

Think TWO PRODUCTS Ahead

Secrets the Big Advertising Agencies

Don't Want You to Know and

Bigger Profits

How to Use Them for

Foreword by Mark Joyner | Afterword by Dave Lakhani

Ben Mack

Praise for *Think Two Products Ahead*

“Creating loyalty beyond reason and moving from irreplaceable to irresistible is job #1 for all marketers today. Ben’s book will help you get there.”

—**Kevin Roberts**, CEO, Saatchi &
Saatchi Worldwide

“Ben will teach you how to turn every first sale into residual streams of income with products and services that literally compel a second, third, and fourth purchase. If you have a Millionaire Mind you’ve just chosen to buy this book.”

—**T. Harv Eker**, Author of the *New York Times* #1 Best Seller *Secrets of the Millionaire Mind*

“Wow! It’s good. I could write 156 pages of praise for your insight and writing ability, but I have to tackle updating 356 pages of *Guerrilla Marketing* so I kept it terse.”

—**Jay Conrad Levinson**, Author of *Guerrilla Marketing*

“I call Ben whenever I have a question about branding and he makes everything clear and even easy and obvious. *Think Two Products Ahead* is like talking with Ben because every chapter gives you newfound clarity and you see how easy and profitable branding really should be.”

—**David Doyle**, Vice President,
Program Development,
Animal Planet

“For a guy like me who used to absolutely, positively hate branding, this book is a revelation. Finally, a clear-cut confessional from someone who has actually worked in the deep carpets with the guys and guyettes in the designer suits. But Ben generously goes beyond the Wizard of Oz exposé (that takes down the scam Madison Avenue and its provincial cousins have been running on businesses for years) and tells you what’s good about branding, and how you can cash in on it for your business. I mean exactly, step-by-step. If you are in business and you have anything to do with marketing, you need this book.”

—**David Garfinkel**, Author of
*Advertising Headlines That Make
You Rich*

Praise for Ben Mack’s previous book *Poker Without Cards*

“As a result of this book, Ben will never work in advertising again.”

—**Douglas Rushkoff**, Author of
Coercion and Media Virus!

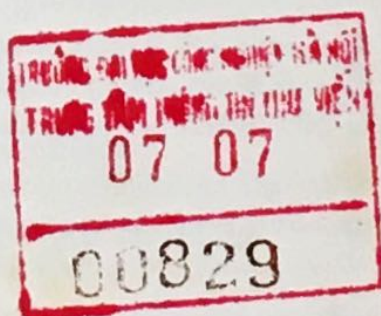
“*Poker Without Cards* reveals the hard-to-swallow truth that one cannot know reality until one understands memetics and poker. Is the world ready for such a revelation?”

—**Richard Brodie**, Author of *Virus of the Mind: The New Science of the Meme*; Computer programmer who wrote the original MS Word

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Foreword

Branding is simultaneously everything that is wrong with two distinctly different marketing worlds: the Direct Marketing (DM) world and Madison Avenue.

Direct Marketing cares very little for branding. The inhabitants of this world are almost purely focused on “right now money” and as such do very little to build long-term “brand equity” in anything they do. Yes, sometimes Direct Marketers build a healthy second-glass profit stream (the ones that last do), but in general, once the direct marketing stops, so do the profits.

Madison Avenue at times focuses almost exclusively on branding, forsaking “right now profits” completely. In fact, branding becomes an excuse for failed marketing campaigns.

Advertiser: “Hey, this campaign had a negative return on investment.”

Account Rep: “Don’t worry—there was a branding effect.”

It’s exactly that conversation with the less scrupulous advertising account reps that has caused Direct Marketers to spout the word branding like a swear word: “Branding!?” And that fairly well sums up the main difference between these two worlds of marketing.