Personality Matters

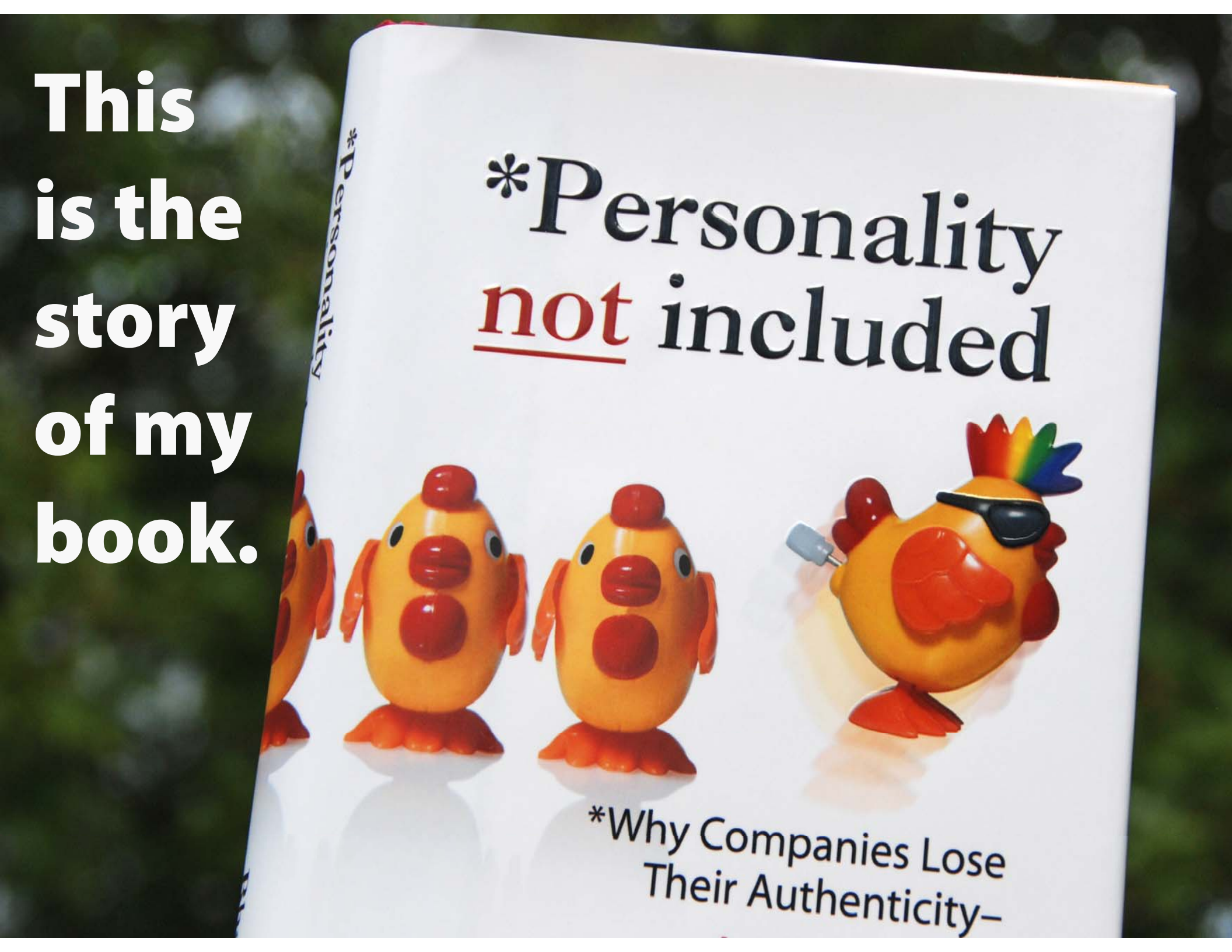
The True Story Behind Writing An *Actually* Useful Marketing Book

This is me.
This is one of those Cirque du Soleil guys (not me).

I work at
a marketing
agency called
Ogilvy. We have
trendy chairs.

My day job is helping clients
to stand out in a *crowded space.*

This is the story of my book.



It is about why your business needs a personality.

It is also why people love using this.

Or shopping here.

http://www.flickr.com/photos/littlerottenrobin/2892647257/

It's why they spend $800 on one of these.

And what makes people (and ducks) who work here …
Google
http://www.flickr.com/photos/yodelanecdotal/1449868160/

Much happier than people who work here.

Personality is *the real secret* to succeeding in the new business world.

To understand why, let's look at the

3 Big Myths

of marketing today.

Your Bottom Line

Is About Selling.

False!
Anyone can sell anything … in the short term.

Image of Jesus on Grilled Cheese sandwich, sold on eBay for $28,000

The real challenge is to sell something people can't help talking about.

The "legendary notebook of Picasso and Hemingway" …

#2
People ignore marketing messages

Wrong!

They only ignore irrelevant messages you are randomly firing at them.

But they *love* useful marketing that answers a question or offers a solution.

#3

Having something great to sell ...

is all that matters.

#3

A great product …

is only the first step.

Consumers want
Authenticity
P.S. - Flowers
are authentic.

And they have the power to demand it.

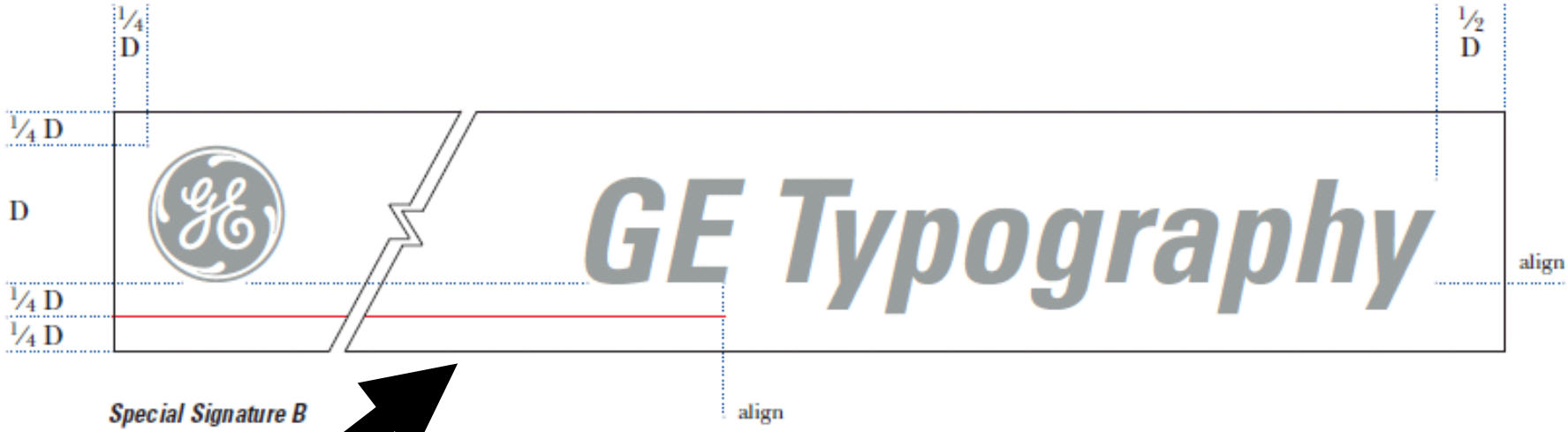
Being faceless doesn't work … anymore.

Unfortunately, most companies *are* faceless because they hide their personality.

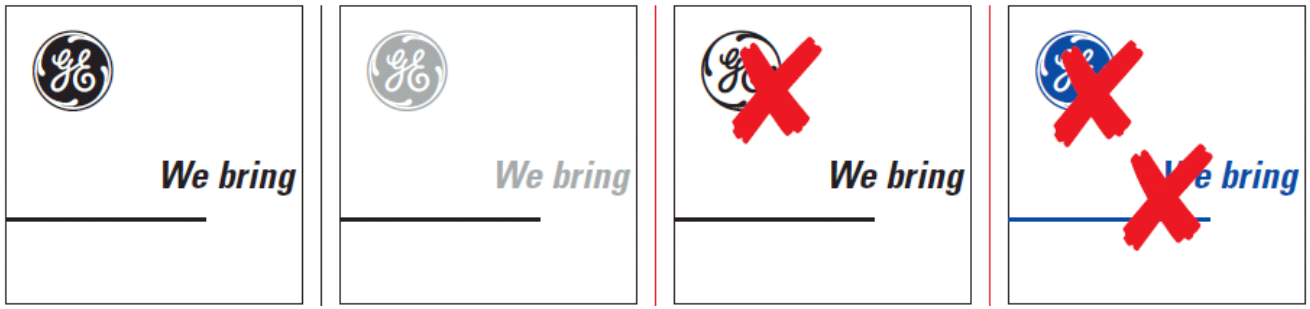
Is this you?

For example, many create an "Employee Silencing Policy" to intentionally keep their best voices silent.

Or focus too much on how people should use a logo …



This is what typical brand guidelines look like.



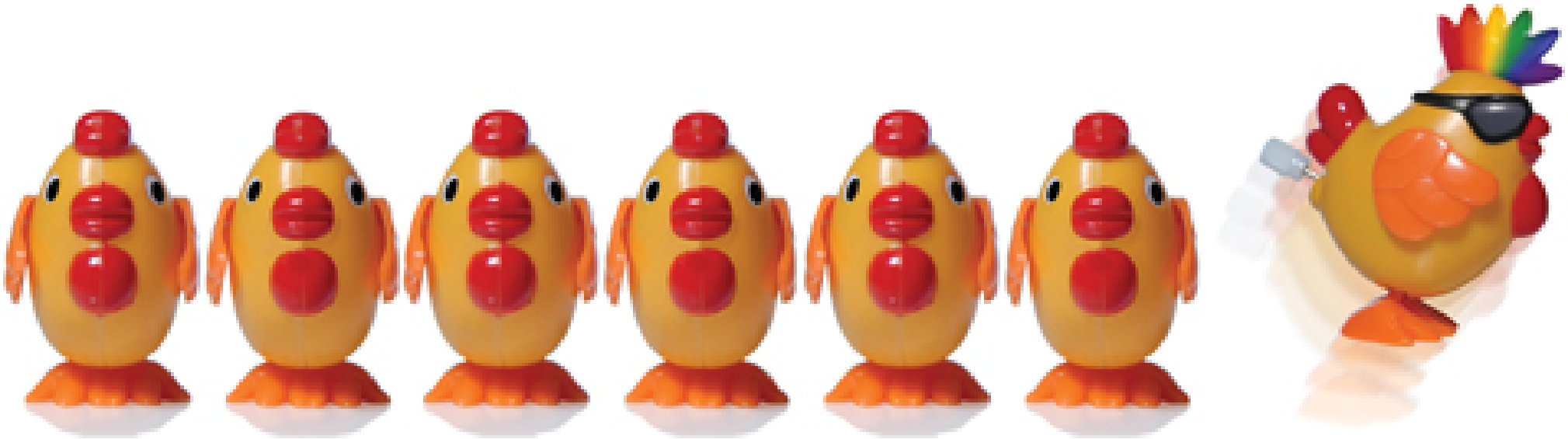
Instead of letting others "own" your brand and inspiring them to believe in it (something Obama knew).

facebook
twitter
YouTube
TypePad
Doing this takes more than a great logo, or a shiny new blog, or a viral video or having a Facebook group.

