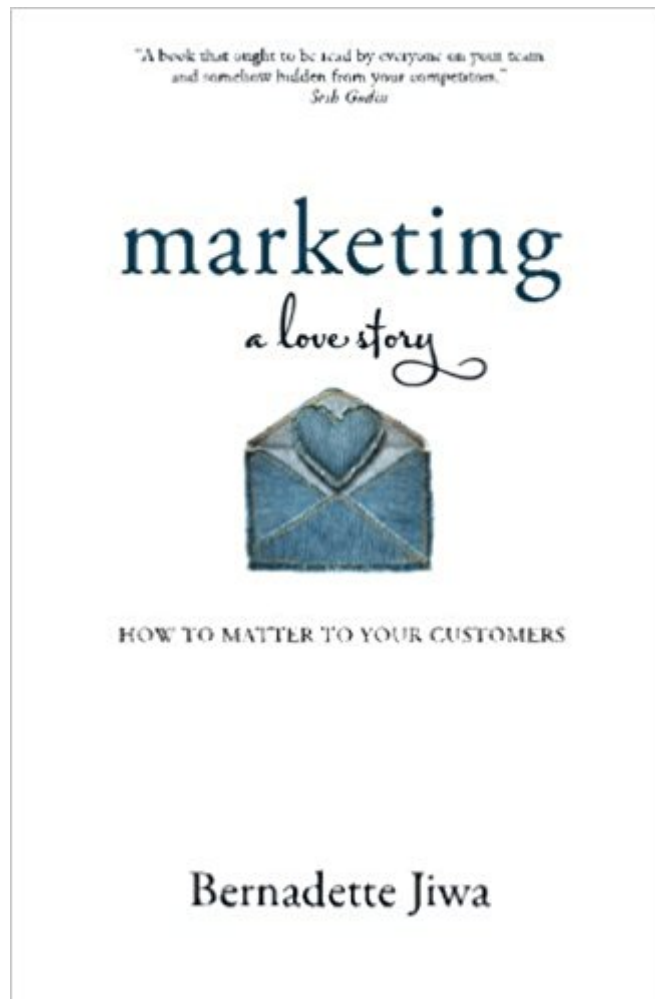


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# Marketing: A Love Story: How To Matter To Your Customers



## Synopsis

"Bernadette's back, and just in time. This is her finest work, a book that ought to be read by everyone on your team, and somehow hidden from your competitors." — SETH GODIN One of the biggest challenges we face as entrepreneurs and innovators is understanding how to make our ideas resonate. We tend to have no shortage of ideas, but we struggle to tell the story of how they are going to be useful in the world and why they will matter to people. Marketing is the way we communicate how our ideas translate to value for people in a marketplace. Marketing has become a necessary evil for every business, but what if we adopted a different view of it? What if marketing was less about promotion or coercion and more about reaching out to people and helping them to solve problems? What if marketing was how we found more ways to do better work and to matter to our customers? What if marketing was where we began our journey towards understanding what people need and want? What if it was our vantage point for seeing the world through the eyes of our customers? How different would marketing be then?

## Book Information

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## Customer Reviews

Ok, I confess, I am a bit of a Bernadette fan. Her book *The Fortune Cookie Principle* formed the skeleton of my business's marketing strategy. I went through every question at the end of the chapters and religiously wrote my answers. It was quite possibly the most important exercise I have done for my business. Uncluttering the ideas, vision and "how to" onto paper was powerful and dramatically reshaped the value proposition of my startup. Ever since then I have soaked up her insights on brand storytelling and embedded marketing strategies through her blog at

www.thestoryoftelling.com (if you don't already read it then I encourage you to do so). With Marketing: A Love Story: How to Matter to your Customers, I read it in one go, quickly flipping the pages (she'll have that effect on you when you read it too). I found it hard not to highlight take-aways in every other paragraph for fear I'd have half a book to remember. As I read Bernadette's blog posts, some material was familiar but I realized certain points needed hammering home again. As I read, I scribbled notes and ideas down that suddenly pinged up as I went through the 30 Questions every Entrepreneur should Ask section. In fact, I'd say the book is worth buying for that part alone: it is a vital business map and whoops a business plan or model generator hands down. This is a book for people who want to embed care into the core of their business. It doesn't teach you how to sell, it teaches you how to tell stories that build customer loyalty and long lasting quality into your service or product. Yet as you read it, you see how much that approach wins over hearts that brings customers in willingly.

From what started out as an assortment of blogs, Marketing: A Love Story written by Bernadette Kiwa, comes a series of questions and ways of thinking to show the reader a different way to look at marketing as a whole as well as a way to start thinking for the young entrepreneurs. My overall perspective of this book is a must read for anyone looking for a different outlook on marketing. Many descriptive examples of companies and how they exemplify a certain idea a brilliant way of explaining. Her method of posing questions keeps the reader engaged and looking for the answer. It is a very short read therefore every point does not have words wasted and is stated very clearly. She sets out stating for you to rethink about what you are doing and if by looking at it through your customer's perspective, an idea can be rethought. She poses ideas such as "How to be the best in the world" and "What if you are not closer, faster or cheaper." It is those simple questions that have to be looked back upon and ponder, I am doing this effectively as I should be? Kiwa poses one very simple question that intrigues me. Why should I care? It is simplistic in the way of being obvious but has the vagueness to be able to ask a ton of follow up questions like, why should I care about your promotion and why should I care about your new look to your project. A different way to thinking is how companies such Twitter, Google, Airbnb and LEGO are able to be so successful. In the example of LEGO used, the creator of LEGO thought of everything in the mind of a 7 year old kid that would relate to the product instead of a 45 year old CMO. The idea of thinking who is your customer going to be and how will they use our product is often overlooked by many companies.

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