

## **The Secret Weapon**

“You have to separate yourself from your competition. If you’re both fighting with slingshots, do whatever you can to get your hands on a machine gun.”

From “How To Eliminate The Competition”

“By definition, remarkable things get remarked upon”

Seth Godin, Author, Marketing Guru

A commercial in its purest form is an information delivery system. If Coca Cola went to Kentucky and filmed a coal miner holding a can of coke it would not be a newsworthy story. If, on the other hand, a UFO landed in Kentucky and two-headed aliens were pictured drinking Coca-Cola that video would immediately travel through the internet, generating billions of views.

As unrealistic as the “aliens” scenario is, it is best to try to close the gap between those two situations and come up with an idea that is so interesting or amazing or newsworthy or different that it separates your story from the millions of others that are competing for attention. If you do not do this, you can pay all the money you want to push your information, but the tastemakers and movers and inhabitants of the internet will not be interested and your information will die.

Many marketers spend massive amounts of money “moving” a piece of information though the internet by paying Google or Facebook or other companies to strategically and invisibly push it. That works but only to a certain point. When that point is reached the more money you have to pay to continue spreading your information the more ineffective (and in some cases annoying) your information becomes. If people don’t want to see it, it’s unwise to try to continually make them see it. You need to create information people want to see and, ultimately and more importantly, share.