Those are not the answer, they're just tools.

Personality is the answer.

But seriously, what's up with the chickens?

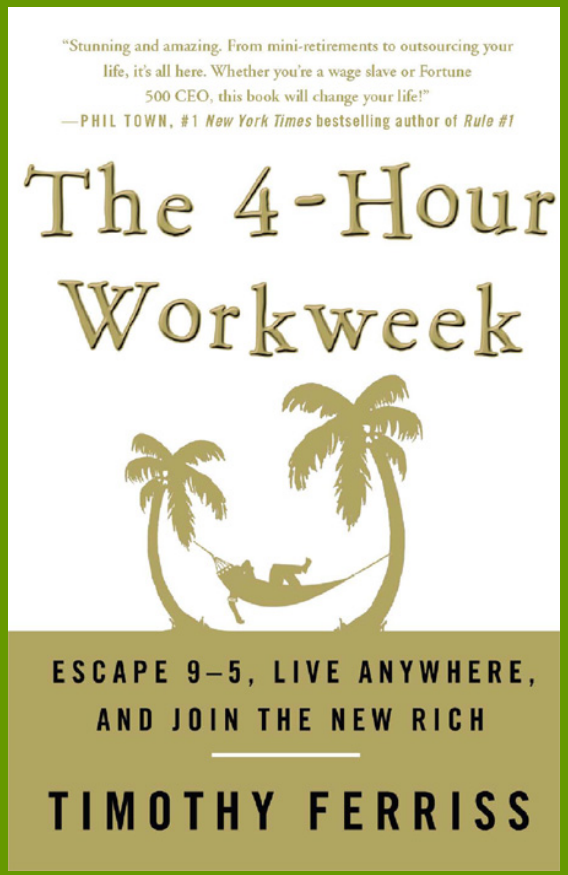


Well, it all started in March 2007 at South By Southwest.

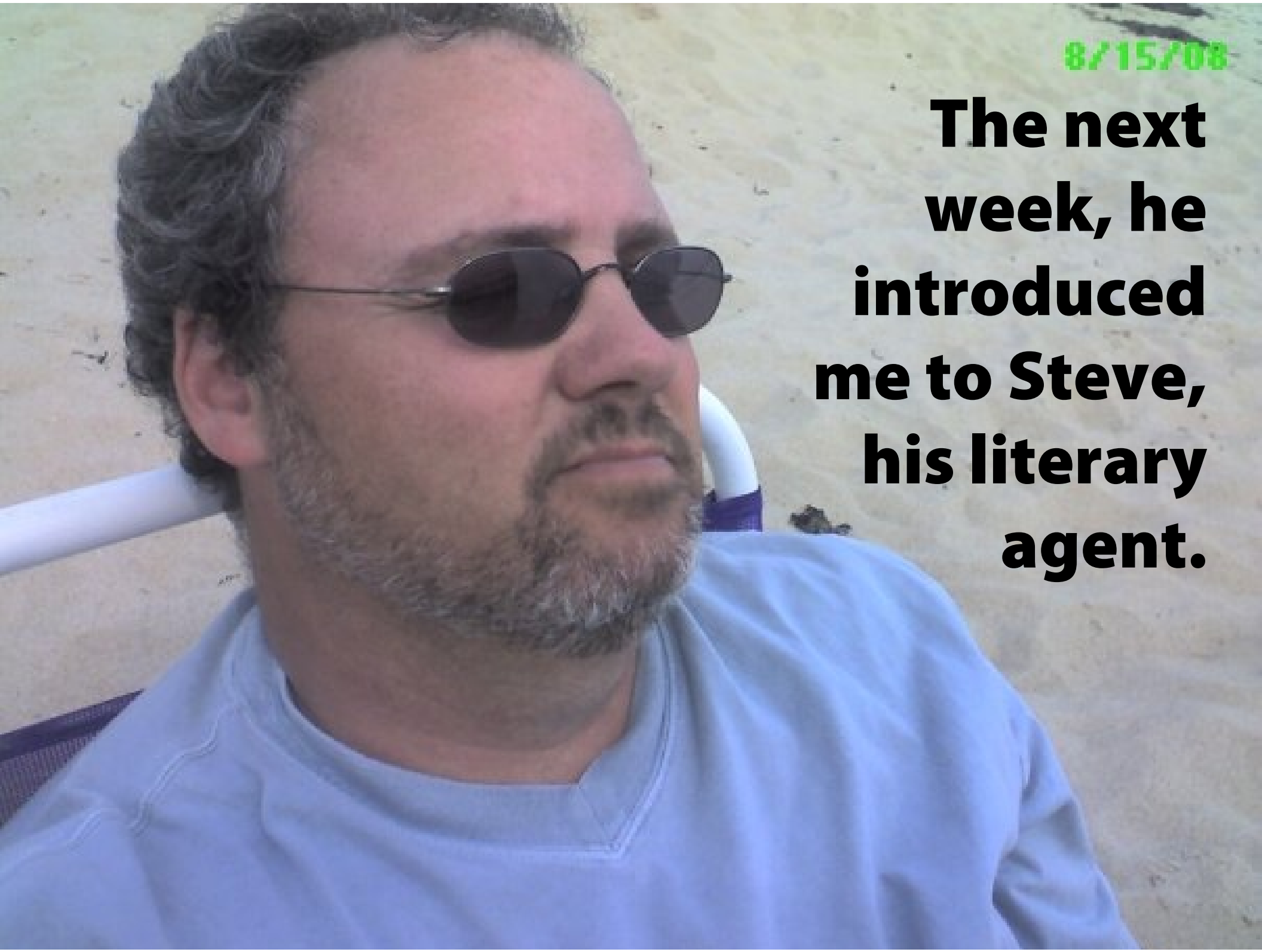
And I met this guy

(no, we didn't fight).

He told me about his book.



I told him about my idea.


8/15/08
The next week, he introduced me to Steve, his literary agent.

Marketing Personality
/ the 10 new rules of marketing /

A Book Proposal by Rohit Bhargava

The Book Concept:

Everyone knows blogs and social media are a hot topic right now, with dozens of books coming out in the past year about why to blog, how to blog, and how to use blogging to sell your product or service to the world. *This is not another blogging book.*

The underlying trend that the rise of blogging represents has to do with the importance of personality. Social media, the Internet and blogs are putting personalities front and center. Your customers are expecting to get to know you and interact with you more transparently. If good marketing is storytelling, then marketing personality helps you give an identity to the storyteller. But many organizations (and individuals) have spent years perfecting their techniques for hiding their personality behind carefully scripted disclaimers for the big, or pretending to be big for the small. In both cases, personalities are being lost. Yet personality remains a key factor in how consumers select brands to be passionate about, and products to buy. Personality is what makes great brands stand out.

Chapter Outline:

1. Intro: Death of the Faceless Corporation
2. Finding your marketing personality
   - A guide to examining your organization and checklist for identifying your marketing personality
3. Crafting your story
   - The importance of messaging and creating a story and brand identity that people can connect with
4. To blog or not to blog?
   - How should you communicate your personality – though blogs, wikis, ads, other materials?
5. Overcoming the personality killers
   - How lawyers, bosses or you yourself might be killing your personality and how to stop

I pitched Steve with one slide.

7. Living your marketing personality
   - Moving forward with your marketing personality and how to implement it in everything you do
8. More Stories
   - A collection of case studies and stories, as well as additional ideas of stories cited in the book

Together we pitched it to a few publishers …

Mc Graw Hill

A month later one of them bought it.

The next day I spent $1500 on books for research.

amazon.com

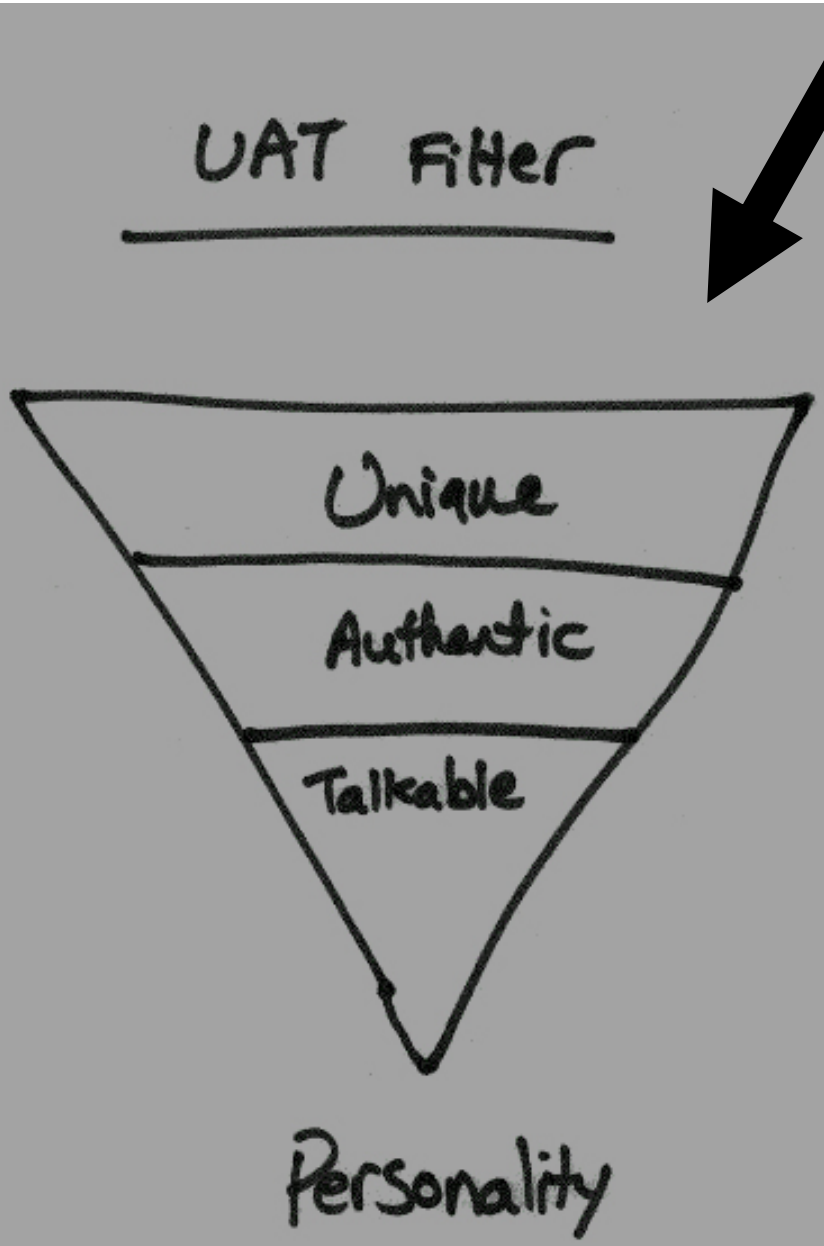
And worked on positioning.

