

# The Thirteen Most Important Marketing Secrets

They can be summarized in thirteen words each ending in the letters “ent”: commitment, investment, consistent, confident, patient, assortment, subsequent, convenient, amazement, measurement, involvement, dependent, and armament.

1. You must have the *commitment* to your marketing program.
2. Think of that program as an *investment*.
3. See to it that your program is *consistent*.
4. Make your prospect *confident* in your firm.
5. You must be patient in order to keep a *commitment*.
6. You must see that marketing is an *assortment* of weapons.
7. You must know that profits come *subsequent* to the sale.
8. You must aim to run your firm in a way that makes it *convenient* for your customers.
9. Put an element of *amazement* in your marketing.
10. Use *measurement* to judge the effectiveness of your weapons.
11. Establish a situation of *involvement* between you and your customers.
12. Learn to become *dependent* upon other businesses and they upon you.
13. You must be skilled with the *armament* of guerrillas, which means technology.