

M Monthly Marketing Morsels

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JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee
Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)
Businessperson of the Year
Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



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Call Jack Cantwell at SkyLimit Marketing
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MY CUSTOMER. MY HERO.

This month I am reading an update of one of my favorite marketing books, *Building a Story Brand*. It is called *Building a Story Brand 2.0* (what a surprise), by communicating messages that make your customer your hero.

People could care less about *your* story or how you talk about your product or service. We all need to survive and look for messages that meet that need. Does your message do that? And does your customer have to work too hard to understand what you are trying to sell?

Example – A successful Pet Supply company was having trouble selling aquariums to people other than fish enthusiasts and hobby enthusiasts. Research finally discovered that the fish in the aquariums fascinated children visiting doctor's offices and funeral homes. A marketing message that identified that phenomenon was born – *"Kids love aquariums."* Sales took off,

Donald Miller, the author, created the *Story Brand Framework*, which guides you through a 7-step process (SB7 Framework) that helps you make your brand more inviting to customers. Clarity is the key to the process, recommended book.

Story-Brand reminds me of a process I learned early in my career with BBDO. It is a simple four-step process for creating a message that forces you to approach the assignment from the perspective of the customer. Here are the four steps: **1.** Know your prime prospect. **2.** Know your prime prospect's problem. **3.** Know your product (relate it to the problem). **4.** Break the Boredom Barrier.

HAVE A HAPPY, PRODUCTIVE SPRING.