I wrote a definition for it:

"Personality is the unique, authentic, and talkable soul of your brand that people can get passionate about."

(pûr'sə-nāl'ĭ-tē)

Created a visualization …



and chose a title for the book:

Personality

Not Included

But why is personality *not* included?

* Batteries not included

It's like batteries. They aren't included, but you still need them.

Personality **in your business is the same thing.**

So what makes this book different?

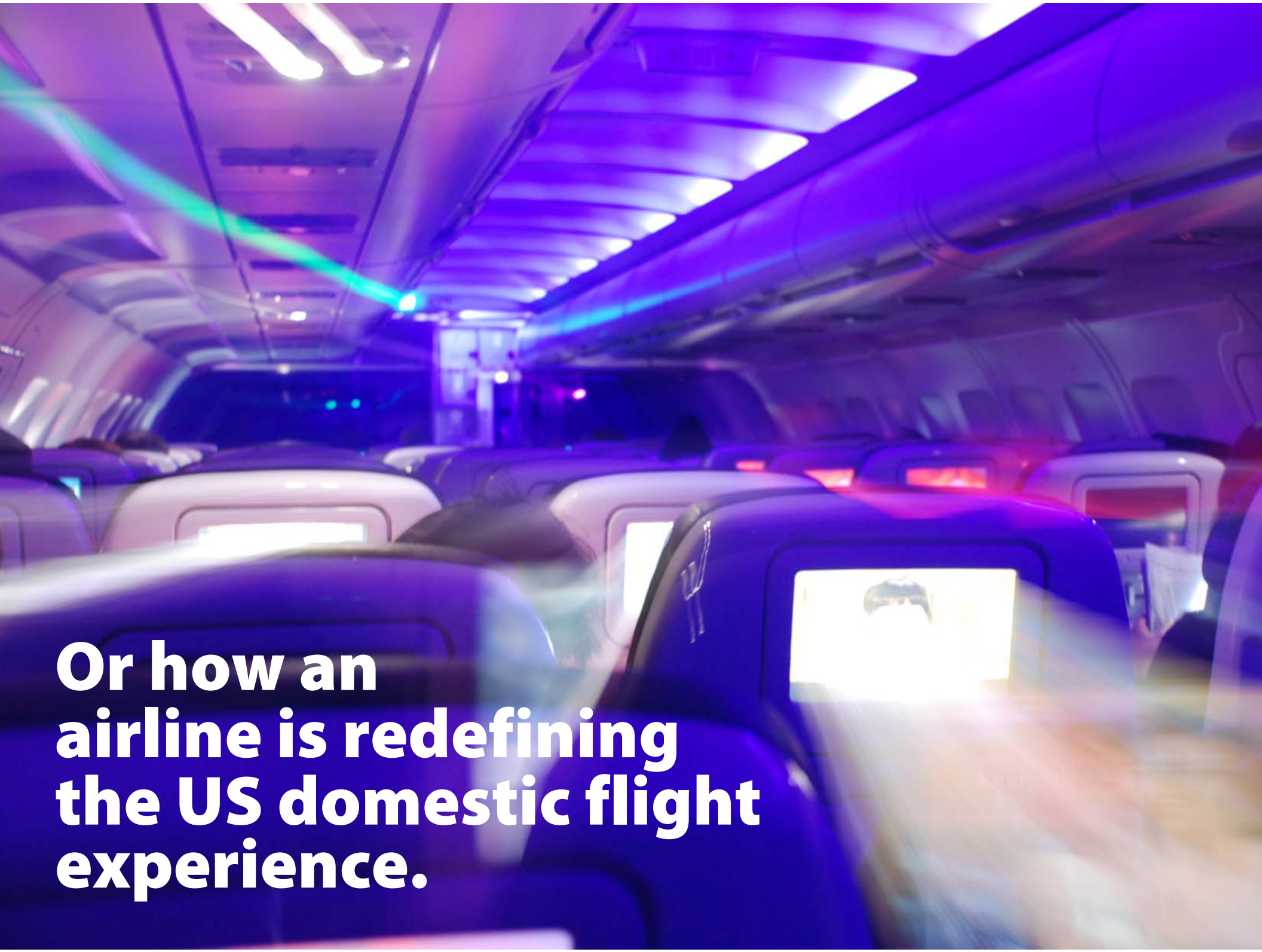
2 things . . . It's

Entertaining + Useful

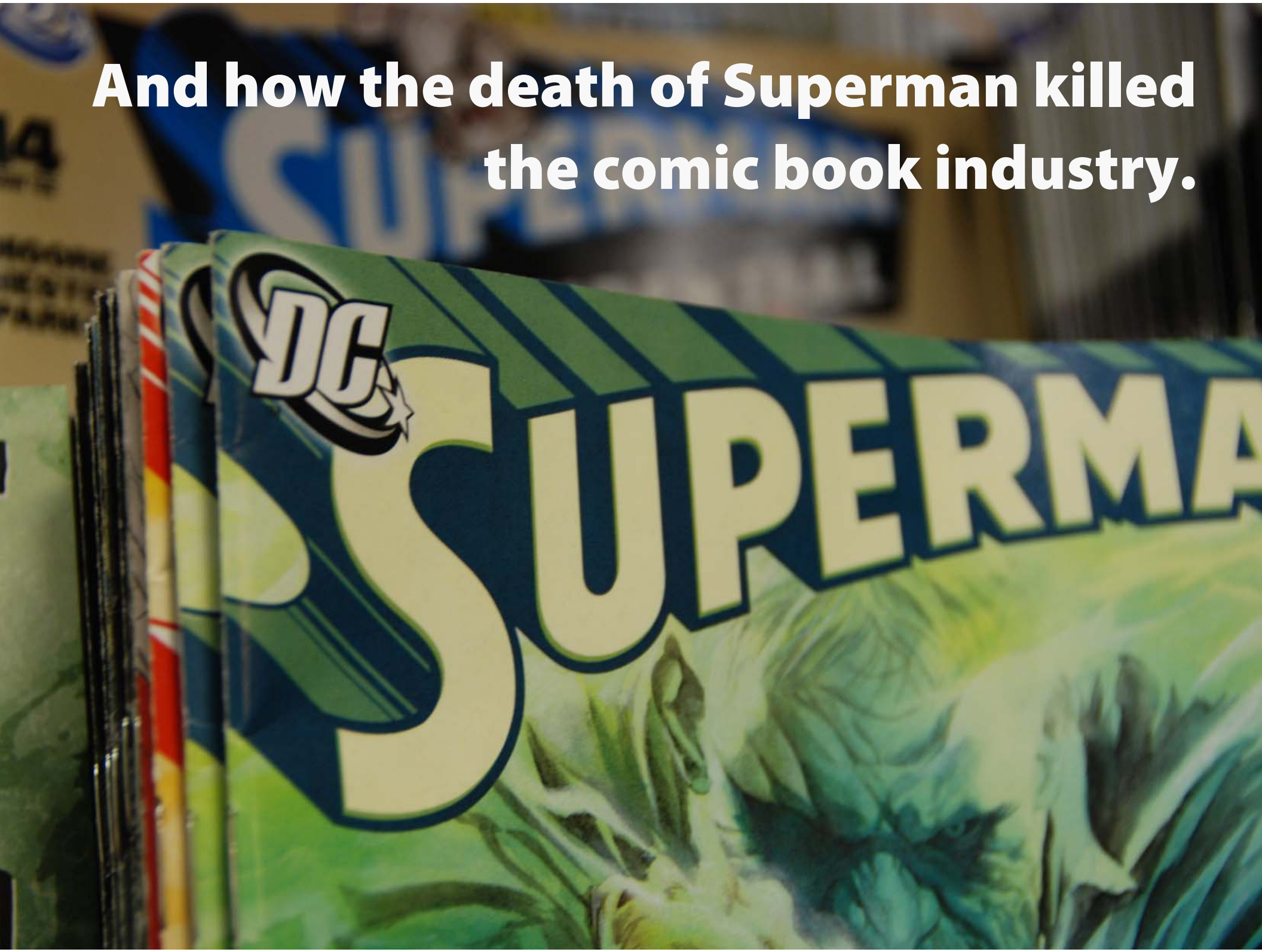
Entertaining because there are over 100 real life examples:

Like the story of
the world's best
restaurant on the
coast of Spain,
which is revered
despite being
closed 6 months
out of the year.

Or the tale of a small shop owner in Austin who decided to open his own museum.


Or how an
airline is redefining
the US domestic flight
experience.

And how the death of Superman killed the comic book industry.



Together
these examples
tell the story of why
personality matters.

And they do it briefly … in just 6 chapters.

The rest of the book shows you <u>how</u> to actually put personality to work in your business.

chapter 1 — Sign Here to Read This
p. 19 — How Organizations Lose Their Personality

