

Dear Maverick Business Insider,

Last issue I talked about how excited I was about the Capitals big playoff run. Ugh. The crazy thing is they blew a 3-1 series lead, but I wasn't that surprised. They've disappointed me a lot in the last 25 years or so.

Missy had a night away from the kids for her birthday and she graciously moved the date so it would be the night of the Caps game 7 against the Canadians. Last year we went to game 7 against the Rangers and we won, so I figured she was good luck. Nope. She's now 1-1.

The last couple days have been interesting as I've been participating in my civic duty as a juror. Yes, I got picked for juror service and was assigned to a case that spanned 3 days. Going into it I was really thinking the judicial system was broken because of how big-time cases like the O.J. Simpson murders played out with the jury finding him not-guilty. I thought the jury would consist of individuals who wouldn't figure out a good excuse to get off the case and who would be fairly incompetent to deal with the facts of a case. I was surprised. We had an interesting cross-section of my county from doctors, attorneys, and business owners to newly arrived immigrants – but the deliberation was actually intelligent. Of course, there were some wild speculations thrown out by a couple people who had seen too much Matlock, but overall we came to a sound decision delivering a not-guilty verdict.

It was also kinda fun being able to walk around outside the courthouse and have a solid hour for lunch each day. Usually when I'm home I just grab something out of the fridge 100 yards from my home office and keep plowing away. Not that I'm complaining since the times I'm out of my office are pretty frequent.

In fact, today is one of those times...

I'm heading out in a few hours for a cool event called 'Summit Series' put on by my friend Elliot Bisnow. Some of the speakers include Russell Simmons, Mark Cuban, Ted Leonsis, Ted Turner and President Bill Clinton. I'll report back next month with new insights and updates. So let's jump in...

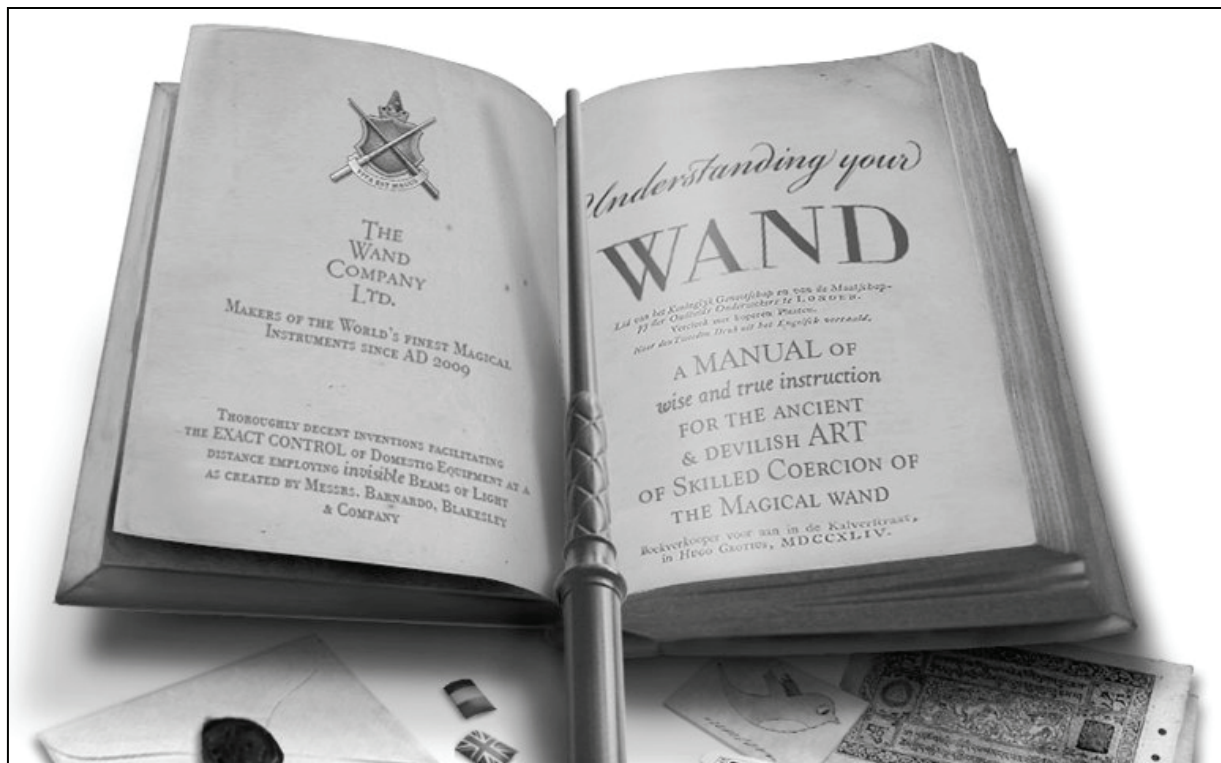


make more money

I'm a huge fan of creating personality and something memorable in the way you do business. So check this out – The Wand Company website, based in the UK, is designed to capture the true essence of their product with aged paper pages and magical illustrations and copy.
www.TheWandCompany.com

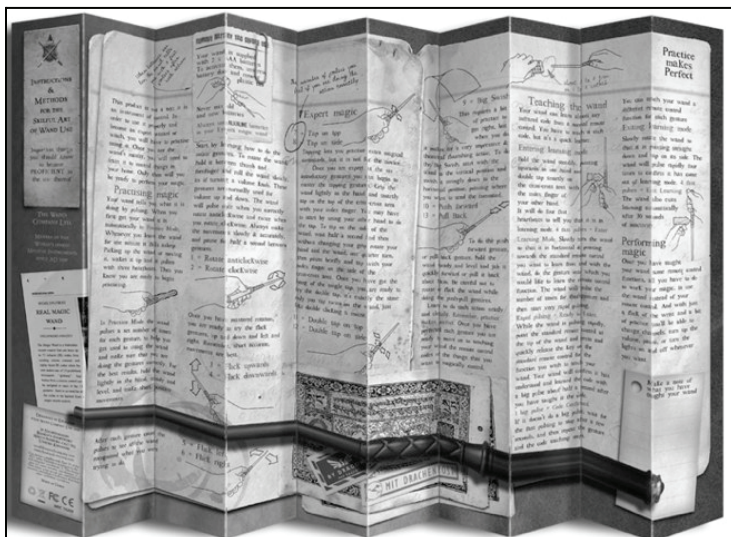
For GBP 49.95 you can own a real magic wand that actually has a real function. The Kymera Magic Wand allows you to use gestures instead of

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pushing buttons. So you can flick your wand up to change channels or twist it in midair to increase the volume on your TV or stereo. And it can even run your Powerpoint slideshow to make it a little less boring.

It works with all devices that use infrared remote and it's definitely got that Harry Potter'esque kitschy factor to it including the fact it's packaged and sent in a 'faux dragonhide box line with Chinese silk brocade'.



Check out the site and copy to see how it's a really nice fit with an object that's ho-hum (a remote control) but turned into something extraordinary. At the bottom is the user manual you'll get (keeping the theme going strong).

Continued next page

Direct mail that stands out...

I'm a big fan of using multiple ways to connect and contact your customer base...including direct mail. I think there's an opportunity right now to 'POP' in the mailbox since a lot of people are only marketing online. One of the quickest impact-makers is using a postcard - but not just a standard one. Check this out –

<http://www.shipshapes.net/our-portfolio.php>

This postcard is die-cut to a customized shape so it totally stands out in any mailbox. And as a postcard – the message gets read without opening an envelope. They developed a new class of mailings approved by the post office a few years back. And from some of their stats it looks like response is significantly better. Check out a few examples here:

Krispy Kreme Front



Krispy Kreme Back



FRONT



BACK

Continued next page

Truly Connecting Using Mobile Media...

You've probably seen some info on location-based, check-in mobile apps like foursquare and Gowalla.com. I haven't come to a conclusion yet on the power of using this in your marketing arsenal or not. But I did really like this simple acknowledgment for someone who is a hyper customer because she is the "Mayor" on Foursquare of one of the Austin Starbucks. Source: BrandAutopsy.com

There's a lot to be said for simply acknowledging your best customers in unusual, public ways!



I've got to give a tip of my hat to Andy Nulman (www.AndyNulman.com) and the author of "Pow! Right Between The Eyes" for pointing out this crazy furniture manufacturer, Straight Line Designs by Judson Beaumont.

