

## *HOW MANY TIMES SHOULD I...?*

On answering the question of advertising and how long does it take to work...Create a sensible plan than stick with it until it proves itself to you. How long might that take? Three months if you're lucky. Probably six months, possibly as long as a year. But you will never ever know whether the plan is working within the first 60 days.

Commitment is directly related to time. The longer you live by a plan, the deeper your sense of commitment.

Think of swimming to a distant beach. If your boat sinks in the ocean and you start swimming to shore, you shouldn't give up if you don't hit the beach within one hour - or even five hours. To survive, you've got to be committed to swimming to that beach. Think of this when you consider altering your marketing plans after a short time. Lest you misunderstand, think about the following list each time you run an ad and get a response that doesn't meet your expectations.

1. The first time a man looks at an ad, he doesn't see it
2. The second time he doesn't notice it
3. The third time, he is conscious of its existence
4. The fourth time, he faintly remembers having seen it
5. The fifth time, he reads the ad
6. The sixth time, he turns up his nose at it
7. The seventh time, he reads it through and says , O brother!
8. The eighth time, he says "There's that confounded thing again"
9. The ninth time, he wonders if it amounts to anything
10. The tenth time, he will ask his neighbor if he has tried it
11. The eleventh time, he wonders how the advertiser makes it pay
12. The twelfth time he thinks it must be a good thing
13. The thirteenth time, he thinks it might be worth something
14. The fourteenth time, he remembers that he wanted such a thing for a long time
15. The fifteenth time, he is tantalized because he cannot afford to buy it
16. The sixteenth time, he thinks he will buy it someday
17. The seventeenth time, he makes a memorandum of it
18. The eighteenth time, he swears at his poverty
19. The nineteenth time, he counts his money carefully
20. The twentieth time he sees the ad, he buys the article or instructs his wife to do so.

The above was written by one Thomas Smith in London back in 1885 - and it still rings true in today's marketing world.