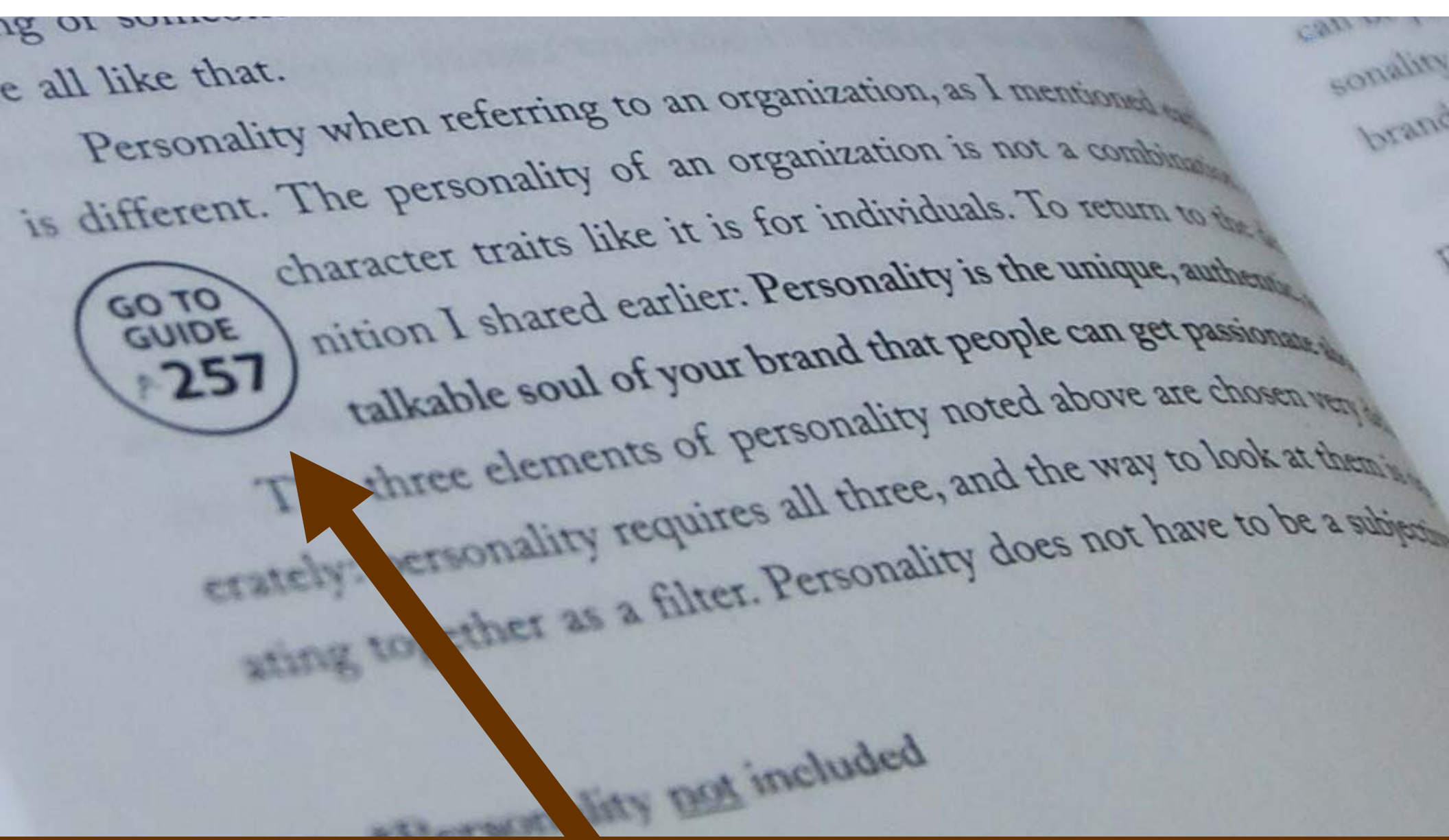
chapter 2 — The Accidental Spokesperson
p. 41 — How Unlikely Voices Are Shaping Your Brand

chapter 3 — A Signature Is Not Enough
p. 73 — How to Define Your Organization's Personality

chapter 4 — Lessons from the Storytellers
p. 101 — Crafting a Backstory People Care About

chapter 5 — Conquering the Fear Factor
p. 135 — Getting Your Organization to Embrace Personality

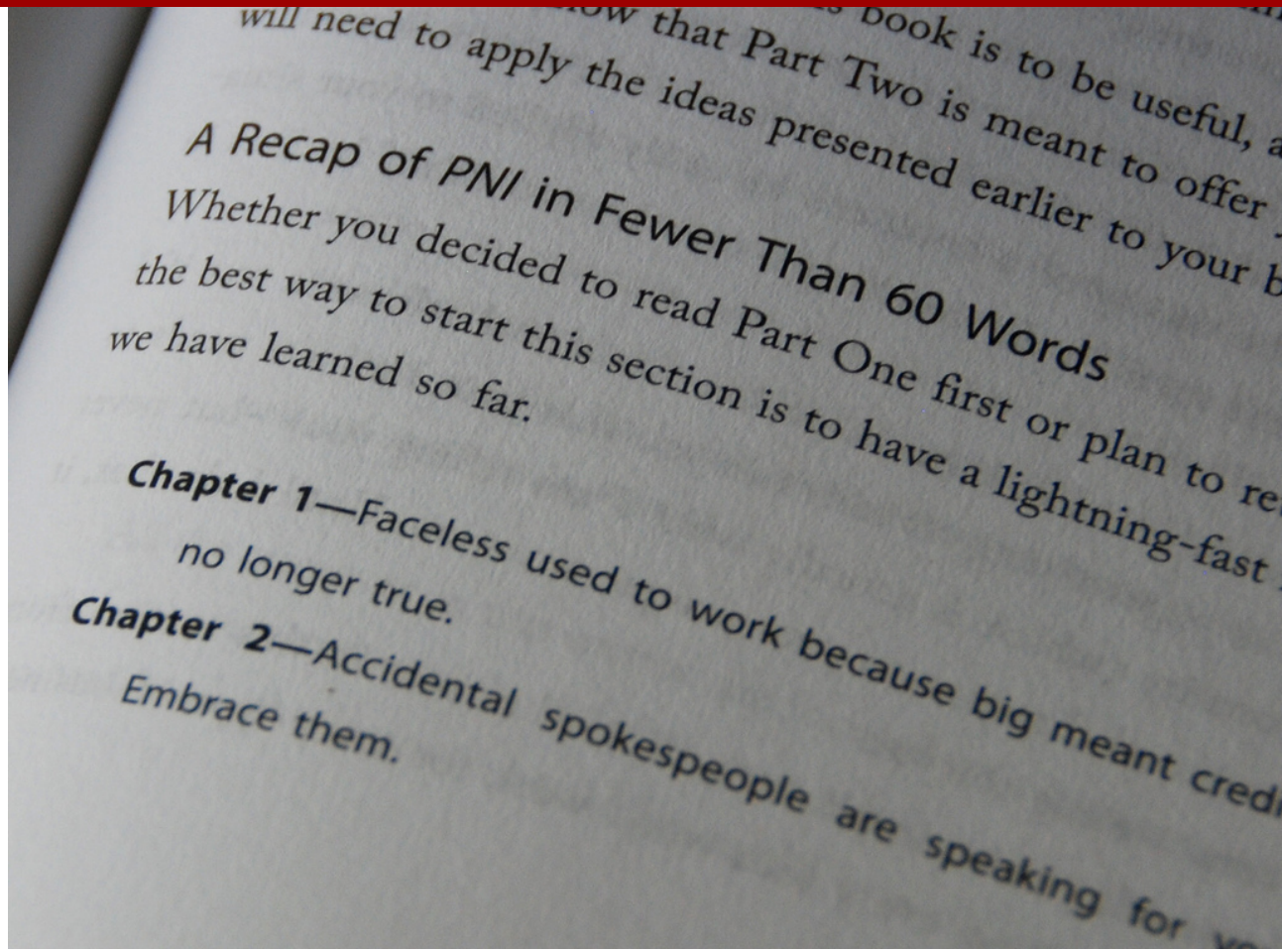
chapter 6 — Add Personality and Stir
p. 159 — Finding and Using Personality Moments



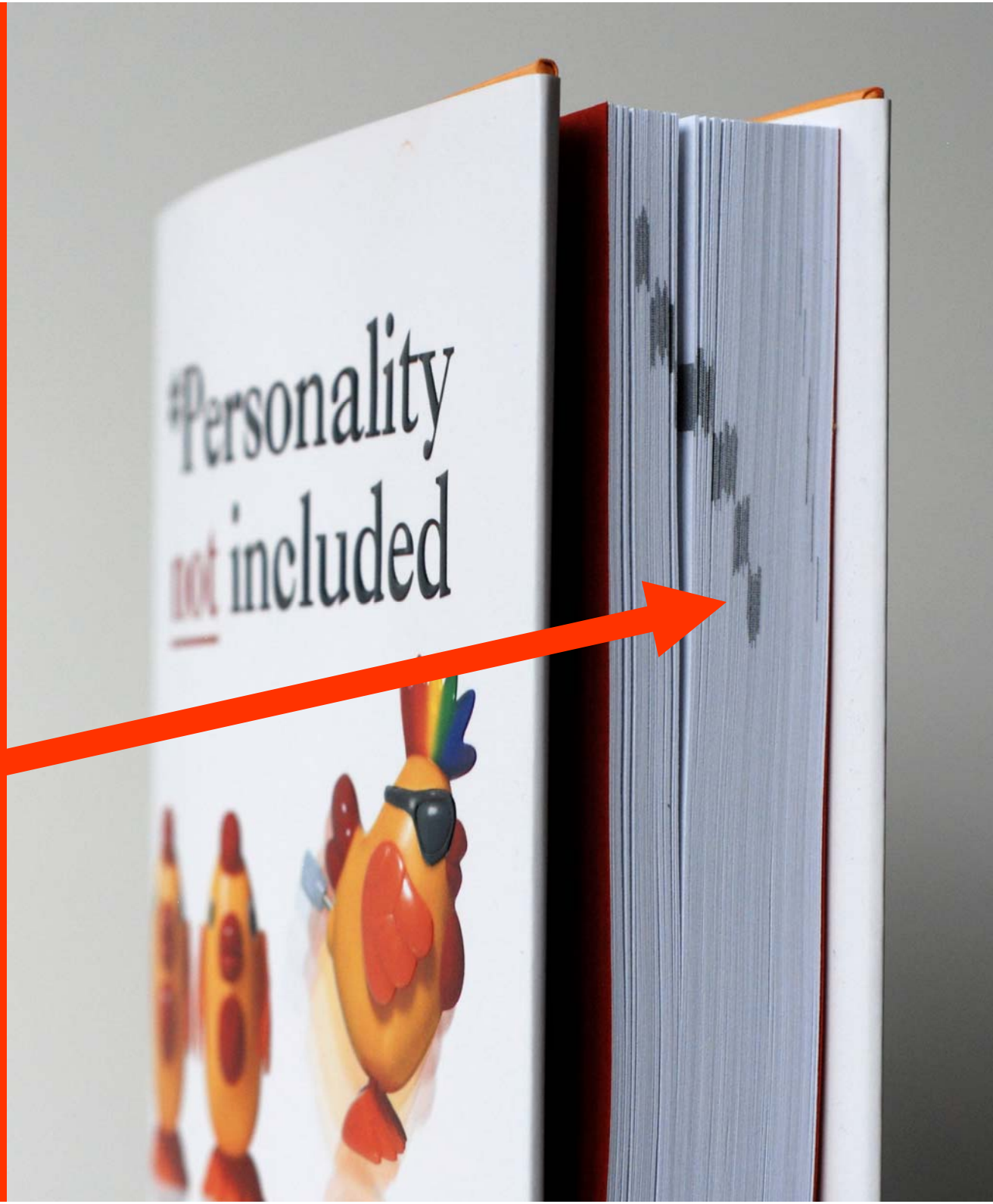
Every story in Part I is linked to an *action guide* in Part II.