Check out some of the furniture designs at www.StraightLineDesigns.com. This piece is called "Ooops":



A

And this is called, appropriately enough, "little black dresser".

I mean how could you not stop and talk about these kind of pieces. I would bet a hotel room with this kind of furniture would definitely get some tongues wagging.



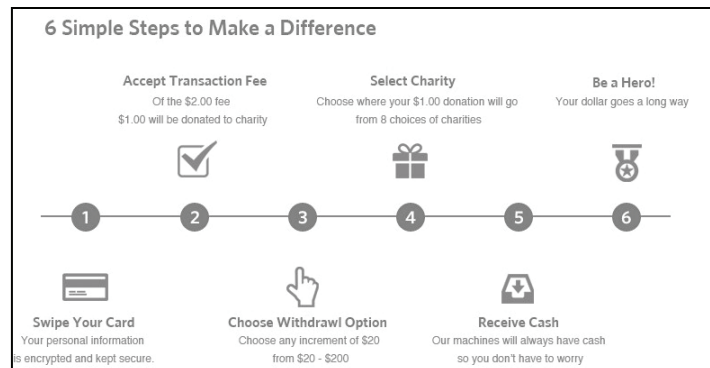
Oh yeah and if you want to pick some of these pieces up for your house – it's not exactly cheap. I found some designs on PoshTots.com for \$5000.00+ for the kids furniture. (So maybe I should have put this find in the 'Make More' section. ;)

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ATM for good

I love the idea of taking a common, everyday occurrence and inserting a way to do good without changing our normal routine. The guys at ChooseChangeATM.com are doing just that with \$1.00 of your normal \$2.00 ATM fee going to your choice of 8 different charities. Pretty cool. Here's an illustration of how it works –



So for the consumer it's a totally lazy way to help make a small impact with their dollar donation instead of it going to a fat cat banker. I really like this idea but the big challenge will be getting enough of these ATMs out there and people recognizing they might want to go out of their way to use these particular ATMs. Because when it comes down to it – getting cash out is typically based on convenience. Would I walk a few more blocks to find a Make Change ATM? Maybe. Perhaps if there was an iPhone app or something that helped me locate the closest one.

But regardless, I wanted to show you this idea not for you to go into the ATM business but to consider how you can take typical transactions and figure out a way to make an impact that's a little cherry on top for the end user.

Maverick Business INSIDER RECAP

You get privileged access to a network small, distinct group of self-made millionaires who make up Maverick Business Adventures®. Quite simply you're looking at true 'Who's Who' of successful entrepreneurs, CEOs and business owners.

More importantly, each member shares a common 'DNA' of wanting to live to the fullest, creating business breakthroughs and giving back through charity and education to empower future Maverick entrepreneurs!

You'll hear their success journey and exact techniques of how they've done it. But you won't just hear their best moneymaking advice but you'll get their philosophy on creating MORE in your life...Maverick style.

You'll find out how to make more money, have more fun in your life and ultimately give back more!

Maverick 2020 Mission:

- 'Maverick-tize' 1,000,000 entrepreneurs
- Impact 1,000,000 young entrepreneurs
- Have 1,000,000 Cumulative Items Checked Off Members Big Life List

Quite frankly, we're out to change the game of how business is played to help shift the focus beyond just the bottom line and have entrepreneurs create their own fun-filled experiences and maximize what the impact they have in their communities.

With 1,000,000 entrepreneurs and a percentage of them giving back the 5% charity pledge (as you promised) - the ripple effect will be staggering. And that doesn't even count the 5% our company would provide.

We truly believe in business as a force for good

- **Fun and profitable events** in different parts of the country (and even the world).
- **Open Call-in Days.** Throughout the year, I'll set aside significant blocks of time only for Maverick Insider members.



Interview with **Andy Nulman** May 2010

The Power of Surprise

Yanik Silver: Hi everyone. This is Yanik Silver from InternetLifestyle.com and Maverick-BusinessInsider.com, and I am really, really excited to have with me my guest for tonight. We're going to be talking about the power of surprise.

This is essentially a new friend of mine. I stumbled onto his book reading a couple of different blogs.

They were like – you should go check out this book, *Pow! Right Between the Eyes!: Profitting from the Power of Surprise*, by a gentleman named Andy Nulman.

And I am embarrassed to say, I am an avid reader of all sorts of business books, and I'm embarrassed to say that I hadn't even seen this one.

But I loved it. I loved it so much that as soon as I finished it, I immediately got in touch with Andy, and he graciously agreed to do an interview for you guys.

Just a little background on Andy. He's been creating and leading major media projects for over 3 decades – currently the president and CMO of Airborne Mobile, which he co-founded in 1999.

He's worked with brands like Maxim, Family Guy, the NFL, Taco Bell, and then through the creation of his innovative Mobile content and applications.

And then in 2006, Airborne was honored as North America's 4th fastest growing tech company in Deloitte's Fast 500 Ranking. Then it sold for 100 million dollars, which is a pretty nice pay day.

And then Andy and his partner, Garner Bornstein, actually repurchased the company and are now the majority shareholders.

Prior to Airborne, Andy wasn't exactly a slacker. He's probably best known for his 15 year tenure as CEO of Montreal's renowned Just for Laughs International Comedy Festival.

It's the world's first and largest comedy event. From '85-'99, he transformed

it from a 2 day show to a month-long cultural happening, tracking over 2 million visitors per year to see people like Jay Leno, Drew Carey, Jim Carrey, Jerry Seinfeld, Chris Rock, Ray Romano, Adam Sandler, and so on.

He executive produced and created over 150 festival TV shows in a variety of languages all over the world. And so Andy Nulman is now the “Prince of POW!” – the father of surprise marketing, which is a genre that he essentially invented and coined as the author of that book *Pow! Right Between the Eyes!*, which I highly suggest you guys pick up.

In his spare time, he’s an inventive stage director, half-decent snow boarder, a hot and cold hockey goalie, which is another reason I contacted him, and a Montreal Canadian fan, which I guess I’ll have to excuse him this time around.

So, Andy, you with us?

Andy Nulman: I’m with you. I’m just finishing off my supper. And I’m watching the Canadians tie the Penguins first period 0-0.

Yanik: Yeah.

Andy: So this is a labor of love, Yanik. This is a labor of love.

Yanik: Absolutely. I realize that. We were having a good back and forth during the Montreal Capital series.

At one point you sent me an email – I give up. I concede defeat when it was 3-1. And we felt really good about our chances.

Andy: You guys were terrible then. But you know what, and I hate to change the subject here and get into the book.

Because really I’ve got to be frank, I’m so thrilled you found it a year later. I guess books are kind of like sexually transmitted diseases. They come back time and time again no matter what you do.

Yanik: (laughs)

Andy: So I guess that’s the case. And that’s actually probably one of the beauties of writing a book because it does have what’s called an after-life.

Yanik: Yeah. You never know what happens once they get thrown out into the cruel, cruel world.

Andy: Exactly. And I can get – you know, maybe you should hold onto this because

I can talk to you about my theory about the genie after. You're one of them, but we'll get to that after.

Yanik: Ok. Alright. I'll make a note about that. So someone smart, I read, said that the element of surprise is the most important aspect in contemporary business. And that person was you. Pretty big statement.

Andy: Ok, I'll tell you why, but I'm going to go back to the sports metaphor for a second. One of the important part of sports, and there's the perfect example.

The Canadians are down 3 games to 1. They look terrible, and I'm saying there's no hope in hell really. Anybody with half a brain looking at that series could see it's over.

But they ended up pulling it out and winning the series much to nobody in a million years picked these guys.

Yanik: Yep.

Andy: Even the hometown journalists said, "Guys, they're going down in 5 or 6. There's no way." Not a journalist in this town picked them to win.

That's the beauty. That's why we continue to watch sports. There's a beauty in the game, but we watch it because of the fact we don't know who's going to win.

And even when you think you know who's going to win, somebody's going to come up and surprise you.

That's the beauty, and that one speck – that speck of the unexpected is what's so important in sports.

Now if you take that and transpose that into business, that's what's key. So I said, "The element of surprise is the most important and misunderstood and perhaps underused aspect of contemporary marketing."

And the reason is, it shocks the system. That shock makes the system more susceptible to your message.

So what a good surprise does – it opens your eyes. It opens your mouth. And when you're in that state, you are so vulnerable, and basically I can go – you have that split second to go in and sell anybody anything.

