



Success Requires Repetition – Fortune is the Follow-Up (4-6) Perception depends upon follow-up.

This is so important, but very few people follow through....

Children are born knowing what follow-through is about, but by the time adulthood comes, it is forgotten by most.

Follow through is the ability to keep on asking, asking, and asking.

If any of you have children, you know what this means. Learn from the children.

Below is an example of what successful marketing, sales, and advertising must go through.

This includes any type of follow-up, such as: email, leads, appointments, newspaper ads, magazine ads, professional journals, chamber of commerce, associations, etc.

- The first time a person looks at an advertisement, it is not seen.
- The second time the ad is noticed.
- The third time there is a consciousness of its existence.
- The fourth time there is a remembrance of the ad being seen before.
- The fifth time the person reads it.
- The sixth time the ad is ignored.
- The seventh time the person reads it through and says, "Oh brother!"
- The eighth time, "Here's that confounded thing again!"
- The ninth time the person wonders if the ad amounts to anything.
- The tenth time the person thinks; "I will ask my neighbor, friend, co-worker if they have tried".
- The eleventh time the person wonders how the advertiser makes it pay.
- The twelfth time the person thinks - "perhaps it may be worth something."
- The thirteenth time the person thinks it must be a good thing.
- The fourteenth time the person remembers that they have wanted such a thing for a long time!

Social Media

Social Media (Internet ads, email ads, social postings, blogs, etc.) take more times to be effective than real world advertising.



Does Thomas Smith's simplistic model have any support today?

Ebbinghaus, studying memory, concluded that the more complex and the longer the message, the more it needed to be repeated to get retention. Research since that time has confirmed the conclusion. Repetition with variation is, however, desirable. Repetition is necessary because there are many competing messages.

The Fortune is in the Follow Up!

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