And Part II starts with a 60 word summary of the whole book (so you can skip Part I if you're tight on time):

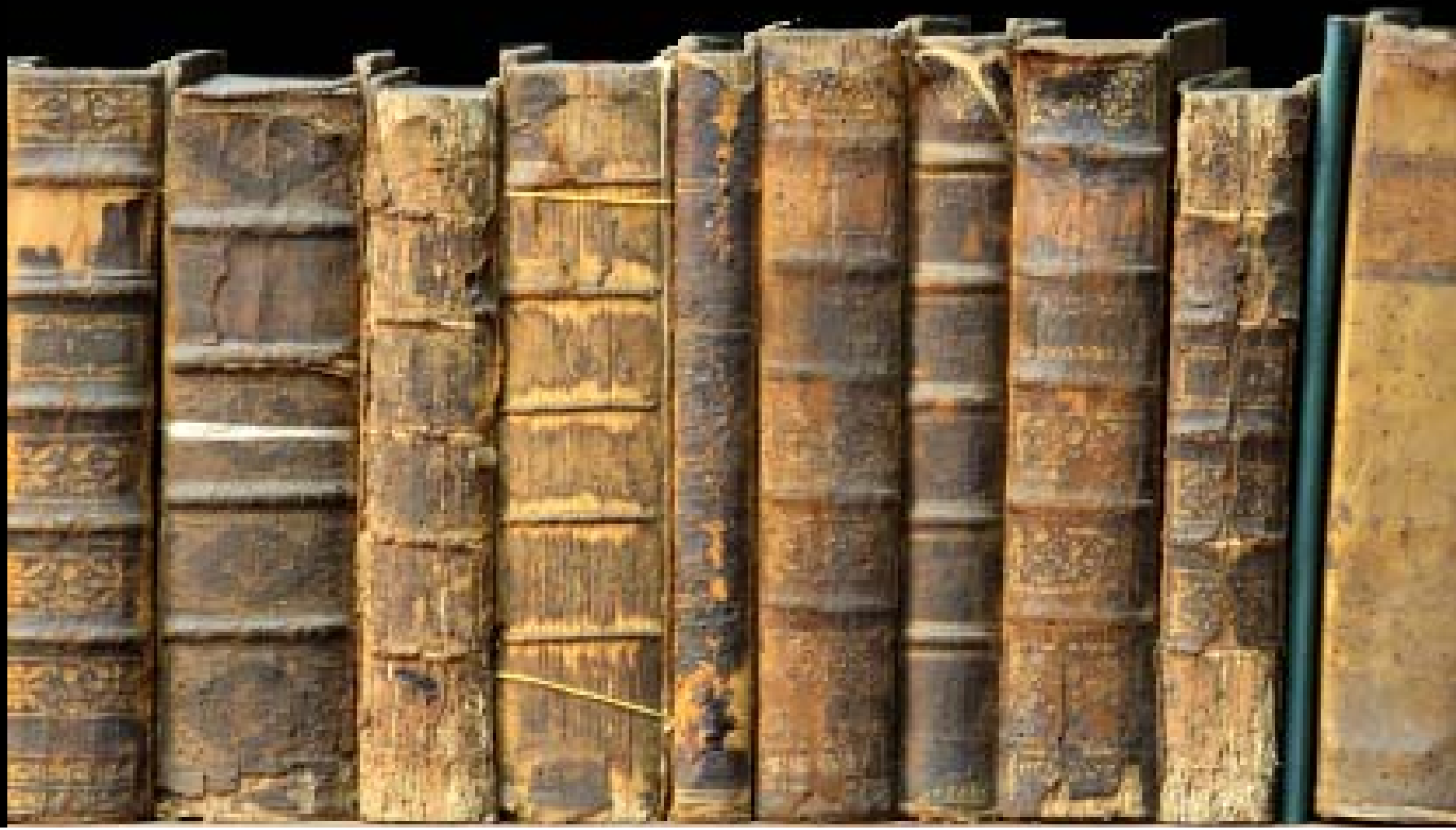
Page 185



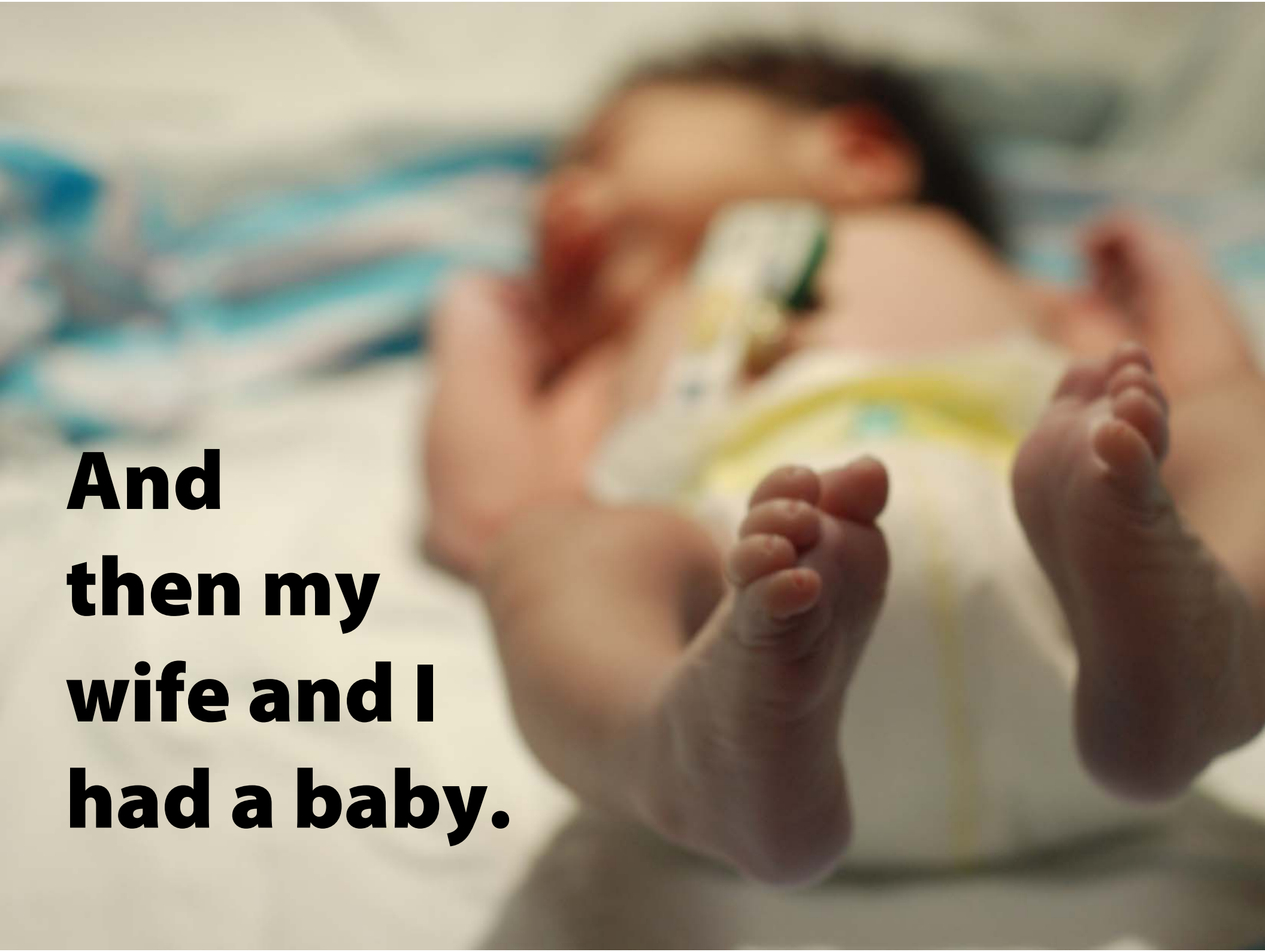
There are "tabs" so you can easily go from a chapter to an action guide.



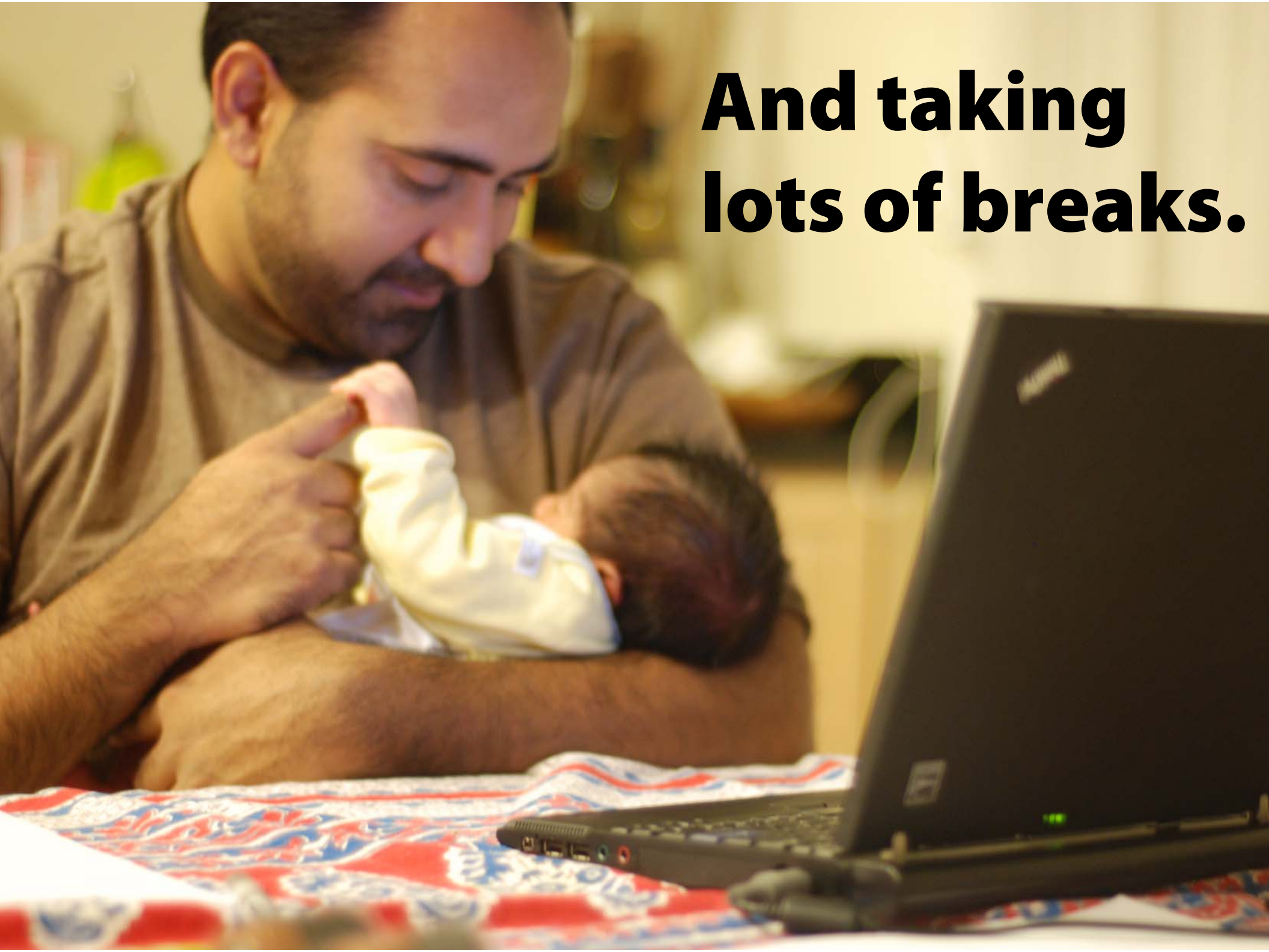
The point is, this is not a book that will gather dust on your bookshelf.