But people right now are so jaded and so bored. They've seen the same things over and over again.

When you try and sell them in that regard, they're impenetrable. They're invulnerable. They have a huge shield in front of them.

Surprise cuts through that shield. I can go into the theories behind it and hows and whys, but I figure I've rambled on enough, and I'll let you ask the questions.

Yanik: No, that's good. And then you also talk about it as being the spark for word of mouth, which I think is so key right now.

We're such an over-communicated society. We get advertised to right and left but don't pay attention to it like you mentioned.

But word of mouth, we'll pay attention to referrals from our friends.

Andy: It's the only – you know what? It's the only thing that matters. It's truly – and nowadays especially.

I mean you look at the time and effort and money people put into marketing and everything.

A million, a zillion dollar campaign, a multiple-million dollar campaign could be brought down in a second with one person's "eh". It could bring down a multi-national, multi-million dollar campaign.

Yanik: Yeah.

Andy: And the same way where someone's rave can just build something up from nothing. The perfect example, last week. I know it's a small example, but not everybody on the phone here tonight runs a multi-national corporation.

This Portuguese chicken place that is out of the way, and someone said this is the greatest chicken you've ever tasted. Now that's a pretty strong word of mouth.

And sure enough we called, my wife and I, and it was magnificent. And we would have never found this place in a million years.

Now we're telling everyone we know about this, and these guys have a marketing budget of less than zero, except they have a great product that's done in a different way.

We've all had chicken to the point of, oh my god I can't face it anymore. So what new can you do with chicken?

These guys have found something new, and it's magnificent, and you talk

about it. But that is the spark. And word of mouth, and I've read a number of books on the subject, and I have great friends who are just the supreme word of mouth marketers.

Andy Sernovitz out of Chicago is perhaps the dean of word of mouth marketers and taught the course in university.

But without the spark, without something to talk about, word of mouth is stillborn. People won't talk about something that's boring.

And surprises are that thing where people say I never knew, I never expected, that's what they talk about.

So again, back to the sports metaphor. If team A is supposed to beat team B in 4 games out of 4, you figure these guys are going down 4 straight. If they beat them, nobody cares. There's not much to talk about because everyone expected that.

But if team B comes back beats team A in 7, that's a talking point.

Yanik: Yeah, there's been a massive amount of talking about that series.

Andy: There we go.

Yanik: Right now we have Twitter, Facebook, blogs, Yelp, reviews, opinions, and what's really cool is that if you have this element of surprise that we're going to get into, it can spread incredibly fast.

Andy: Yeah what people love to do, and I learned this in the comedy business when I was running Just for Laughs. Everybody likes to be the discoverer.

Everyone wants to be Christopher Columbus and discover the new land. Nobody wants to be the 85th person.

So that's why you see that there's almost this egotism of – I found this first. I want to broadcast this first, which is great if people lock onto your product or your service or your business like that and they want to go ahead and spread it. Then that's wonderful.

There's a sort of competition. Nobody wants to be 85th. But, you know, again this is all moot if what you are selling is boring, dull, crap, the same-old same-old. No one's going to talk about you no matter what you do.

Yanik: Yeah.

Andy: And that's why when people ask what does a surprise mean – well what's the

definition – I try to really condense this into something that makes sense, that's short.

I look at surprise as the constant expansion of the boundaries of delightful extremes. And let me walk through...

Yanik: Yeah, say that one more time, too.

Andy: The constant expansion of the boundaries of delightful extremes. Let's go back.

Yanik: Ok.

Andy: Let's go back – delightful extremes. There's one thing to be extreme. There's another thing to say, "ugh". You don't have to have an, "urgh," extreme.

You want people to be delighted. You want them to feel good about it. I can talk to you about a lot of extremes that people would not feel good about.

Delightful extremes – the expansion of the boundaries of it because you know what happens?

I've always said one of the key points of surprise – this is what happens all the time.

People – you do something that works and surprise people. Oh my god, that's great!

So then the next year when you say what do we do? Well let's do what we did last year. It worked so well. Everyone was so surprised.

Yeah, but you can't surprise somebody a second time with the same thing. It's like trying to light a firecracker a second time and saying where's the bang? The bang is over the first time.

You can't rekindle a firecracker after it's exploded. So that's why I say the expansion of the boundaries of delightful extremes.

And the most important word is constant. The constant expansion of the boundaries of delightful extremes because what happens is, surprise is the most ... (barking) ... that's my phone barking.

Yanik: (laughs)

Andy: I'm doing an interview. I'm going to call you back. Bye!

Constant is the most important thing because of the fact that most people say, “I’ll do it once, and that’s good enough.”

It becomes boring the second time around. It becomes old news. You have to go ahead and come up with something new.

So that’s why surprise marketing is perhaps the most demanding of all marketing types because the fact that you have to continue, by the way, to surprise people.

That’s why even when I speak on the subject, which I do often, one of the problems is – “Ok, Mr. Surprise, go ahead surprise us. I saw the last time you did this. You know, surprise us.”

Yanik: (laughs)

Andy: And it sucks, but otherwise – ok so it’s either tough on me. Either I’m going to find a way to do it or my competition will. What would I rather have?

Yanik: Yeah, exactly. And we’ll get into definitely how do we keep that surprise going because that’s certainly an aspect of once we figure out how do we do the surprise, how do we keep it going?

But so, ok, we talked about what surprise is. And one of the things that I think that you bring up that is really important about surprises – it gives you attention.

And that’s usually the first step in the marketing process.

Andy: And you know what? There is a Greek lexicon right now around attention. People say – you said give attention. Attention is paid.

People pay attention to you, and that’s really important – that word – because attention is a valuable commodity.

Attention is not something that’s given, it’s paid. Because it’s paid, there’s value in it. The only way to get attention is to do something people don’t expect.

Again, you’re not going to go ahead and get people’s attention and say – oh look, there’s the 30% off sale that these guys are continually doing.

That’s like throwing the surprise sale. I use this in the book. Find me a surprise sale that’s really a surprise sale.

Sears Surprise Sale every Thursday of every second month – the surprise

sale. You know? That's not a surprise. That's called regularity. You know?

Yanik: Yeah.

Andy: And then when you look inside, well what's surprising? Woah, 10% off this, 15%... be still my beating heart. 10% off? Oh my god! Must tell my friends about that.

Yanik: (laughs)

Andy: And then they wonder – why are we going downhill? Well take a look back at the nature of your sales, my friend. But anyway...

Yanik: Yeah – that's a great example. I've actually done sales where we had a "Save Yanik's Marriage Sale," which is like a picture of me inside a crowded stockroom, talking about how my wife, Missy, is going to divorce me if ...

Andy: I saw that.

Yanik: Oh did you see that? (laughs)

Andy: Yeah, I did.

Yanik: Oh, that's right, during the slideshow I showed you.

Andy: But that's key. And most people, what happens though with people is people will say – oh yeah, well Yanik can do it cause he's this guy on the internet and he's Maverick. I could never do that.

You know, so I'll go back to the 15% holiday weekend sale. And then you wonder why your business is failing. You've got to have guts.

It's one of the important things about surprise marketing. You've got to have guts. The whole nature of it is you're doing something different.

You're doing something that's going to shock some people. You know what happens with shock? Some people won't like it, but you know what?

Those who won't, I don't think they're the ones who are really going to sustain your business in the end anyway.

But those who you will delight, they will spread the word so far and wide. It will be so well worth it to have the drop off of people who are going to be a little bit pissed off at what you did.

Yanik: Yeah, I agree. I can't wait til we get some examples out because you've got

some good ones.

Andy: Ah – that part.

Yanik: But right before we get there, let's talk about what surprise isn't because I think some people listening to this will be like – well whatever.

Andy might just be talking about exceeding expectations or maybe even wow, which we've heard before.

Andy: Well, surprise is greater than wow. I've always heard that, and that's why I called the book "Pow! Right Between the Eyes!" One of the key arguments there is that POW is greater than wow.

When people see/hear surprise, one of the problems – and I guess if I have to be very honest with you, I think one of the problems with the book is that people saw it, and they said – oh surprise... well that's the stuff of kiddie birthday parties... that's not me.

I could never use that in business. Then remind me Burger King, ok?

Yanik: Ok.

