



HOW TO GET WHAT YOU WANT?

A marketing guru was teaching a room full of eager entrepreneurs. He said, “If you were opening a hamburger stand, what’s the most important thing you’d need to succeed?”

Of course, since it was a marketing class, a student replied, “Great marketing.” But the guru merely smiled and said nothing. So the other students chimed in with their answers: “A competitive price.” “A good location.” “A great hamburger.”

The guru said, “Those things are good, but if I can have just one thing, my hamburger stand will beat yours.” The guru paused for effect. The students listened intently. You could have heard the proverbial pin drop. Finally, a student cried out, “What is it?”

The guru replied: “A hungry crowd.”

Everyone smiled. Everyone agreed. Nothing was more important - not marketing, price, location, or quality. A hungry crowd was the most important thing a hamburger stand could have.

- The first time a man looks at an advertisement, he does not see it.
- The second time, he does not notice it.
- The third time, he is conscious of its existence.
- The fourth time, he faintly remembers having seen it before.
- The fifth time, he reads it.
- The sixth time, he turns up his nose at it.
- The seventh time, he reads it through and says, “Oh, brother!”
- The eighth time, he says, “Here’s that confounded thing again!”
- The ninth time, he wonders if it amounts to anything.
- The tenth time, he will ask his neighbor if he’s tried it.
- The eleventh time, he wonders how advertisers make it pay.
- The twelfth time, he thinks it must be a good thing.
- The thirteenth time, he thinks perhaps it might be worth something.
- The fourteenth time, he remembers that he’s wanted such a thing for a long time.
- The fifteenth time, he is tantalized because he cannot afford to buy it.
- The sixteenth time, he thinks he will buy it someday.
- The seventeenth time, he makes a memorandum of it.
- The eighteenth time, he swears at his poverty.
- The nineteenth time, he counts his money carefully.
- The twentieth time . . . he buys it.
- And then he begins telling his friend what a wonderful thing he’s acquired.

Do you want people to agree with you? Do you want people to be hungry for what you want? Then you need to sell the benefits of what you want with the kind of overwhelming repetition described above.