
Swordfish Marketing
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Yes, it's true! My neighbour (We'll call him Bob for privacy reasons) likes to sunbathe naked on his deck. It's a strange kind of habit given it is almost mid-winter and freezing cold outside but who am I to comment – it's not really any of my business now is it?

Now, I'm not a prude or anything like that and I don't particularly care whether Bob sunbathes naked, fully dressed or in a penguin suit singing "Brown Girl in the Ring" but this naked sunbathing really got my attention in more ways than three.

I think it's because I don't often see fully naked 65 year old men sunbathing in mid winter. It's kind of a shock on a Tuesday afternoon at 4pm and something you don't really expect do you?

You see, the story goes like this...

I was walking down the driveway in rather a good mood. I had just received a nice letter from my Grandma, the sun was shining and I was on my way to see my neighbour Carlene (Online Products www.onlineproducts.co.nz if anyone needs a website or some great online solutions) for a chat. I am not sure what caught my eye (and we won't go into detail here) but I looked up towards Bob's deck which was kind of a bad idea because there in full view was his brown bottom.

Well, I started giggling – uncontrollable it was. Lots and lots of giggles. My son Austin just couldn't figure it out and my daughter Heidi just put it down to my crazy motherly antics and told me I was mad!

So, in my giggling state, I made it to Carlene's house in a bit of a muddle with myself. I just could not stop laughing. And, then whilst trying to explain to Carlene what was going on, she started laughing too and before we knew it, we were both out on her deck looking up at Bob's place in fits of laughter, trying to see what we could see – which wasn't very much at this point (fortunately).

Well, it did get our attention, it did get a reaction – all this exposure by the neighbour, all this nudity, all this funny stuff on a Tuesday afternoon that was completely unexpected, completely out of the blue...

So, my question to you this month is; are you exposing yourself on a regular basis like Bob? I know it is mid-winter and we're in recession mode but what kind of communication channels are you using to target your audience? And, of those communication channels, which ones are the most attention grabbing and the most successful?

And, whilst we're at it, what have you done this month to get a reaction? What sort of interesting marketing tactics have you used to ensure your customers and potential customers remember you and what you have to offer? A lot of effective marketing does not need to cost you the earth, in fact some of the most successful campaigns can cost very little.

I like Bob, he's a nice man. He gives me Feijoa's, has time to speak to my children and passes nice comments about my self-sufficient garden. I don't mind him shocking me on a Tuesday afternoon and I must say, I haven't laughed so much in ages.

So, if you want to follow in Bob's footsteps and get some great ideas on how to grab some attention and get a reaction, check out my article called **"20 Top Tips for Grabbing Attention and Making a Valuable Noise"** on the Resources page of my website www.swordfishmarketing.co.nz. It is a most valuable article and I am sure a friend or colleague would thank you for it if you pass on the URL link.

Of course, you could also contact me today if you need any help or advice on how to expose yourself and grab some attention like Bob! My details are below.

Till next time.