So by November of 2007, the book was nearly finished ...

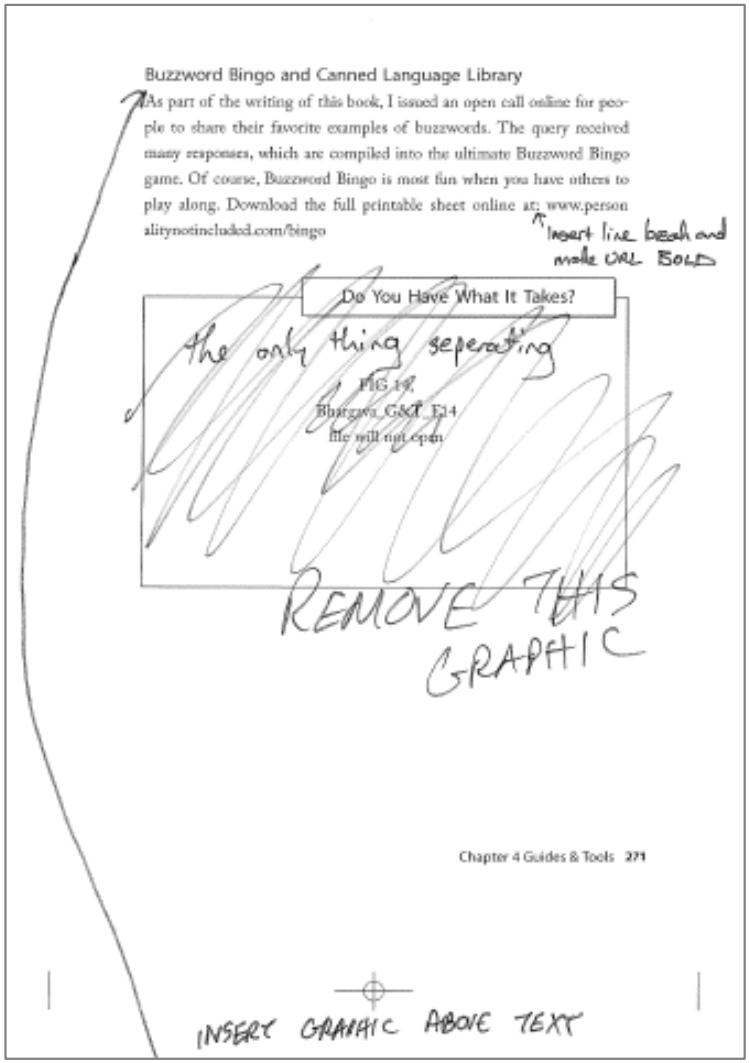

And
then my
wife and I
had a baby.

So I started
multitasking.


And taking
lots of breaks.

Over the next month, I worked with the team from McGraw-Hill ...
Marketing
Editor
Marketing

Edited lots of drafts.



Buzzword Bingo and Canned Language Library

As part of the writing of this book, I issued an open call online for people to share their favorite examples of buzzwords. The query received many responses, which are compiled into the ultimate Buzzword Bingo game. Of course, Buzzword Bingo is most fun when you have others to play along. Download the full printable sheet online at: www.personalitynotincluded.com/bingo

Insert line break and make URL BOLD

Do You Have What It Takes?

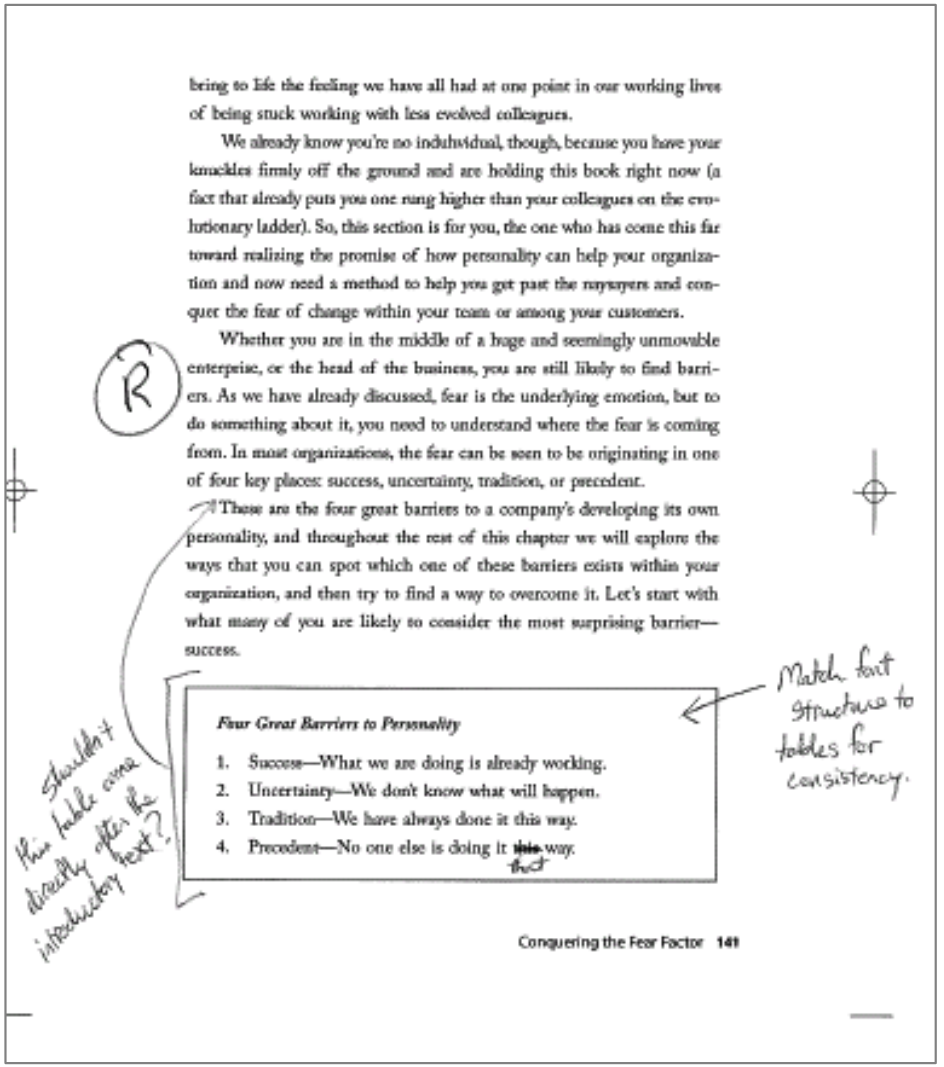
the only thing seperating

FIG 1.9
Bhargava_G&T_E14
file will not open

REMOVE THIS GRAPHIC

Chapter 4 Guides & Tools 271

INSERT GRAPHIC ABOVE TEXT



bring to life the feeling we have all had at one point in our working lives of being stuck working with less evolved colleagues.

We already know you're no indu**h**vidual, though, because you have your knuckles firmly off the ground and are holding this book right now (a fact that already puts you one rung higher than your colleagues on the evolutionary ladder). So, this section is for you, the one who has come this far toward realizing the promise of how personality can help your organization and now need a method to help you get past the naysayers and conquer the fear of change within your team or among your customers.

Whether you are in the middle of a huge and seemingly unmovable enterprise, or the head of the business, you are still likely to find barriers. As we have already discussed, fear is the underlying emotion, but to do something about it, you need to understand where the fear is coming from. In most organizations, the fear can be seen to be originating in one of four key places: success, uncertainty, tradition, or precedent.

These are the four great barriers to a company's developing its own personality, and throughout the rest of this chapter we will explore the ways that you can spot which one of these barriers exists within your organization, and then try to find a way to overcome it. Let's start with what many of you are likely to consider the most surprising barrier—success.

R

Match font structure to tables for consistency.

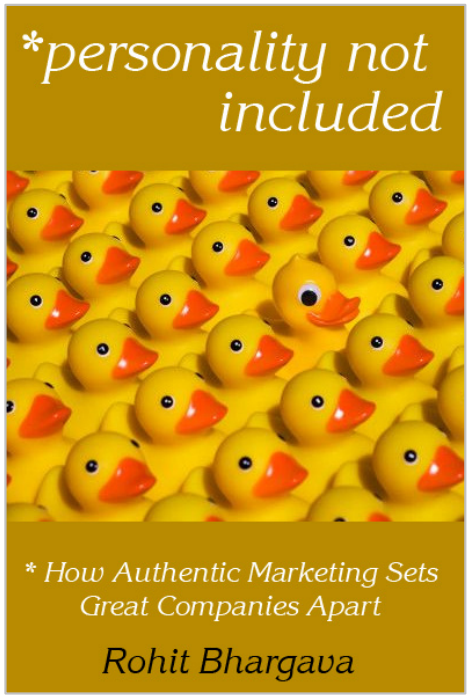
Shouldn't this table come directly after the introductory text?

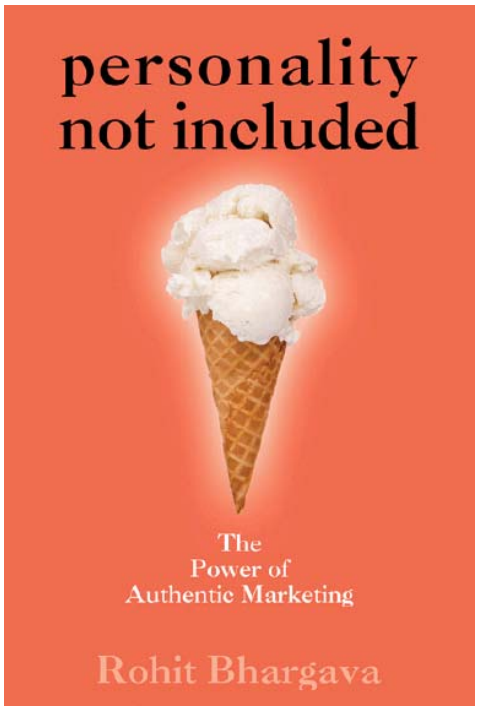
Four Great Barriers to Personality

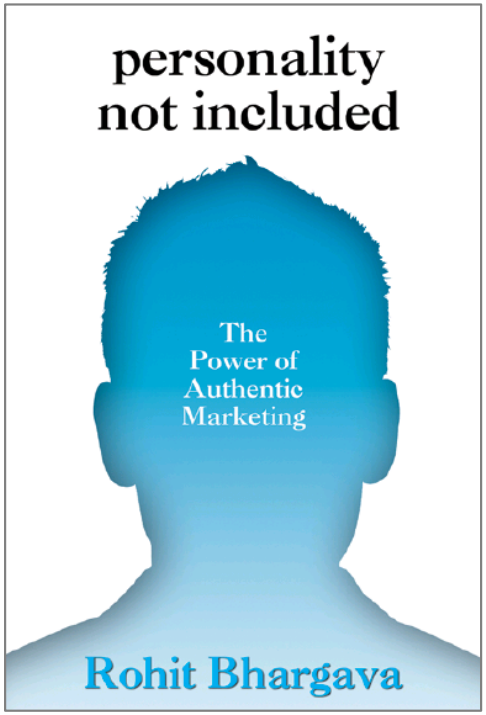
1. Success—What we are doing is already working.
2. Uncertainty—We don't know what will happen.
3. Tradition—We have always done it this way.
4. Precedent—No one else is doing ~~it~~ that way.

