

more for you. You'll have to spend more on marketing, because nobody will be buzzing about you or advocating for you. You'll become watered down to mush, the lowest common denominator, struggling to get noticed in a world that quickly forgets me, too brands.

The Schoolmarm and the Sorcerer

WHY MARKETING IS LOSING ITS POWERS OF PERSUASION

The Prudish Schoolmarm

Traditional marketing is the schoolmarm of the communication world. She's cranky and slow, intent on following the rules and calculating the safest route. But we're not in Kansas anymore, Toto. The old rules do not apply.

The schoolmarm can't keep up in a distracted, competitive, commoditized market. She's too expensive. Too nervous. She's scared to take risks. She just wants to keep doing it the same way it's always been done.

Schoolmarm marketing focuses on speaking to the maximum number of people the maximum number of times, drilling in the same message. (Buy! Buy! Buy!) This leads to wasted dollars, and can actually damage your brand, because it makes people less likely to want to connect with you in the future.

Adding Value vs. Taking Up Space

Harsh reality: Not only will spending money on weak advertising *not help* your brand, it will actually damage it. When you force a