

# LESSON 5



## Capturing Consumer & Media Attention

*The biggest things are often the easiest to do because there is so little competition.*

- William Van Horne

**Capturing Consumer & Media Attention Using Product Spotlighting**

**Jon Schallert, President  
The Schallert Group, Inc.  
www.DestinationBootCamp.com**

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**Key Objectives of this Video**

- 1. How to use Product Spotlighting to compete with larger competitors**
- 2. Getting consumers to know you have great product selection, without saying the word "Selection"**

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**Key Objectives of this Video**

- 3. Learning the 3 techniques of Product Spotlighting:**
- 4. Micro-Niche lines**
- 5. Signature items**
- 6. Monuments**
- 7. Their power to attract the media and get free PR**

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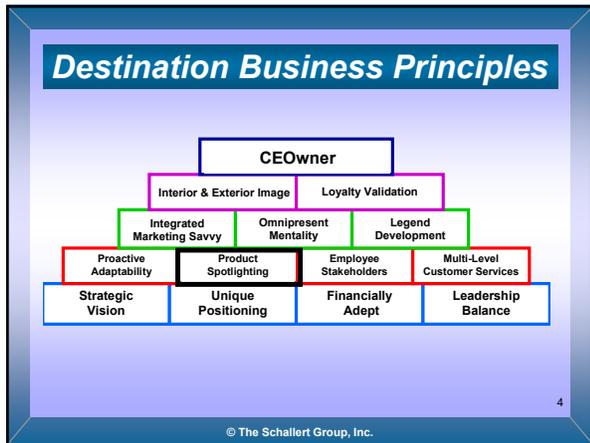
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**What is Product Spotlighting?**

- ✓ *Series of techniques to magnify your product uniqueness*
- ✓ *Designed to capture your customers' attention*
- ✓ *Also the media*

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**What is Product Spotlighting?**

- ✓ *The media will not feature an average business*
- ✓ *They feature the unusual, interesting, fun, & extreme*
- ✓ *These product techniques create that uniqueness*

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**Micro-Niche Lines**

- ✓ *Expand product subcategory to create dominant selection*
- ✓ *Huge breadth in a focused niche*
- ✓ *More than typical*

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**Micro-Niche Lines**

- ✓ *Rarely a single manufacturer's products: Combine companies in a selection*
- ✓ *Never the entire selection of product in the business*