Conquering the Fear Factor 141

And rejected lots of cover designs



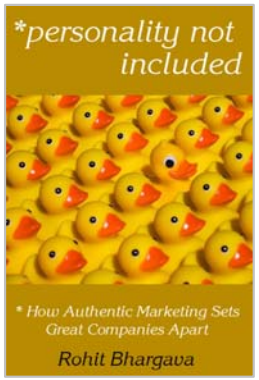




(and subtitles, in case you're paying attention).

In December of 2007,
the final
manuscript
was delivered.

We finalized the cover design.



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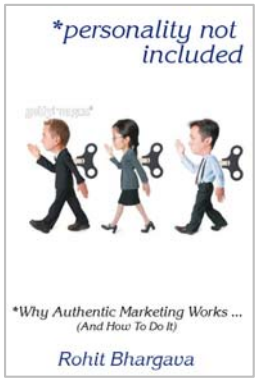

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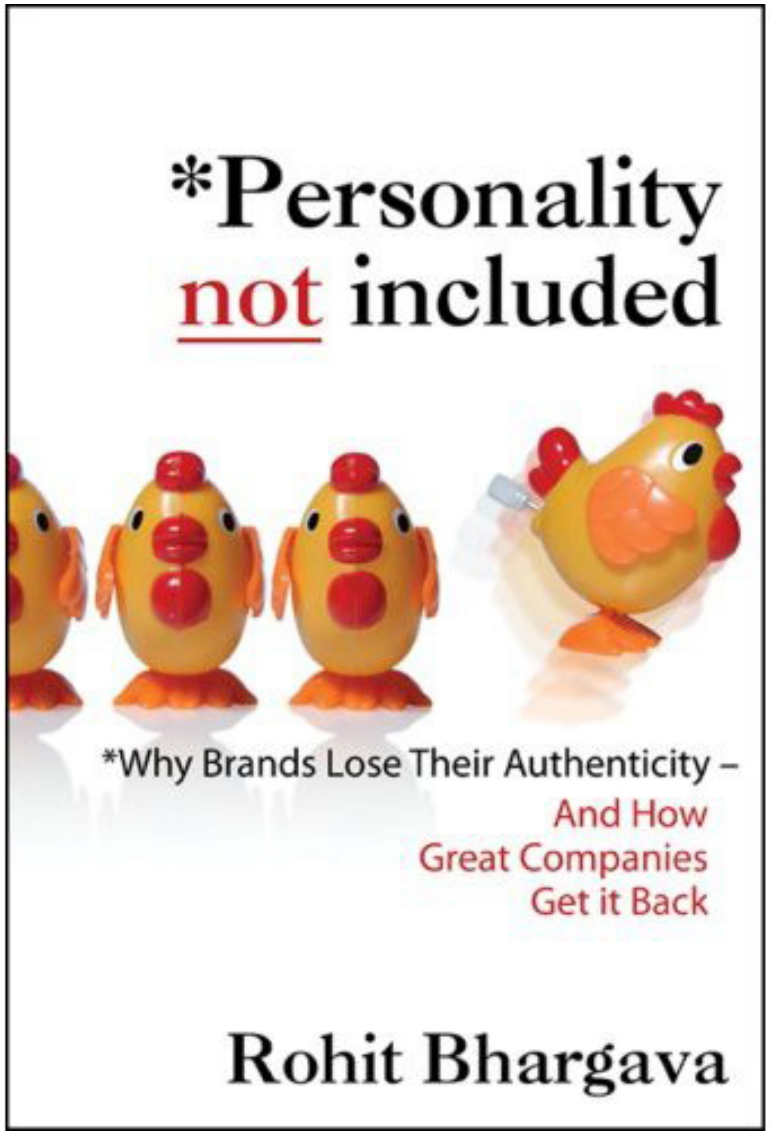


And I emailed Guy Kawasaki.

Me: Will you do the foreword?

Guy: Nope, I stopped doing those.

Me: Will you just read the intro, pretty please?

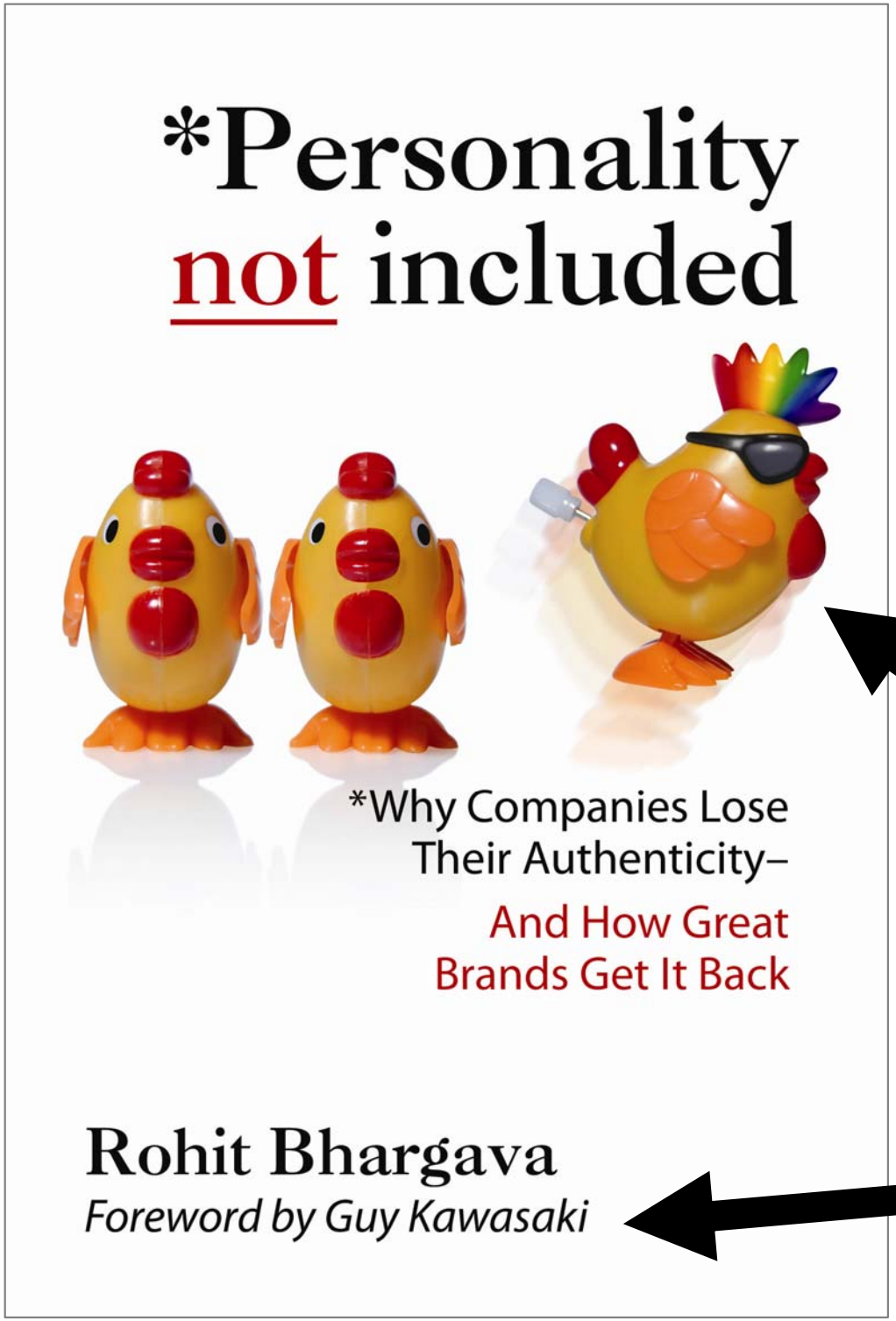
Guy: Ok, if you stop emailing me.

(Two weeks later)

Guy: When do you need it?

Me: Take as long as you want!

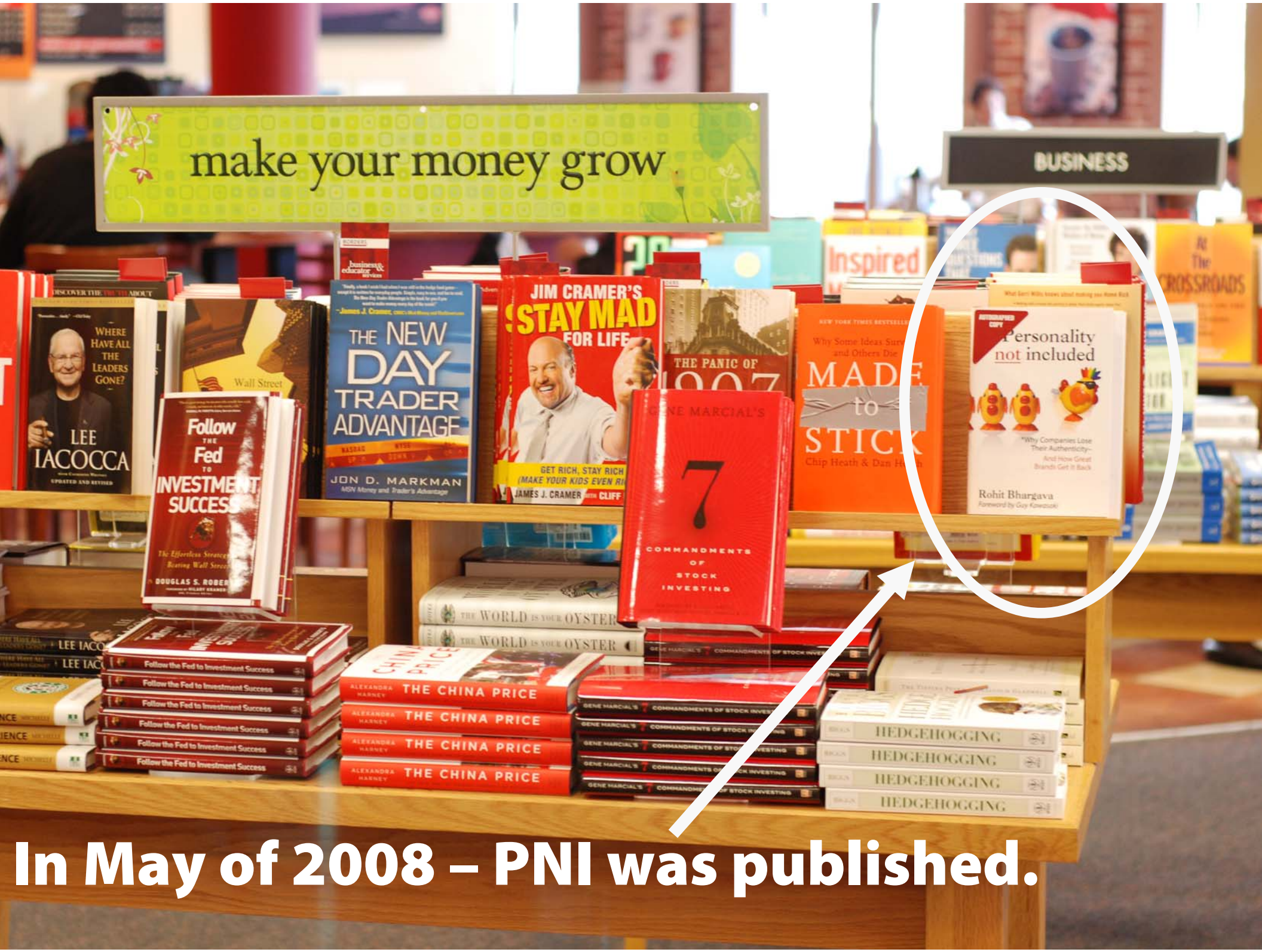
Guy: Ok, I can do it.