Andy: You'll hear about the greatest surprise of this past year. If it's good enough for them, let me tell you, it's good enough for whoever's listening on this call.

People said – oh surprise, it's frivolous. It's birthday parties. It's clowns. It's people jumping out of a cake. It has a bad rep.

Surprise has a sort of a cheesy rep to it – a childish rep, but it's not. When I mention this in the book, this is what the difference is.

Wow is what I'd say the standard, what people should come to expect. POW takes it one step further.

So giving examples, like wow is like an upgrade, but wow is incremental. You go step by step. POW is a quantum leap.

So I would use the example of wow is, "Hey I just got upgraded from economy to business class." That's wow. POW is, "Hey, you know what? I'm taking a private plane."

Yanik: (laughs) Yeah, that would be a conversation piece.

Andy: That's POW. You know, it's not everyday, but it happens. Wow is when you

exceed expectations. Wow – I kind of expected it to be this, but it was that.

You know, POW is total shock. Oh my god in my life I would never expect this to happen. And I'll give you a quick example of that. And again it's something that doesn't have to be monumental, but Lululemon, perfect example.

My wife busted a zipper on one of her tops that she wears to the gym, and to change a zipper is such a pain in the butt because tailors hate doing it, and it never really looks good. It's always crimped. It's hard to match the zipper. It never works.

So my wife's zipper seam broke, and she said, "Ugh. This is my favorite top. I love wearing it to the gym." I said, "Where'd you buy it?" She said, "Lululemon." I said, "Go bring it back to Lululemon. Maybe they have a zipper. If anyone's going to have the right zipper, it's them."

She brought it back. They said, "Listen, we can send it to Vacouver, our head office, to have it fixed. We don't want to because the fact that by putting it on the plane, it's a carbon output..." And oh my god, here we go a no with a guilty conscience.

But then what they did is say, "You know what? Forget that. We're not going to send it back. Here's a brand new one."

"You're kidding me?"

"No here's a brand new one."

"But the other one's a year and a half old."

"Fine."

So that is a great – it's a small surprise, but it's a great surprise. So what happens is...

Yanik: I bet she told some of her friends about it.

Andy: That's the whole point. So exceed expectations is hey, you know what? We're going to take this. We're going to change the zipper. It'll be 3 weeks.

Yanik: Right.

Andy: That's wow. POW is here's a new one. Thank you. Goodbye. So there's that. And that's again the difference.

Wow is a great game. Oh man, I went to see a great game. A POW is something that is a major upset – something that you would never expect.

And I always give the example, my favorite sports example, and I hate to dwell on this. I forget the girl's name – Sarah Chalke? I forget her name, but she was playing women's collegiate softball, and she hit her first ever home run.

She was a second baseman, and she hit first ever – it was Oregon. She hit her first ever home run, and what happened is she twisted her ankle going around first base.

She was basically lame at that point, and she couldn't move. But the rules are that you have to... if you couldn't get a pinch runner, the rules are you've got to touch all 4 bases.

So what happened was the opposing team picked her up and walked her on – you know, carried her to base 2, second base, third base and home plate to give the girl a home run.

Now that's a POW story. That's a story people are going to talk about. Not hey our team won 6-5. So that's the difference.

Yanik: That's a good one. Alright, so let's dig in. Everybody loves examples. Let's talk a little bit – you know one of my favorites that you've talked about is when you were at the – I don't even know how to pronounce it – the CTIA conference?

Andy: CTIA? Yeah.

Yanik: That's the Cellular...?

Andy: Yeah, Cellular Telecommunications in Internet Association.

Yanik: Ok, so it's for people that are doing all sorts of crazy stuff in the mobile world, right?

Andy: That's right. That's right.

Yanik: Ok. Big conference.

Andy: So this is the dollar bill story?

Yanik: Yeah.

Andy: Ok. Let's see if I can condense this in less than four hours. We used to go to

these conferences all the time. Remember we were a company. We were a small company at the time.

There were a lot of big, big players, who were incredibly funded. We weren't. So we went to these conferences. We were looking for promotional items.

Promotional items, you know, those super balls or pens or keychains or you name it. And they cost you 4 or 5 bucks, and they didn't really mean much.

People were mooches, and they'd come and just take dozens of them. They didn't really care about your product; they just wanted to have some free crap.

Yanik: Yeah.

Andy: So we realized we were spending 5 or 6 bucks on these pieces, and they weren't really doing the job.

So at one point in time I said, "Ok look guys, what could we do for a dollar?" What could we do for a buck?

And we had this Donald Trump game coming up. This Donald Trump mobile tycoon it was called. Real Estate Tycoon on mobile, so what could we do for this thing for a dollar?

So then we said, you know the conversation changed because instead of saying what can we do for a dollar, we said what can we do to a dollar?

And the idea was we were going to stamp with a vegetable ink so it's faded so we couldn't get sued and taken to prison because of the fact that we're defacing American currency.

But on the dollar bills we put, "There's two ways to beat Donald Trump. Collect a few billion more of these, one or two, play Airborne's game Donald Trump Real Estate Tycoon."

And we printed up a thousand of these dollars, and we would drop a few on the floor here and there to see what people would do.

I was speaking on a panel with Trip Hawkins. Anybody in the gaming world knows that Trip Hawkins was the guy who started Electronic Arts. And I was on stage.

I had about 200 of these, and I had 4 confidants – people who worked for me in the audience each at different corners of the audience. And they each also

had close to 200 of these dollar bills.

Anyway at one point in his speech I went ahead and I said, well... they asked me about marketing. How are you going to market this?

Do you want to know how we're going to market this? We're going to market it in a way that the Donald would approve of. At that point in time, I stood up and the 4 stood up, and we threw these dollar bills into the air.

It was like these gorgeous little explosions – these fireworks. *Poof poof poof poof* of dollar bills, and it came raining down.

People didn't really get it for a second. Then they looked; they realized it was legal tender. It was real currency, and they went berserk.

And they ripped the place up like wild animals fighting, tipping over tables, pulling, scratching to get these dollar bills. There was like about a thousand bucks in play.

Anyway the whole conference was upset, and Trip Hawkins was really pissed off.

Yanik: (laughs)

Andy: And then how do you bring decorum back to that room? But I got to tell you, for our \$1,000 investment, people did not stop talking to me.

Until this day, I've only stopped going to CTIA a year ago, and but even at the last CTIA, people were coming up to me and saying, so are you going to throw the dollar bills this time?

You going to throw dollar bills? You know, of course I wasn't because they would be expecting that. But the point of the matter was that we did something for \$1,000 that's just wow'ed people... POW'ed people for years to come.

Again, you've got to have the guts to do something different, and there's always... I always say surprise is like nitro glycerin.

If used properly, it pumps up the heart. If used improperly, it can blow up in your face and explode. But that's what it's got to take, otherwise I'd have another keychain and no one would give a damn.

Yanik: You know what I like about that example and why I should bring it up is because it actually relates to the product at hand. It wasn't just a publicity stunt.

- Andy:** Exactly. And that was the other thing too. Rather than have a keychain, which would make no sense, we did this. But you know?
- I've got to tell you something. After that, the years after, we would sit in these meetings, and what are we doing this year? Inevitably someone on staff would say let's do the dollar bill thing again.
- And I'd say – that's what's easy. That's what every company would do. Let's just go ahead and take the easy way out, but it's tough when you sit there late night, and we work weekends to come up with something different – come up with something new, come up with something that's going to surprise them this year.
- Because their expectations are raised every time. It makes it tougher every time. I always keep saying – who's going to do it? It's either us or the competition. Which would you rather it be? Let's get back to work.
- Yanik:** Yeah, there you go. That's a good one. And then real quickly so that two other quick examples that you – I don't think you were responsible for, but you talk about, so I like these – the Wilkes-Barre College.
- Andy:** Yeah, they were – you know? This is a college, and again I wrote the book a year and a half ago, so I forget exactly where it is.
- Yanik:** It's in Pennsylvania.
- Andy:** Pennsylvania. It's a small college.
- Yanik:** Yeah, yeah, yeah. I only know because we used to go up there and play them in hockey.
- Andy:** Oh really? Ok.
- Yanik:** Yeah.
- Andy:** Well, they wanted to recruit. Obviously they're recruiting big people, and the big schools are going after the same people.
- What they did is they put together these personal messages to students. They would put these messages on pizza boxes, billboards, gas pumps.
- I remember there was a girl, Pecka – I should look this up in the book. I'll flip through the pages and maybe I'll find it.
- They would say to the students come to our school. Here's why you should come. They would use their picture, their name. They would find out some-

thing about them.