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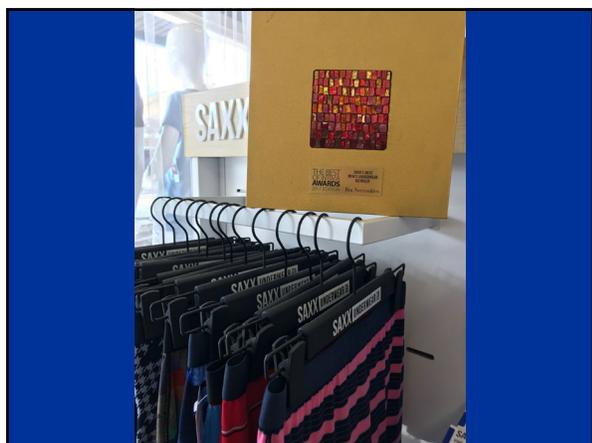
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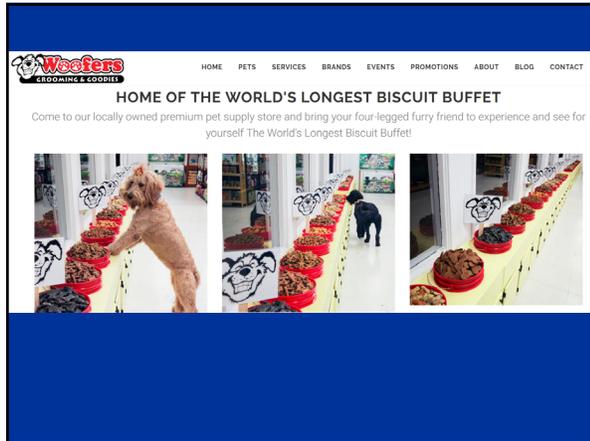
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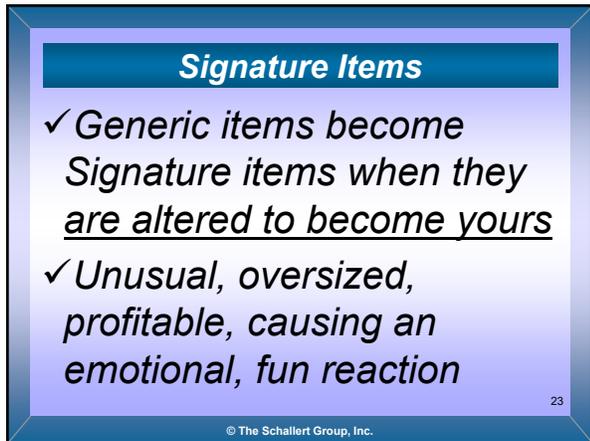
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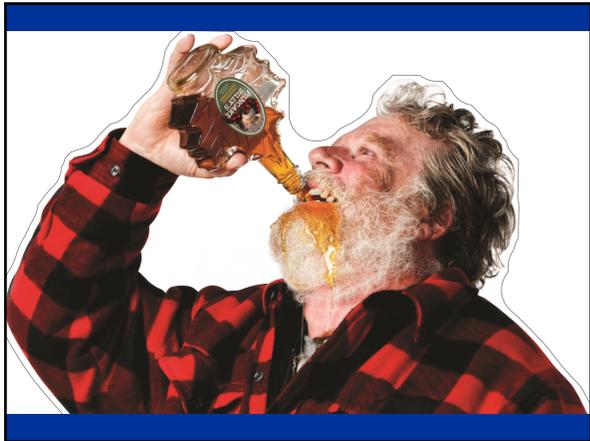
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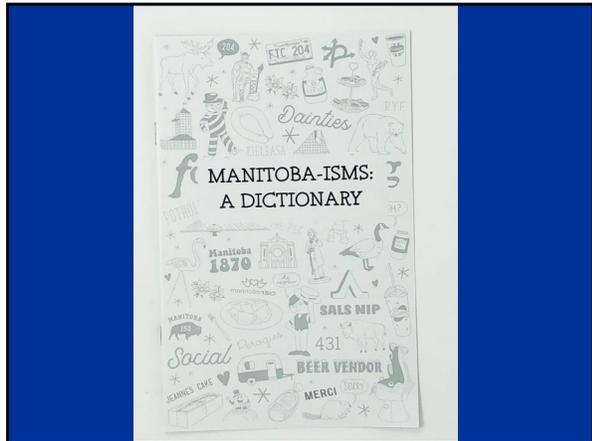
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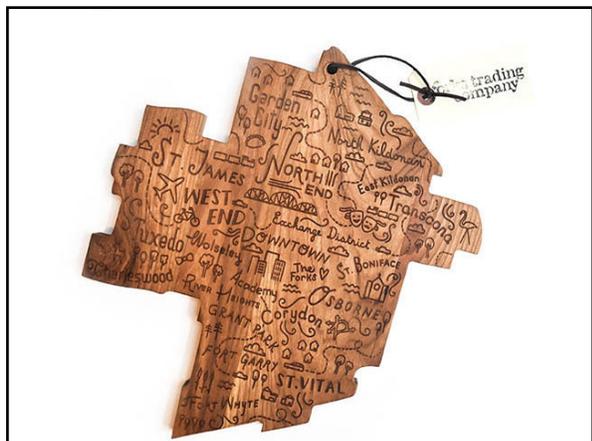
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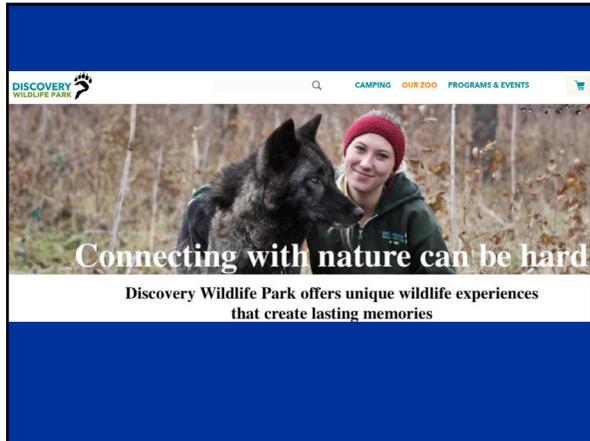
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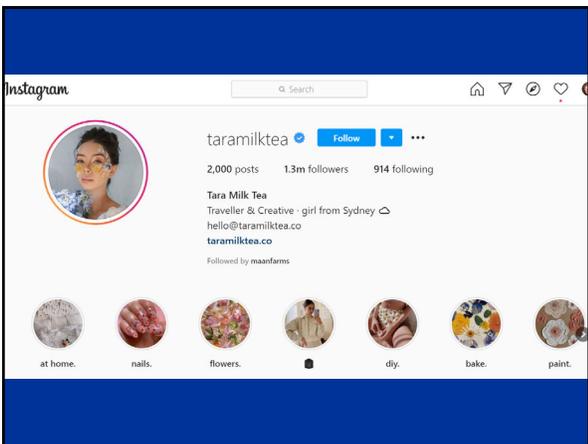
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**Discover the scariest corn maze in Canada and "pitch black" horror near Vancouver**



