

# **Most marketing stinks and how yours can smell like money!**

Most marketing stinks is a strong statement, but unfortunately it's the TRUTH, and sometimes the truth hurts!

My observations are based on my experience in founding 2 successful national companies, including the largest Marketing Agency in America. I have also sold companies to Wall Street, bought companies and have enjoyed having some of the biggest brands on the planet as my clients. So I have enjoyed lots of good things and also experienced lots of mistakes along the way too.

## **Again, in my experience, most marketing stinks!**

There are many reasons for this and a lot of them are not surprising when you look at the overall development process of people who open their own businesses. Think about it, the majority of people who get the entrepreneurial spirit and want to start their own business usually get into it because they are good practitioners at what they do.

For instance, the mechanic who fixes your car at his local shop became a mechanic working at another garage somewhere else first. The chances are that your hairdresser was trained somewhere else before they opened their local beauty shop and they thought they could build a better mousetrap.

There they were, working way and something happened! In an instant they just knew that they wanted to have the opportunity to create their own destiny. They just had to get out of working for someone and start their own business.

That's when it all starts and they are all "gung ho" with energy in excess. Which by the way, I can tell you from first hand experience is a prerequisite at that time. This is great stuff and a great time!

But the problem is that while these people are excited, passionate, thrilled to be what they are doing, and of course talented at their craft, they have zero experience in founding and running a business. They have never written a Business Plan, developed a Marketing Plan, been the corporate sales person or created a Positioning Statement along with the advertising and creative image for the company.

### **The net result is that the majority of businesses don't make it!**

According to the Small Business Administration, over 50% of small businesses fail in the first year and 95% fail within the first five years.

## **So that's why I say "Most Marketing Stinks".**

But there is good news, there is something that can be done about putting the odds very firmly in your favor and make your marketing smell like money, we will discuss this and more if you attend my speaking session at the next **Frame Building Expo**, February 28-March 2, 2007 at the Indiana Convention Center in Indianapolis.



**JACK SIMS** - *founded 2 nationally ranked companies, the second becoming the largest marketing and promotion agency in America. Now he uses his 30 years of practical experience of starting and growing businesses into Big Brands, by speaking to corporations, owners, management and associations and their members who want to move their products, goods or services from where they are to become the brand leader in their category.*

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