So suddenly people would call them – hey Christina, Kathrine, or whatever, would you like to have your faces on a billboard? The school’s recruiting you through a billboard.

So they did an incredible job. And suddenly it became a news item. I saw it on CNN. It was broadcast across North America. So not only did it impress the kids who they were trying to recruit, but the school suddenly became cool because everybody was talking about it.

Suddenly the applications to the school multiplied exponentially because of this. Rather than the usual standard way of doing it, they went ahead and they made the students the star – put them on billboards and pizza boxes and all.

That’s how they appealed to them.

Yanik: Yeah, I found that ad. It says, “Hey, Kristen Pecka. Only your closest friends at Central Catholic call you pecka lecka lecka. Choose Wilkes University and add 2,362 more people to that list.”

Andy: There we go.

Yanik: And that’s pretty awesome. It gets people talking. You know what I love about it, and I keep coming back to it.

It has to fit what your product is, your personality. So their personality or their big selling thrust is really around that their individualized attention to their students.

Andy: Exactly.

Yanik: They couldn’t explain it even better than that with that kind of thing. And I saw follow-up; I don’t know if you’ve seen it to that college.

So they’ve taken a page out of your book where they can’t rest on their laurels by doing the same thing.

They actually will send in a Colonel mascot now to high schools and award the students who are coming in and make a big deal about the fact that they’re coming to Wilkes-Barre.

They give them a big huge, like one of those huge checks you see on TV for their aid.

Andy: And just to let you know the Colonel is the mascot for the school.

Yanik: Right. Right. Pretty funny.

Andy: You mention the school, but usually schools are so standard and dull in the way they go ahead and do things. I know one of my great friends is a guy Peter Todd, who's the Dean of Management at the McGill University.

We talk all the time about how do we go ahead and do something different and appeal to those who are going to say – this school... if this is how far they go just to get me in, imagine the education I'm going to get there... how exceptional it's going to be.

Yanik: Yeah, and if you're not a Harvard or Yale...

Andy: Exactly.

Yanik: You have to do something.

If you're on this call, most likely you're not a Coca-Cola, Nestle or whoever else that is automatically going to get attention though it's significantly changing these days with disrupters.

Talk about what you did with the Just for Laughs Comedy Festival – what kind of stuff did you do that was pretty surprising?

Andy: Oh my god, over and over and over again we did something. Usually, I mean, every year we did something at shows, but the real surprise every year were the press conferences.

We did these incredibly elaborate press conferences. I mean, we were renowned for being just totally over the top.

We had in 1988, we did the Olympics. We did it at Sports Center. We actually had games. We had Olympic events, and we had the journalists and the comedians to go ahead and play against each other.

We did one where we said we're going to create our own religion. We went into the Masonic temple and we got this Gospel choir to sing, "Ha ha ha hallelujah!"

Yanik: (laughs)

Andy: So we did that. The whole notion was that we were creating a religion.

Oh my god we did one on a boat where we did this conference on a boat. I

basically was in the river on this life raft. I jumped into the water, and they pulled me up on this rope. Like I said, they were fishing me in from the river.

So we did themes so that every year they were saying, “What will they think of next?” Incidentally, when someone says, “What will they think of next,” you know you’ve got them because that’s what I call the battle cry of surprise.

But my favorite is after all these years of these... we did a beach party on the street one time, but my favorite was after all this. Every year they’d say – oh these guys are crazy.

One year we sent out just the most dull invitations – black and white, photocopies. We invited everybody to the Montreal Convention Center, which is a very austere, dull place.

And we rented the biggest room there, and we put out about 100 like bridge chairs. One, and remember these were always lavish affairs with lots of food and drink and all.

At the back of the room, there was like one card table with a box of donuts and two beers because Lebat’s or Molson I think at that time was our sponsor.

I was there at the front wearing a gray suit, and I’m kind of like known for my outlandish clothing. So I was wearing this gray suit.

I just stood there, read the most dull, predictable – basically read a speech that was completely dull. You see the look in everyone’s eyes, like oh my god, what’s going on?

I said we’ve had budget cuts this year. It’s tough. It’s a tough year, and we’re on an austerity program now. And they’re all looking at me like I’m crazy.

And then we’re just waiting, wait, wait, wait, wait until the discomfort becomes palatable, and then I said, “Come on, guys, you think we’d really do this?”

And we opened up the back doors behind me because it’s a convention center, and there was just a huge marching band and there was a sort of a carnival there with clowns and balloons and confetti and cotton candy.

We did an indoor carnival, massive. So we were like – we’re not going to do this, and that was the press conference that year.

But again, what happened was they were expecting big. We gave them small

and boring and then we said ok we're going to do the switch so now it really is big.

Yanik: Well you know what? When I hear you talk about that and some of the other stuff you've done and of course your background, it's almost theatrical.

Andy: Yeah, you know that's a very, very good point. There is an expression in French for the orgasm, which is call La petit mort – the little death.

That is because they equate the orgasm to a little moment of death. So I think surprise is the petite spectacle, which is the small show.

And you're right, there is a theatrical element in this. And perhaps one of the reasons I learned so much about surprise, I did so by working comedy all these years and understanding that the two elements are the same.

The way a joke works is you take people for a walk down the road. You get to a fork in the road. They expect you to take the right-hand turn, but you take the left-hand turn; that's the punch line.

It's the unexpected end to the... people are expecting to go one direction, you take them in the other. That's exactly what this is but on a macro scale.

So yeah, there is theater involved in it. There's theater, there's color. You can't do things. You can't do surprise in a wilting, standard way.

There does have to be that element – a little bit... I guess theater is style...

Yanik: Yeah, and timing. I mean, all those things, like you said, that work in good comedy.

Andy: But that doesn't mean you've got to be in show biz to do it.

Yanik: Right. Absolutely.

Andy: That doesn't mean that you ... it's not one of those things where – oh yeah I'm not a show biz person. I can't do it.

There was a great campaign I saw just recently, a brilliant, brilliant, brilliant campaign by this beer company.

And I'm so sorry... J and B? I forget the name of the beer company. I should have remembered that. I saw this just yesterday and I said that I better get this ready, but I forgot.

What they did... they're renowned for their inexpensive beer. So what they

did is they came up with this idea.

They said it's a tough time. Help out your fellow in the community, your fellow community members, and you'll have more money to buy our beer.

So what they did is they had this thing called billboard coupons. And what it was – they took the billboard and 7/8th of the billboard were these coupons. The other 1/8th was the little ads for the beer.

They said just take a picture of the coupon with any phone or any camera; bring that picture in and show it to the merchant, and you'll get a percentage off or the deals these guys are giving.

I said – that's brilliant! That's unbelievable. What a great little surprise that is. Who's ever heard of billboard coupons? It's genius.

But there's not a lot of theater in that, not a lot of show biz in that. It's just something unique and different and cheap that somebody didn't do.

Yanik: Yeah, it breaks out the conventional. Alright, let's talk a little bit about how to... so we have a lot of different business owners on this call.

What are some of the tactics that you would suggest or strategies that we could start adding more surprise into our businesses? How do you start thinking about it?

Andy: Well, one of the key things, and I didn't mention this at all in the book. You brought it up, and I think it's really key, so I'm going to bring it up again. There's a match.

You don't want to go ahead and promote – well maybe this is probably not a bad idea – you have a mud wrestling contest to promote your bridal shop.

And it's like, ok a little bit of a stretch there. You have to match your product, your personality, what you're doing or go so completely against the grade then it makes sense.

People can't scratch their heads and say – that's kind of fun, but what the hell are they trying to do?

Yanik: Right.

Andy: You know? Like the dollar bill thing. You know, if somebody on the line says, "Hey I own a dry cleaner. I'm going to do that. We'll throw dollar bills with Donald Trump's name on it."

No no no, it doesn't work that way. You know? It has to match who you are.

But you know what? It's a lot of work, but I'd rather tell you exactly how. The book has 4 theories and 9 tactics. I'll just go over a couple of them.

Yanik: Yeah, that's perfect.

