
Swordfish Marketing
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I was sitting on my deck minding my own business this morning when this crazed bird flew right over the top of my head. Well, not so much flew but dived like a mad animal on a hunt – which it was by the way, the bird that is.

So, as you do when you're not doing very much except admiring your Cup of coffee, I watched this bird with great interest. What ON EARTH was making it behave so erratically? Why did it almost take my head off in its quest to get something or somewhere. And why was it so hell bent on flying up and down and up and down like a wild maniac?

And then I saw it. A cicada. Now I don't know much about insects and birds - and bees for that matter, but I figured this bird was after the cicada (I didn't have to be David Attenborough to get that one). And probably this bird wanted the Cicada for his lunch.

It didn't take long. The bird was so intent, so focused on his end goal that nothing and no one (least of all my head) was going to get in his way.

He got the Cicada in the end. Swooped down on him and BAM there It was (or wasn't).

I thought about this bird for quite a while after that. Probably due to the fact that I was happy my brain wasn't the thing the bird had for lunch but most of all because I think we all have a lot to learn from that bird especially us marketers or those of us that should be marketing our businesses but aren't - or perhaps are but aren't if you get my drift.

This bird was on target. He knew what he wanted, he knew how to get it and he knew that it would taste absolutely fantastic when he did. He knew that if he kept focused, kept up the pace, kept pushing away, he would win in the end. He knew what he had to do to achieve his goal (some fine flying I might add) and he knew that if he didn't do what was required, he wouldn't get his lunch - he would go hungry.

My question to you is; do you know what you want for your business? Do you know how to get it? Do you know how it's going to "taste" if you get what you want. Are you focusing on your target markets, are you keeping up with your competitors, are you winning in terms of your unique service (or product) offering? Are you communicating that to your customers and your potential customers and are you on goal with your marketing efforts?

In this type of market where all businesses are reining in their spending and tightening their belts, can you afford to compromise on your marketing efforts? If you are communicating with your clients and those that could be your clients, you are reminding them that you are here, that you are still doing business, that you are unique in your product or service offering and that you can help them achieve their own business goals and make their life easier.

By dive bombing your competitors and utilizing your best skills, you will not go hungry, you will win in the end. And, if you go to www.swordfishmarketing.co.nz you will find an article on how to **Raise the Awareness of your Buisness and Maintain your Relationships**. Or, you could just cut to the chase and contact me today if you need any help or advice – my details are below.