

Monthly Musings



courtesy of Fletcher Consulting

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SMART COMMUNICATIONS:

Why Donald Trump won

Being the news is more powerful than **advertising** inside the newscast. And **disruption** can be more powerful than traditional messaging.

These two elements helped elevate Donald Trump to become our President-Elect.

Public Relations is extremely powerful because you become a newsmaker rather than someone buying a commercial inside the 10:00 p.m. newscast or advertising in the newspaper or on radio. One old saying states that "If advertising gets you 10 miles to the gallon, PR will get you 30."

BEING the news is more powerful than **advertising** inside...

"If advertising gets you 10 mpg, PR will get you 30"

Forbes Magazine pinpointed Trump's strategies very succinctly:

- **Donald Trump is a bona fide celebrity.** Love him or hate him, everyone knows who he is. That makes him a front page star and a lead story in any newscast.
- **He told it like it is.** Rather than participate in the political double-speak we expect from candidates, he spoke his mind, and very directly. Whether or not you agreed with him, you knew where he stood.
- **He took on all critics.** From his 16 primary opponents to Megyn Kelly on Fox News and President Obama, he attacked with barrels blazing.
- **He stayed on offense.** He knows a winner controls the agenda so he attacked and attacked and attacked his opponents.
- **He is a true "outsider."** He recognized that Americans do not trust most politicians at the national level. He capitalized upon this "outsider" status so we could see him as one of us. His strategists successfully believed in "letting Trump be himself."

DISRUPTION even changes the actual game being contested.

Disruption changes the rules of the game. Disruption even changes the actual game being contested. The points below all confirm that Donald Trump changed the narrative.

- **Donald Trump refused to be a polite and traditional**

debate participant. He interrupted his opponents during their dedicated time and changed the direction of the conversation.

- **His spontaneous antics threw his opponents off their game** because he approached them from so many

different fronts. He forced his opponents to prepare for their own presentation as well as any surprise attack he might make.

- **He crafted genuinely unique messages** that differed from what we the public, as well as the news media and other candidates, anticipated.

- **He dominated a medium that is a traditional weakness** for Conservatives: Social Media. He was relentless with his ongoing Twitter messages.



Photo Credit

The lesson we learn from disruption is not so much to be loud and rude, although that did work for Donald Trump. Our takeaway is that being unpredictable, spontaneous and passionate can establish a unique presence that sets us apart.

Donald Trump photo credit: BBC.com

SMART PROMOTION:

Mattress Mack bets, loses \$10 million on election

Jim "Mattress Mack" McIngvale **lost \$10 million** and is thoroughly delighted with his "losing" gamble.

Or **WAS IT** a losing proposition? Please meet the 2016 reincarnation of P.T. Barnum!

Mattress Mack is the most brilliant promoter and showman that I know. He is without equal in his willingness to draw attention to Gallery Furniture's two locations in Houston. So it was no surprise when he made this offer last May:

John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

Spend at least \$2,000 in bedding and/or furniture and select a presidential candidate's party. If the party you pick wins this coming November 2016, you have the option to receive a 100% refund on your furniture/mattress set purchase (**making it FREE**), or 150% of your purchase price value in the form of a Gallery Furniture gift certificate to use toward your next purchase.



When Donald Trump won the presidential election, Mattress Mack owed \$10 million in refunds split among 4,200 customers. Here's the best news: **Mack is smiling all the way to the bank!** He is even throwing a party on December 11 to celebrate his winners!

This was not his first promotional incident to attract customers. Consider that he:

- [Paid \\$7 million](#) when the Seattle Seahawks won the 2014 Super Bowl. Customers had to spend \$6,000 in new furniture and choose the underdog Seahawks to win.
- [Paid \\$4.2 million](#) in 2015 when the Houston Astros won at least 63 games (they had endured three consecutive 100-loss seasons). The number 63 celebrated Mack's 63rd birthday and the first 500 customers to spend \$6,300 on furniture were eligible.
- [Bet that all furniture purchases of \\$7,000](#) or more would be free if the price of oil reached \$85 per barrel on December 31, 2015. Oil did not, so he won the bet.

You may be asking, **"How on earth could anyone afford to take such risks as these?"** A quick review of the numbers reveals this is quite a brilliant campaign.

1. Gallery Furniture is no longer competing on price because this offer provides adventure and the offer of something **TOTALLY FREE** – an offer not available from any other furniture retailer.
2. These sales events draw far larger sales (and profits) than any other retailer does with their own sale of the month.
3. While other large retailers are advertising heavily, Mattress Mack is receiving free news media coverage worth millions of dollars, promoting Gallery Furniture as a fun place to shop.



Mack is receiving free news media coverage worth millions of dollars, promoting Gallery Furniture as a fun place to shop.

4. These winners become extremely loyal customers and living ambassadors for Gallery Furniture.
5. Notice the "OR" proposition, which is quite compelling: "or 150% of your purchase price value in the form of a Gallery Furniture gift certificate." Past experience has proven to Mack that a significant

number of customers will accept the 150% offer, spending not only THAT certificate's amount, but substantially **MORE** because they feel they are getting something free.

"A lot of the Rs hedged and put down D saying that they would be happy the night of the election," Mattress Mack said. Those that picked D for a Democratic win spent about \$13 million while the R for a Republican victory has generated \$10 million for winning customers. Mack adds, "For some, getting an extra financial windfall that close to the holidays should be a blessing." Now THAT... is brilliant marketing.

Congratulations!

To my client **Dalworth Group**, which consists of Dalworth Clean, Dalworth Restoration and their affiliated companies. I was honored to assist with their winning nomination that resulted in them being named **Texas Family Business of the Year** by Baylor University's Institute for Family Business.

THE Tiebreaker

Get Over It!

To those among us whose candidates lost on election day, I take this quote from a song by the Eagles: *Get Over It!* The first chorus sums my feelings up very well:

*Get over it,
Get over it;
All this whinin' and cryin' and pitchin' a fit;
Get over it, get over it!*

They might also learn a lesson by how Dallas Cowboys quarterback Tony Romo handled his demotion to back-up: With grace. He may have pushed for an opportunity to compete in private, but showed he was the consummate team player in public.

I am a conservative and I respect the electoral process as it has been established by Congress.

My candidate lost in 2008 and I did not throw a fit. Following the lead of the Eagles, I got over it. Same thing in 2012. While I disagreed greatly with President Obama's policies, I laid claim to being an American citizen and hoping my kind of change would arrive in 2016.

It strikes me as odd that so many within the losing presidential candidate's party were insisting on a peaceful transition of power – but now we discover that message was in effect *only if their candidate prevailed*.

Now we are treated to an entirely different response than what happened following the past two elections, when there were no major protests or calls of "Not My President" as we have today.

Liberal (or Progressive) or Conservative. Democrat or Republican. Employee or Employer. Things will often go your way and there will be days when they do not. Glenn Fry and Don Henley were on-target with their challenge to us:

*All this whinin' and cryin' and pitchin' a fit;
Get over it, get over it!*

And God Bless America.