Andy: One of the things I always mention is that it doesn't have to be a big thing. It doesn't have to be a circus. It doesn't have to be an elephant. It doesn't have to be a marching band. It doesn't have to be a \$1,000 worth... you know, 1,000 dollar bills.

Little things mean a lot. It really is the sweet spot that you're trying to hit. You don't have to hit people in the head with a 2x4.

One of the things that I mention in the book is this guy Louis Tattoos – a small thing on his business card. It's Louis Tattoos.

He has his name. He has his title. He has his phone number, his email address, but he also has 4 words. It says – or 5 words – skier, wine connoisseur, something else and dad.

What these are 4 connectors that when you give your business card to people, they'll say – hey you're a skier too. Isn't that incredible?

So these are small, little themes that have a connection. You just don't necessarily see that on a business card. But there are little things that mean a lot in the world of surprises.

Sometimes it's the little things that count. It's the one little twist that's sort of out of place that makes people take notice.

The other one that's really important that I find is big balls, big brains, and big budgets.

And so many people say oh we can't do it. We don't have the money. Or I'm not smart enough. If you've got guts, the guts are the things that win over budget.

I've seen one of the great quotes I heard is that - oh God... what was it? "He who God wishes to destroy, He will give unlimited budgets."

Yanik: (laughs) That's definitely true.

Andy: That's what happens when you have this massive amount of money. You're not going to try hard enough. You're going to think that money will solve

every problem, and it won't.

Guts will beat budget every time. People ... so those are two of the... my other favorite, my favorite theory of all – everyone's a kid in Disneyland. And that's what you have to realize.

I used to take my kids to Disneyland all the time when they were a lot younger. What you would see is that I would go oh look at this. Isn't this incredible? Look at Mickey! I would do that, and I'm saying that's me.

But then you realize the guy next to you is doing the exact same thing, and he's a chairman of a bank. And look at that guy, he lives in a trailer park.

And look at that guy, he's a rock and roll musician. Look at this guy, he's a pastor. He works with the church. It doesn't matter who you are, everyone's a kid in Disneyland.

And that's one great thing about surprises is you realize people love this stuff. People enjoy – people need this, and it brings out the kid in everybody.

So that's what you have to realize is sometimes people say oh I can't do this because my clients won't take this properly. They love this stuff.

They're the same people who go to Disneyland and put on the Mickey ears. Hey look! It's Dumbo the Flying Elephants! It's incredible.

So that's one of the things you've got to realize that you're creating in surprise.

Some of the tactics – one of my favorites is wear virgin contact lenses.

And what that means is most people have been working on their product or are in their business for so long, it's always the same thing.

They've seen it everyday and basically grown up with it. So they can't look at it in a different way anymore.

If you come to your office one day and say you know, I'm going to look at this like walking in as though I've never seen this before, I guarantee you'll be able to come up with some sort of surprise way to reach your audience.

I use the example – one of my favorites is now they're standard, but way back when nobody was doing this stuff. The 100 calorie pack.

Somebody came in and said you know what? Rather than selling cookies, let's sell the caloric content of that.

And people always say you know what? I don't want to eat all this stuff because I'm fat. It's bad for me. I'm going to get too fat. See all it is is 100 calories. Then people say – ok I don't really give a damn.

So they went ahead and twisted the cookie – did not sell it as a treat. They sold it as part of your 2,000 calorie diet today. This is only 100 calories of it and completely twisted the way people look at it.

And I thought that was great. But seeing something for the first time, that's really key.

Who was that? I saw that ... they were in... I wish I could remember the company, but I remember the guy said that it's your sawdust to somebody else's gold.

It was a company that cut wood, and there was all this sawdust on the floor. They were throwing it out. This guy came up with a way to package that into fireplace logs.

Yanik: Right.

Andy: But again, to everyone else in the wood mill, that was just junk. That was sawdust, but this guy saw it as ok that's something that's completely different and I can do something with it. Seeing something for the first time, that's how you create the surprise.

Yanik: Yeah. That's a good one. Talk about your concept of – we're running short a little bit on time here – the highlight reel of life.

Because I think that goes hand in hand with really as soon as this happens, we're all thinking about ok well... this adds to our highlight reel of life, I guess.

Andy: That's one of the key elements again where I say that surprise should bring about - what you're really trying to do is add to people's highlight reel of life.

So the same way that you'll have a film highlight reel or a – I can't believe I'm bringing up sports again – or a sports reel.

You'll have a highlight reel of – oh I remember when this happened. And these are stories that last with you your whole life and will go ahead and continue to promote your business for the rest of your life.

Like the book, the book comes back a year and a half later. It's a big surprise

that you found this at this point in time. Basically it's become a highlight reel moment for me, the fact that you found it.

But if you can create these elements, these moments that people will remember and talk about for years, you're adding to their highlight reel.

That highlight reel will continue to promote your business.

Yanik: Yeah, I'm a big believer in that. Your life is really – a rich life is a bunch of rich experiences and rich relationships.

So if you can add to those rich experiences or even maybe relationships, based on your relationship with your customer, it adds to that highlight reel.

Andy: Well, look what happened with that Lululemon example. My wife right now – that's a story that people will tell for the longest time until, and I don't think they will, but until they screw up and do something that will stop telling the story or will tell the story that is negative.

That's a highlight reel story. And this is what we should all aim for. Give people something to talk about and not just once.

We all have these stories – I remember when, when this one did this and this hotel did that or this store did this.

People remember this stuff, and that's key. And this works for you long after your standard advertising campaign is dead.

Yanik: Yeah, absolutely. Alright so let's ...

Andy: Can we open up the floor here, Yanik?

Yanik: You want to open up the floor?

Andy: Yeah, why not?

Yanik: And then we'll come back to how do we keep surprising people? And then you asked me to parking lot the genie and the Burger King example.

Andy: Oh, ok. Let me just give you ... this is ... ok I'm just going to give you the Burger King example. The genie we may not get to today, but the Burger King example is this.

People say, "Oh you know it's for smaller companies or people with zillion dollar budgets. This stuff doesn't really work."

It works big time, and the Burger King example is the one. I think this was in the Philippines.

You can check this out on YouTube. I think you put Burger King personalized burgers.

And what they did – Burger King’s motto and mantra for years is “Have it Your Way.” What they would do – let’s say I would go up to the front and say give me a double whopper, lettuce, double pickles, mustard, ketchup, no tomatoes, no onions.

And they would make my burger, but while I was saying that, they would snap my picture. There would be a camera there on it.

So the order would go in and as the order went in, my picture would be associated with that order.

The wrapper piece would be printed on a piece of paper there, right back there where they were making the burgers on the special paper, this waxy paper. This burger would be wrapped in that.

When the burger comes out, there’s me, my picture, on my burger. Astonishing! And they show videos of people flipped out. Flipped out!

Now again, this is something that people look at and holy geez, this is astonishing! Holy geez is one of my favorite expressions. Holy geez, this is astonishing!

Obviously they’re going to tell their friends about it. And suddenly people are going to come and they’re going to say this is incredible.

And there’s going to be a spike, but what happens? Soon after people are going to say, “Oh cripes, here I am, my fifth burger. Yeah yeah, my picture on it.” People will get tired of it.

Yanik: Yeah.

Andy: And now go to the next thing. But this is a great idea. Again when you look at the basic cost of that technology, it’s really – it’s hundreds of... *hundreds* of dollars per location.

Yanik: That’s a great example. Alright you want to open up the lines? And then we’ll talk afterwards on how to keep the surprise going? Because that’s an important one.

Andy: Sure.

Yanik: Alright, so Carrie, if we can open up for Q&A and let our people on the line know how to do that.

Carrie: Sure at this time if you have a question, please press the number 1 once on your touch tone phone. All of those questions will be answered in the order that they are received.

Keep in mind that pressing the number 1 more than once will actually remove you from the queue, so be careful to press the number 1 only once unless your question has been answered by a previous caller.

Give us just a few moments to get the name of those people in the queue.

Yanik: Ok. Very good. I was just checking out the whopper commercial on YouTube. That's pretty good.

Andy: Find it?

Yanik: Yeah.

Andy: You find the personalized burgers?

Yanik: Yeah, that's pretty good. That is certainly an element of surprise.

Andy: I'm speaking in Toronto in June on this Big Wheel full hour and a half surprise extravaganza, and I'm going to be showing that video.

Yanik: Nice.

Andy: You said, while we were waiting for the questions, how to keep surprises going?

