MARKETING OUTRAGEOUSLY

RE D U X
Revised Edition

How to Increase Your Revenue by Staggering Amounts!

JON SPOELSTRA
FOREWORD BY MARK CUBAN

Bard Press
Austin, Texas
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Didn't I Think of That?</td>
<td>13</td>
</tr>
<tr>
<td>Foreword by Mark Cuban</td>
<td>14</td>
</tr>
<tr>
<td>I Shoulda Bought a Rubber Chicken Factory</td>
<td>17</td>
</tr>
<tr>
<td>1. Do You Have the Guts?</td>
<td>19</td>
</tr>
<tr>
<td><strong>Ground rule #1:</strong> If you aren't willing to take a few risks in marketing, become a bean counter.</td>
<td></td>
</tr>
<tr>
<td>2. What's It Gonna Take?</td>
<td>32</td>
</tr>
<tr>
<td><strong>Ground rule #2:</strong> When you aim for the top, you make important progress by just the aiming.</td>
<td></td>
</tr>
<tr>
<td>3. Pushing the Outrageous Envelope</td>
<td>51</td>
</tr>
<tr>
<td><strong>Ground rule #3:</strong> There's no risk in pushing the outrageous envelope.</td>
<td></td>
</tr>
<tr>
<td><strong>Ground rule #4:</strong> If you correctly identify yourself, you can hit the jackpot.</td>
<td></td>
</tr>
</tbody>
</table>
5. Get Caught Up in Revenue
Ground rule #5: Examine the feet before you operate on the brain.

6. Hit 'Em Where They Ain't
Ground rule #6: If you mimic the market leaders, you'll just add to their dominance.

7. Horse of Opportunity
Ground rule #7: When a rare opportunity comes along and you can't test it, fly without a net.

8. New as a Way of Life
Ground rule #8: Take an experiment and make it part of your life. Do it again.

9. The Idea Champion
Ground rule #9: Champion the idea of Idea Champions.

10. Levels of Cream
Ground rule #10: Scoop it off the top and apply it to the bottom line.

11. Don't Throw Your Money into a Tornado
Ground rule #11: Build your identity while you're getting paying customers.

12. The Rubber Chicken Method
Ground rule #12: Get them going down that slippery slide and you have a chance of selling them something.

13. Two Rules to Forget
Ground rule #13: Toss out the old measurements. What's it gonna take to dominate?
14. Differentiate Until You Sweat 211
*Ground rule #14:* Even when you don't want to, differentiate.

15. What Have You Done Today? 227
*Ground rule #15:* If you have a tattoo, it should read: What have I done to make money for my company today?

16. Employees to Kill For 240
*Ground rule #16:* You need to make your employees outrageous if you expect outrageously wonderful results.

17. Outrageous Mosaic 253
*Ground rule #17:* Your mosaic should have colors of change, differentiation, outrageousness.

Dedication 264

Index 266

Ordering Information 272