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**Creating Monuments**

- ✓ *Like Mount Rushmore in your business*
- ✓ *Must be large & unusual*
- ✓ *Must capture consumer attention*
- ✓ *Attracts media, too*

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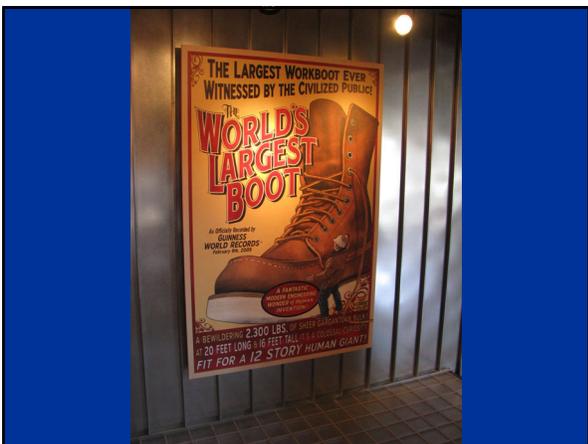
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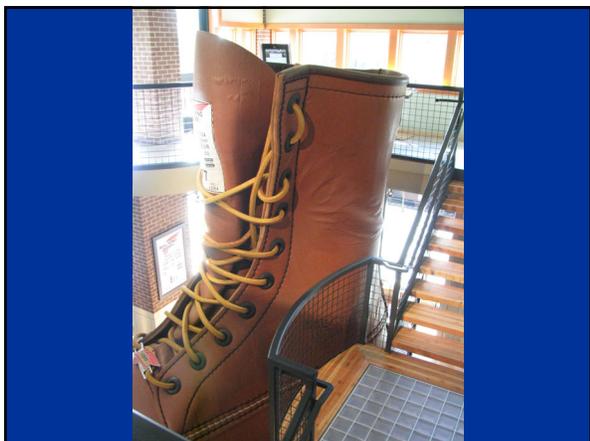
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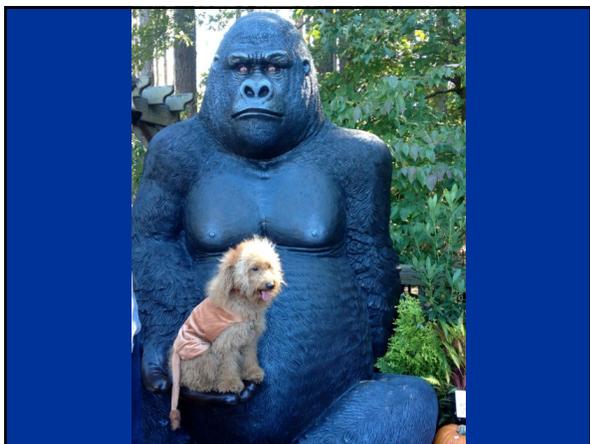
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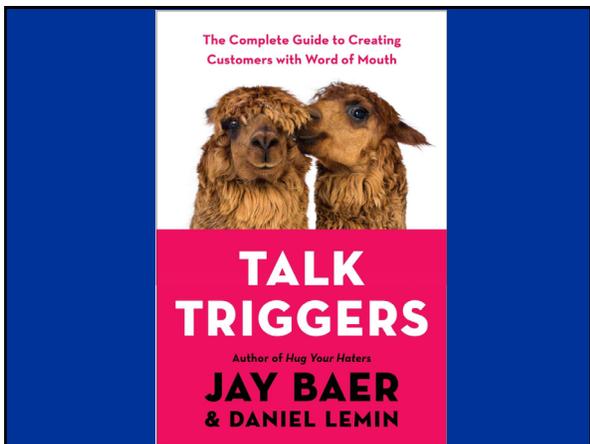
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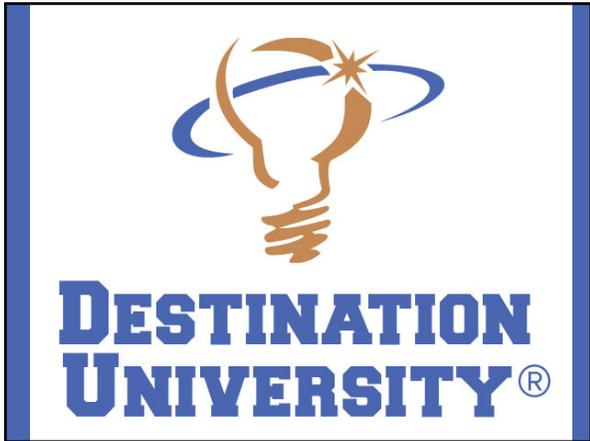
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## Key Takeaways: Lesson 5 – Product Spotlighting