Yanik: Yeah, you want to start that conversation?

Andy: Very quickly – you know, it's simple in theory, incredibly difficult in practice.

Again, the only way to keep it going is to say, ok here's what they expect. Now how do we go ahead and give them something they don't?

Here's what we did before. How do we give them something that we didn't? And it's tough. It's real tough.

And it's so easy to say – you know what? It worked for us last year. Let's do it again. But you can't. You can't give into that.

As they say, one of my mantras is, “It’s tough. Damn right it’s tough, but if you don’t do it, the competition is gonna.”

You have to decide who would you rather have that – who would you rather do it? You or them?

Yanik: And you know for people, so they could get more creative or a little bit more outside of the box, I know I think you’ve recommended *A Whack on the Side of the Head* as one of your favorite books, right?

Andy: Oh yeah, Roger Von Oech has become a great friend. This is a guy... I’ll never forget when I first started doing the surprise blog, he was one of the first people to reach out to me.

He’s like a hero of mine. When I was in university, I didn’t read the prescribed books that were given to me in marketing that were so dull.

I read his stuff, so it was just nuts having him and Al Ries and Jack Trout. These are guys who are like my god, my heroes when I was in school, and they reached out to me. That was very cool.

Yanik: Yeah.

Andy: We’ve got – you know, there are a number of places to look for creativity, how to do it.

But really when it’s all said and done, I think there’s some tactics in the book that really outline it well. It’s really common sense.

Just by laying out what is expected and going against that, and what has been done, and going against that. That’s a really great starting point.

Yanik: Excellent. Carrie, do we have any quick questions?

Carrie: We actually do have a couple of questions in the queue. The first one comes from Jaime in Florida. Jaime, your line is open.

Jaime: Hey guys, great call. Listen, I’m a magician comedian. I’ve been to your comedy festival, and it’s unbelievable.

And I was just wondering – maybe you could elaborate a little bit on when you just designed that comedy festival, how long it took to really create the buzz.

I mean there’s other comedy festivals all over the world, but none of them

just, you know, hold a candle to yours.

So can you elaborate a little bit on your thought that went into it and how long it took to really create the buzz and etc?

Andy:

Well one of the beauties – a very, very good question, and one of the beauties of this is we were first. There was nothing like it.

When we first started we would tell people, “Well we’re going to do this comedy festival.” And said like, “What?! A comedy festival?”

I remember, we had a meeting at William Morris Agency in New York. We were so excited just to get the meeting to give them the opportunity to sell us stuff.

And we were so low on the totem pole, that they wouldn’t even take us into their offices. We had the meeting in the reception area.

We sat in the customer reception area. The guy came up for 5 minutes, rolled his eyes listening to these two idiot Canadians pitching this concept.

But that was one of the beauties was that people didn’t think it was ever going to work. So the fact of the matter that it did was great.

But nobody gave us a snowball’s chance in hell to make it happen, but because of that, we realized we can do anything and obviously get away with it.

Because if we get caught, we can just say we were kidding because that’s one of the beauties of working in the comedy business.

Yanik:

(laughs)

Andy:

But the fact of the matter is when expectations are low, you can do whatever the hell you want. And that’s how we built it.

Now it’s a different story. Now somebody coming into a marketplace where everybody and their mother – a friend of mine Eric Christian is doing a Plymouth Rock Comedy Festival.

Even small resort towns are having their comedy festivals now. You’ve got to find an angle. You’ve got to find a way. Think what is everybody else doing? And how do we do it?

Friends of mine have done gay comedy festivals, and they’ve done African American comedy festivals, but at least there’s an angle that’s different.

If you're going to go ahead and do a "me too," you're doomed. You're doomed.

That's why it's great. That's why I mentioned before wearing virgin contact lenses.

It's sometimes what's virgin territory? What's my blue ocean? Where can I go that nobody else is?

That's really the key, to me, to any great business is to either find something that nobody else is doing or find something that people are doing and say, how do I completely turn it on its head?

Jaime: That's great, thanks.

Andy: So there we go.

Jaime: Thank you.

Andy: Thank you!

Carrie: Ok, our next question will come from Bruce in North Carolina. Bruce, your line is open.

Bruce: Thank you. Andy, thanks for this great approach. My question is what's the best state of mind to be in and how do you get into that state of mind to create surprise marketing?

Andy: Hm, you know what? I've never been asked that. I've been asked a lot of things, but the state of mind... I started to say New York state of mind and start doing Billy Joel, but forget that. I don't want people to hang up.

The state of mind is a mindset of invincibility because if for a second you think that you could be knocked down, you're history.

It's like almost like you're a boxer. You're going into a match. If you go into a match with the slightest modicum of fear that ... or even worry that I may lose this, you're toast.

So when you're creating surprise marketing, what you really have to do, you have to realize that yes, this may blow up in my face, but it'll be worth it. It's worth the risk. I'm going to take that shot.

But it's that sense of invulnerability. Invulnerability of here's how great it's going to work and here's how it's not going to affect me – you know, bounce off me like bullets off Superman if it doesn't.

But that's really the state of mind because the fear of oh geez what happens if not will kill you. You're not going to go in 100%.

I'm getting another call. Obviously I'm ignoring it. But we'll hear another beep before this answer's over.

We did those dollar bills. When we did those Donald Trump dollar bills, we knew some people weren't going to be happy.

We knew Trip Hawkins was going to be unhappy and unimpressed. We knew that our competition was not going to be happy. We figured maybe some of the carriers would think it was going to be tacky.

But we also said – you know what? (And carriers were obviously our biggest clients – the Verizon Wireleses and Sprints and the AT&Ts and all that.)

But we said it's worth the risk because of the fact that the buzz will be worth it. And if they can't take a joke, well screw them. We don't want to do business with them in the first place.

That's what we went into. It was with complete utter confidence. And that's the only way.

Bruce: Thanks a lot. I appreciate it, Andy.

Andy: Thank you, Bruce.

Carrie: Ok, our next question will come from Shel in Massachusetts. Shel, your line's open.

Shel: Hi, thank you. Hi, Yanik. It's Shel Horowitz.

Yanik: Hey, Shel.

Andy: Shel? Oh man!

Shel: It's a great call, and you know one of the things that I see happening in this space of pushing the envelope on surprise is that what starts as a surprise for one person very quickly morphs into an industry that's practice.

And that's part of the reason we have to keep climbing and climbing and making it more and more outrageous.

I'm writing in the green marketing space right now, and when I started doing that, a lot of companies didn't know that green was anything more than a color.

And now everybody is looking at zero waste stream and carbon neutral and this and that.

And it becomes very, very hard for a company to stand out in the crowd. I do consulting in this, and I haven't yet found the magic bullet.

But I can tell you that there's a lot of interest. In fact, my book *Guerilla Marketing Goes Green* is off to a very nice start.

Andy: I know it well. I think you're right. God willing, things goes from surprise to best practices because that's the win.

Many times it goes from surprise to – ok I don't really care. It's been done. It's like I used to watch, when I was a kid, the Beverly Hillbillies.

When Granny was watching the magician, she would always go, "Pull a rabbit out of your hat!" That's the public, "Pull a rabbit out of your hat!" You know?

And actually using the magic metaphor, when I was a kid I used to be a magician. What would happen is after you do a trick, the kids would always say the same thing, "Do it again. Do it again."

But you can never do it again because they knew what to look for. You had to put it away.

Shel: Right.

Andy: And that's the thing now – there's such a tendency, when it works, to go back to it.

Yeah, today's surprises... I said this – one of my favorite slogans in the book is, "Things go from hot and hip to ho hum in record time."

I give examples of the PT Cruiser. When PT Cruiser came out, oh my god, people were paying \$10,000 over the asking price to have a PT Cruiser.

Now, most people wouldn't be caught dead. You go to a car rental place. We've got PT Cruisers. Ok, what else do you got? You know, what's the next one?

It's almost a cliché. So things go from hot and hip to ho hum in record time. And that's why you've got to keep doing this.

Shel: Yeah, you know what's a really interesting example about the PT Cruiser

because it was one of the first retro style cars.

And now you've got the T Bird and the Camaro and that truck – that Chevy truck. They all look like '30s-'50s.

Andy: Exactly and then what happens suddenly you have 20 of them on the road and that becomes ok well that's become the standard. What's next?

