INTRODUCTION EXERCISE

The Expensive Mistake

This is the first exercise in the book and one of the most important. You will return to it at the end. Do not skip it. Be honest. The value of this exercise is directly proportional to how specific and truthful your answer is.

Describe the single most expensive marketing mistake you have made so far, in time, money, or both. What did you try?

Why did you try it? What were you hoping it would do?

What did you actually get from it?

Looking back, what was the real problem you were trying to solve? Was the tactic you chose actually designed to solve that problem?

What would you do differently now? (Answer this again after you finish the book. The two answers will be interesting to compare.)