1. Free publicity is 12 times more believable than advertising to consumers when compared side-by-side. It's important that you develop a strategy to capture free publicity.
2. Product Spotlighting is a method to capture the attention of consumers and the media with your products. It is a more effective marketing technique than claiming your business has the best selection or the best prices, even if either is true.
3. When you use a Micro-Niche product line, a Signature Item, or a Monument, you will likely attract the attention of both consumers and the media. The media will perceive your product uniqueness and sense there's a story that can be written or broadcast that will help them fill their upcoming deadline.
4. Product Spotlighting isn't a requirement for any business, but it appears again and again in the business models of successful Destination Businesses.
5. Don't get discouraged if your business doesn't immediately receive free publicity. If your business is Unique, keep looking for publicity opportunities and they will happen.

**What's Your Most Important Takeaway from this Lesson?**

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## PARTICIPANT EXERCISE: LESSON 5

### Jon Schallert: *Capturing Consumer & Media Attention* *Using Product Spotlighting*

Training Time: 26:31

1. Write down your most memorable time when your business received free publicity?

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2. Has your business ever received free publicity from the media that was based on your product offering? If so, describe that time.

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3. What ideas do you now have to create a Micro-Niche Product line in your business?

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**PARTICIPANT EXERCISE: LESSON 5**

Jon Schallert: *Capturing Consumer & Media Attention Using Product Spotlighting*

4. What ideas do you now have to create a Signature Product in your business?

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5. From the video, did you come up with any ideas for creating a Monument in your business?

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6. Describe any product lines in your business that customers love to share on social media.

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## LESSON 5: JAY BAER

### TITLE: *Increase Business with Word of Mouth*

Time: 30 minutes, 33 seconds



### ABOUT THIS INTERVIEW:

Jay Baer, author of *Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth*, discusses his work with businesses creating word of mouth marketing. He explains what it is and how independent business owners can create stories that customers will share over and over again, bringing in more and more business.

Jay explains his research around the following:

- The requirements of a “talk trigger”
- Five different types of talk triggers
- A step-by-step method to creating talk triggers
- Examples of successful and unsuccessful talk triggers

### ABOUT JAY BAER:

Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world’s largest brands. He puts this experience to work for every audience, delivering massively relevant and highly customized programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world’s most important brands.

### ABOUT DANIEL LEMIN, Co-Author of Talk Triggers

Daniel Lemin is a startup co-founder of Selectivor, trusted advisor and bestselling author on reputation management, digital marketing, and social media customer service. As an early member of Google’s global communications team Daniel led the launch of products in North America, EMEA, and Asia Pacific, and edited the Google Zeitgeist weekly research report featured in over 40 markets worldwide.

## PARTICIPANT EXERCISE: LESSON 5

### Jay Baer: *Increase Business with Word of Mouth*

Interview Time: 30:33

1. Does your business have any talk triggers now that cause customers to talk positively about your business and tell other customers about your company? If so, what are they?

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2. Jay says that there are four criteria that make up a talk trigger: Remarkable, Repeatable, Reasonable, and Relevant. Using these criteria, can you now think of any new talk triggers you can implement in your business?

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**PARTICIPANT EXERCISE: LESSON 5**

Jay Baer: *Increase Business with Word of Mouth*

3. Jay mentions that an accounting firm uses speed and responsiveness to create a talk trigger with all of their customers. In what ways can you create a talk trigger in your business using speed and responsiveness?

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4. Jay says that a successful talk trigger happens when customers receive an experience from a company that they do NOT expect. Write down 1 idea for your business that would be unexpected to your customers that might create a talk trigger.

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