Hey let's make a car that looks like something that was put out today. You know, we saw that over – I could do 4 hours on cars – where remember the soap-shaped cars?

Everyone was doing that sort of soap shape. It's a natural. If it works for somebody, let's all do it. And then suddenly it works for nobody.

But Shel, I don't know if you guys know who we're talking to, but Shel's a fantastic marketer, a great author. I've read his book.

And you know what? It's twice as good as mine. There we go.

Shel: (laughs) Which one did you read?

Andy: Oh, I read the green one. I read the green book.

Shel: *Guerilla Marketing Goes Green?* The one that just came out?

Andy: Yeah, I think I had the basic guerilla marketing book as well. I have all your – in fact I open my shelf and look at them all. Well thanks for (inaudible – both spoke at same time), my friend. That's very kind of you.

Yanik: Thanks, Shel. Appreciate it.

Andy: Do we have time for one more, Johnny?

Yanik: (laughs) Yeah, well do you have time for one more? I think third period is about to start here.

Andy: Well that's ok. I'm having fun.

Yanik: Alright, so let's do maybe uh two more? Is that good?

Andy: Two more is wonderful.

Yanik: Alright. So, Carrie, two more.

Carrie: There actually aren't any other questions in the queue at this time.

Andy: Oh ok, well...

Yanik: Well then, you have time for the genie story? And then we'll wrap up?

Andy: Yes. This is the way I look at life, ok? No matter what you do, surprise marketing, non-surprise marketing, I'm going to use surprise marketing obviously.

You're going to do something. It may work, and it may not. That's the way life goes. There's never, ever, ever any guarantees.

If there were, that would steal the surprise. So basically there's no guarantees. You never know if it's going to work.

But what you have to do, you have to try. You have to throw it out there and hope that the genie will find you.

And here's what I mean by a genie. The genie is a guy in Aladdin's lamp. He rubbed the lamp. It comes out. I will grant your wish. That's what happens. That's what happens.

You never know who the genie is. It could be a fan. And you never know how you're going to find the genie. You know, even now.

You found this book. I don't know how. I got on this call, and I see the traffic to my website. And I see the traffic to the Amazon book sales.

And I say – oh man this is pretty cool. Now I don't know where this is going to go, but maybe... so let's say it was at stage 1. This took it to stage 4.

Maybe one of the people buy this book now and is running a company that says you know we've got to go ahead and order 20,000 of these books – for everyone at General Electric, let's say, or it's a Wal-Mart or it's Microsoft.

And suddenly they pull me in and they say, we want you to help us develop this campaign for Wal-Mart right now and become like a zillionaire because of this book. You never know.

Unless ... but you never know who that genie is going to be, so what you have to do is just put it out there and hope.

But sometimes the genie never comes, but I truly believe that with every product, with every service, with every idea, what you're looking for is that one person or group or, I don't know, person or group let's say, who is going to make the difference and go ahead and take this and grant your wish.

Sometimes they never come, and you have to keep trying. Maybe it sounds a little bit too mystical, but I do believe out there...

And that's why when you hear how bands break, it's not always the exact same way. When you hear how authors become best sellers, it's not always the exact same way.

There's always that one person who has made the difference. That's the genie, and that's the elusive person I look for in everything I do.

Who is going to find this? And you know what? This genie doesn't want to be sold. They don't want to be driven crazy. They don't want to be marketed to.

They want to find it. They want to discover it. They want to take ownership of the discovery, and that's the beauty of it. That's the beauty of the genie.

Yanik: Yeah.

Andy: I wrote a blog post on this. If you go to my blog, and just on a legit search engine, you look up genie, you'll find the post, which a whole lot more eloquent than I am right now.

Yanik: Yeah, so Andy's blog is www.PowRightBetweentheEyes.typepad.com.

Andy: Or you go to www.AndyNulman.com and you click on the link there.

Yanik: Perfect, ok cool. And you know another thing that you talk about the genie, and one of the things I think that you did to really help yourself and you talk about this is adding little Velcro hooks.

I connected with you right away on this, obviously, the hockey. You're a goal tender. I'm a center. I've played hockey for I don't know how many years now... 25 years maybe? 30 years?

And then of course as a Caps fan. And then all those little hooks, those create connections, and they help people that want to connect in a much bigger way to a brand, to a person, to a company.

Andy: Mmhm, you know, but that's the whole nature, particularly these days, of marketing. And that's why what – you know, doing something dull, you're not going to find the hook there.

I always say – this is a key point – in marketing there's a relationship. I always say, and I'm happy because we can close off on this, which is really

bright, ok?

When you are going out on your first date with somebody, so you're going on a blind date or a first date. You ask somebody out, and you're sitting there, and you have to make conversation.

So what are the things? What are you trying to do? You're trying to get those folks together.

Those folks are never these dull –

Oh you know I have wood floors as well.

Oh me too.

I like shoes.

Yeah I like shoes too.

The hooks are usually those surprise learnings. You throw something out, and you're waiting for them to grab onto it.

Like, oh I didn't know you were with Tom Waits? Or oh I didn't know that you're that environmentally conscious? Me too. Or I didn't know you had a parent die of cancer? Me too.

You're looking for that way to relate. But it's those moments when your eyes pop open and your mouth goes into an "O", like "Oh, I didn't know."

The oh-I-didn't-knows, that's where you make the link. That's where you make the connection. That's where the relationship is built.

And in marketing, it's the same thing. Oh I didn't know if I bring this thing back, you're going to give me a brand new one. You know?

Those "oh" moments – I call this the POW face – where your eyes open, your jaw drops.

That face is what you're trying to do, and it's at that moment or just before, that's the vulnerability where you can jump in and basically you've got them.

Maybe it's a short period of time, but you've got them, and you can sell them anything if you delight them in that way.

Yanik:

Awesome. Andy, thank you so much for a great call. I highly suggest that you guys that are listening to this grab his book.

It will be probably the best – I don't even know what it is on Amazon – 15 bucks? 20 bucks? Whatever it costs. Some of the best money you can spend right now. Pick that up.

Andy: And you know what? Can I tell you one thing?

Yanik: Yep.

Andy: Because the book itself – I had fun with this book because what I did is I said that this is more than a book. This is a performance in print.

What I did is I went ahead and I got original art. I found this artist, who I loved, this skateboard/snowboard artist.

He designed the original art for the book, which summarizes what you're going to see in the chapters. It's all done graphically, visually. It's beautiful. There's that.

And the other thing I did was there are a number of secrets hidden in little snide remarks and things that you wouldn't necessarily find.

I've hidden Easter eggs in this book. Like they have in video games and all.

Basically it's an acrostic. What that means is if you go ahead and take the first letter on each dot.

It starts with 10 surprising things about me, and it continues in the chapter summaries.

But each dot will go ahead and give you a letter, and if you write down all the letters next to each dot – only the dots in the book – you'll spell out a sentence that takes you to a secret location, a secret site, where there's a whole bunch of stuff waiting for you.

Yanik: How about that? I'll have to go back and check that out.

Andy: Yeah, there's a lot of surprises in this book, let me tell you, because I couldn't – again, you can't write a book about surprise, and just make it common and no pictures...

Yanik: (laughs) You've got to walk the talk, and you're a guy that does that.

Andy: Damn right.

Yanik: So go pick up *Pow! Right Between the Eyes: Profitting From the Power of Surprise*, Andy Nulman. Go check out www.AndyNulman.com. I guarantee

it'll be one of those blogs you love going back to. Maybe one day you'll add an opt-in box on your blog.

Andy: Yeah, because, well we'll talk about that, but ...

Yanik: (laughs) Alright, man. I really appreciate it. Va, HABS, Va! They're the new team until someone from the Western Conference can knock them off, but we'll see.

Andy: They're down 1-nothing now. They're down.

Yanik: Oh, shoot. Alright, I'll let you go back and enjoy the 3rd period. Hopefully they'll come back and win.

Andy: Indeed.

Yanik: Thanks, man. I'll talk to you soon.

Andy: Indeed you will, and thank you. Thank you to everybody. I really do appreciate people taking an hour out of their evening to listen to this, so it means a lot to me. Believe me.

Yanik: Yeah, it was good stuff. Thank you, Andy.

Andy: Thank you all.

Yanik: Thanks, everyone. Bye bye!

Carrie: This officially ends today's call. Thank you for your participation. Have a good evening. You may now disconnect.