Then we changed the cover.

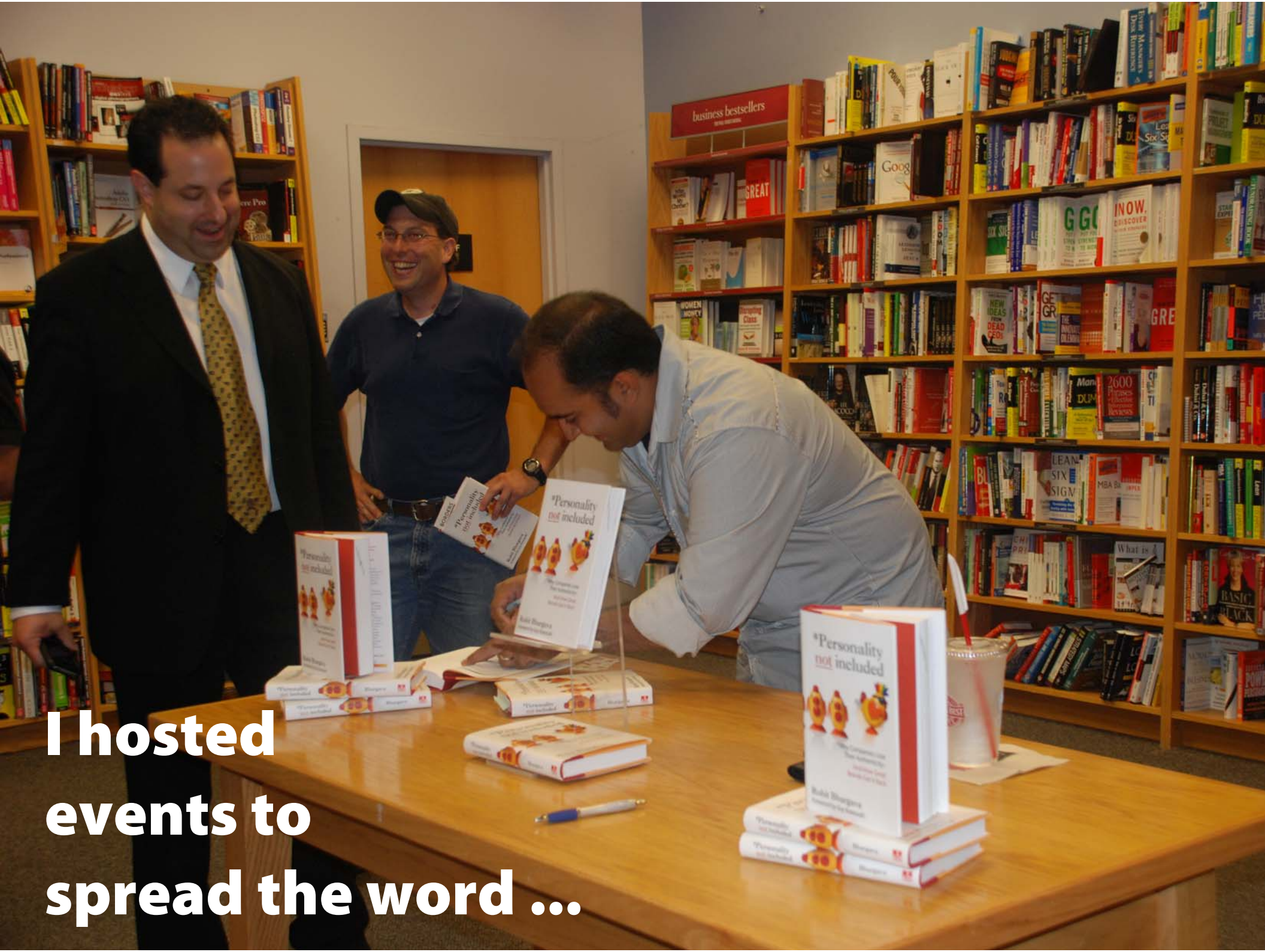
Add crazy chicken because everyone knows that sunglasses = personality.

Add Guy's name because people have heard of him.



In May of 2008 – PNI was published.

The launch party was in San Francisco.
That's Erin, "Queen Diva" from Personality Hotels.
That's a "rohito" (a Raspberry Mojito). Mmm, tasty!
Rohit



I hosted events to spread the word ...

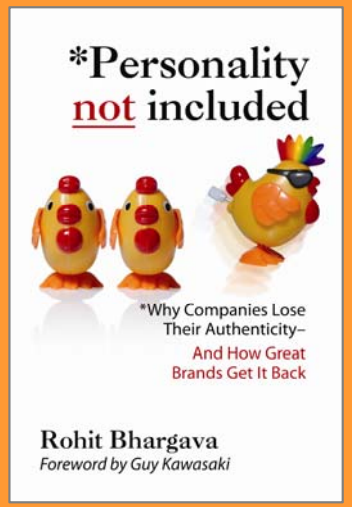
And started getting results.

5 Translated versions by early 2009

Selected as Best Business Book for Aug 2008 by Soundview

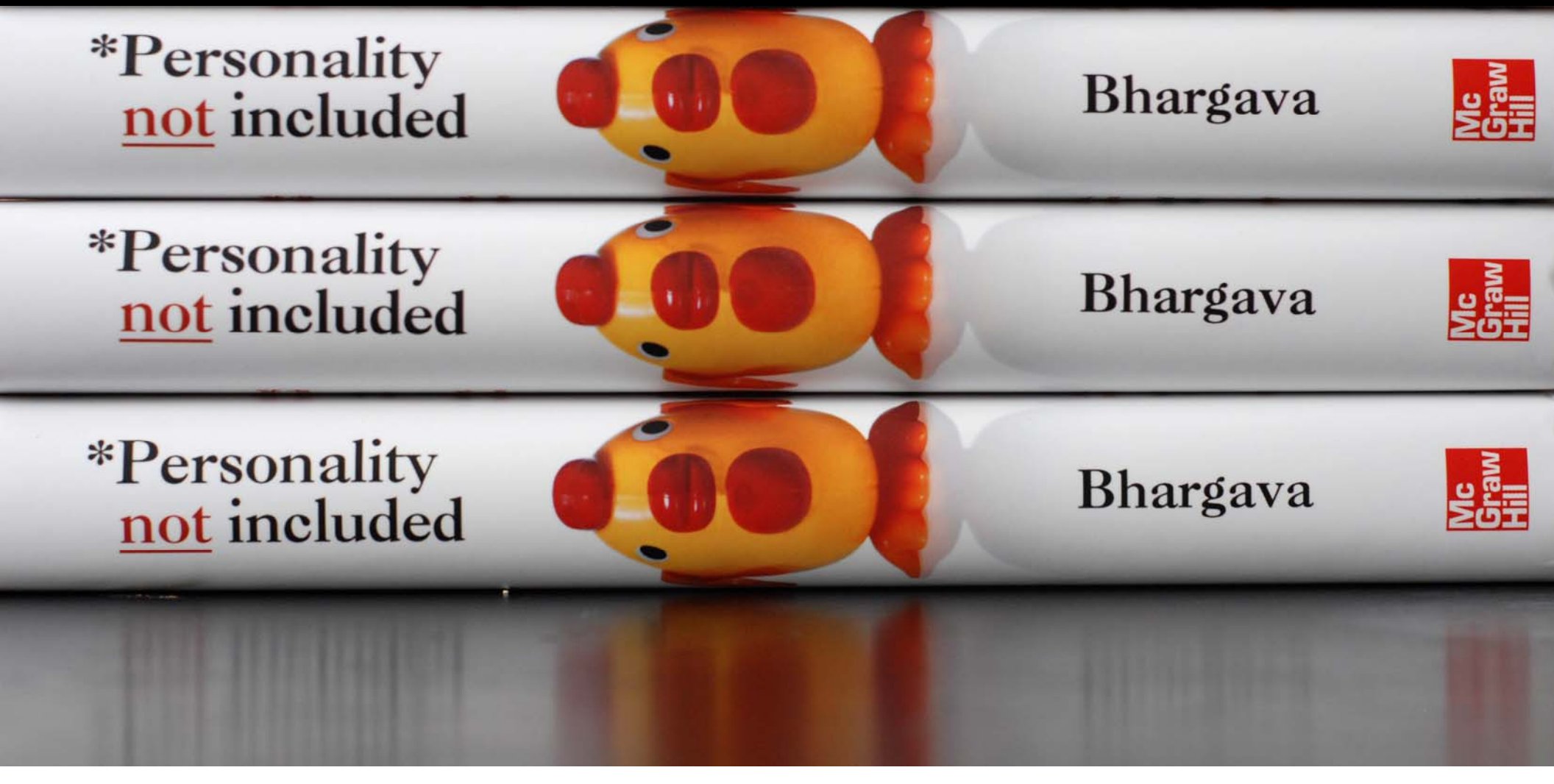
#1 in Global Marketing on Amazon.com

Available in 45 countries globally



Positively reviewed on hundreds of sites online

Most importantly, I started hearing from businesses of all sizes who are already using the book's ideas …

What have they all discovered?

Personality Matters.