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Thirteen Virtues of Meaningful Marketing

1. *Learn*: Every week become quantifiably smarter regarding your customers and your vocational craft.
2. *Pioneer*: Lead your marketplace and leave copying to those without the brains or courage to be original.
3. *Overtness*: Let a customer say no because what you offer doesn't apply to them. But never let a customer say no because they don't understand what overt benefit you're offering them.
4. *Clarity*: Strive for self-evident clarity in all communications.
5. *Focus*: Eliminate the irrelevant.
6. *Credibility*: Continuously enhance customer trust in you, your company, and your brand.
7. *Authenticity*: Communicate with honesty and integrity.
8. *Demonstrate*: Let your product, service or idea talk for itself.
9. *Persistence*: Never, ever, ever give up when you are pursuing the right thing in the right way.
10. *Measurement*: Quantify goals and systems.
11. *Service*: Dedicate yourself to serving the genuine needs of your customers.
12. *Write*: Use the written word to define and refine your thinking. Truths 1 to 100 show the power of putting facts and ideas on paper.
13. *Courage*: Be bold. Be brave. Leave a legacy.

(Meaningful Marketing by Doug Hall, Brain Brew Books, 2003)