone. There's never been a better time to market like an entrepreneur and be the David and outthrust Goliath—no matter what your business is.

However—this doesn't mean that it takes any less work, passion, drive, and chutzpah. It doesn't mean suddenly you will be an overnight success just because you have an amazing idea and a website; and it also doesn't mean that face-to-face relationships are a thing of the past. A virtual handshake still can't replace a real-life one, and human connections are just as important as they ever were.

It *does* mean that opportunities—to create, to market, to reach and attract the right customers and clients, to build a like-minded community and audience—has been democratized. It means that increasingly more people have the chance to be interactive, social, and experimental, and to be successful on new terms—*our* terms.

The good news is that it takes far less money to reach infinitely more people than it did in the days of Henry Ford. But it takes MORE creativity, MORE passion, and much MORE speed and nimbleness. It takes an entrepreneurial approach to communicating in a focused, productive way.

**Now, here are the NEW ways to market and promote your business:**

**Niche matters.** The goal is to appeal to a specific, passionate, subset of people. We don't need to sell to everyone. In fact, if we do—we might want to rethink our game plan. We don't need millions of customers and clients to have a successful business. Instead, we can focus on the RIGHT customers and clients.

**Money follows passion**—not the other way around.

Think about that for a second. Opportunity matters, but if we don't love what we're doing to earn a buck, the chance of financial failure is much greater.

We are **media sources**, not product pushers. You have the right to spread your message through whatever means you'd like—and unlike with traditional media, you can do so in a social and interactive manner. We can write like a magazine, create audio like a radio show, and even have our own TV channel if we want to—all for a fraction of the cost of traditional media. It's even better if we manage to gain full control of the creation of our content.

**Expertise is relative** and you don't have to be discovered or be a jackass to become a trusted resource. There is a new realm of trusted resources who are friendly, knowledgeable, and create their own media. They are approachable and not afraid to show their flaws. Perfection is overrated.

**Genuine relationships** matter—both online and offline.

Who we know and who knows us (and how) is a giant piece of the entrepreneurial puzzle.

**New media sources** (bloggers, video bloggers, online content providers) in your niche can have a more substantial effect than the traditional kinds. Not only do they have passionate audiences, but they're able to reach people all over the planet . . . and can attract traditional media coverage.

In the increasing transparent business world, **nice, helpful people win**. Uncaring jerks are exposed either by Google or other people.

**Passion trumps age.** Whether they're 14 or 94, entrepreneurs who *care* all have an equal shot at marketing their businesses smarter, faster, and cheaper.

We are savvy, **and we listen to those geeks** when we want to know about the newest techie stuff. We know when to consult someone who knows more about a subject than we do.

**Content is king.** Marketing is the queen. Our website is our throne.

**Experimenting with marketing** ideas is now far less expensive. While trying and failing used to mean losing major dollars—or even your reputation—a bad blog post or idea are now just cheap learning tools. Get over it and move on!

**Creativity wins.** As Daniel Pink says in his book, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, and as *Linchpin* author Seth Godin claims: Those who can think like artists are becoming the best entrepreneurs.

Your **unique personality** and presence matters. Forget the expensive spokesperson with the \$200 hairstyle. We want to hear from *you*. The entrepreneur. The creator. It doesn't matter what you look like as long as you're genuine and passionate—and know what you're talking about.

**Video** is a great way to tell your story—no Hollywood budget or professional actors required. All you need nowadays is an idea, a platform, and a pocket camera costing a hundredth of the price of traditional fancy cameras to get you started. You might even want to start your own online show.

**Understanding and participating** in the social Web is vital. The tools are going to change; that is a fact.

But online, two-way communication between you and your customers, your clients, your partners, media sources, bloggers, and each other (entrepreneurs have to stick together, after all) are only going to keep growing.

Don't get me wrong; there are many fundamental business principles that have been around for decades that still hold true. For example, word of mouth has been around since early caveman recommended his club over his friend's hunting stick. **The Internet didn't invent word of mouth.** But it sure has amplified it!

There are **innovative solutions to advertising**—approaches that live, breathe, and spread like a 30-second or static ad never could. The rise of sponsored content is continuing to impact the advertising world—for a fraction of the cost of traditional campaigns.

**We no longer solely control the message.** Our consumers, clients, new media sources, and bloggers do, too. We become as much participants as we are creators.

**The two-way website is replacing the one-way snoozefest.** It's social, interactive, and filled with useful content (perhaps a mix of text, audio, and video). It's focused on educating, entertaining, and inspiring—not just selling, bragging, and showcasing.

**Web design matters.** A good design sets you apart from the pack.

**Overnight success? When does that happen, really?**

But by marketing your business smarter, faster, cheaper, you're going to get there quicker. But, it takes time, effort, and patience.

**Big brands might actually be the WORST companies to learn from.** In fact, they have a thing or two to learn from us, the hustling entrepreneur!

The more we give away—whether it’s content, education, or inspiration—**the more we get back over time.** But you have to know when to give and when to charge for your product or service. After all, you *do* want to make a profit, right?

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