



MINORITY SUCCESS STORIES

NEWSLETTER

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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WHO MOVED MY TARGET?

by Nelson Davis
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In his novel *The Leopard*, Giuseppe di Lampedusa wrote one of the most useful business lessons ever with just one line. He said, "Things must change if they are to remain the same." Just like individuals, companies don't welcome or adjust to change very well. The best selling business book "Who Moved My Cheese?" with over 18 million copies in print has another important lesson for us all. The book is a fable and cautionary tale about what happens to two mice when they finally have to deal with the conditions brought about by gradual but substantial change. For example, facing a series of marketing challenges in my own business during the past year has often prompted me to ask, "where are my target prospects now?"

We all suspect that our cheese is moving, but it doesn't necessarily leave a trail of crumbs to help us follow. With hindsight being 20-20, American auto manufacturers should have seen that quality foreign cars had begun to eat their lunch and were reaching for their dinner too. The big three TV networks were foolish to dismiss the early threat from cable networks. And most recently record companies were attempting to hold back the dawn by filing lawsuits against peer to peer file sharing over the internet.

Since my company is in the business of TV and video production for advertising and marketing purposes, I thought that time spent observing some of America's largest marketers and advertising agencies would yield important lessons for me and other small business owners. Since they are

always measuring audiences and creating messages, they must know the smart techniques about following the moves of target audiences and consumers—in other words, the cheese. Surprise! They seem to be wrapped up in the chaos and denial that the previously mentioned industries faced years ago. Radio is now available via satellite as a subscription service. Now there are hundreds of available TV channels and digital recorders like Tivo allow viewers to blow right past expensive advertising spots. They all are battling with the biggest ratings service (Nielsen) about how to measure their audiences. Networks and ad agencies were recently left to ask where did all those young male TV watchers go anyway. So what is the lesson in this for us when the cheese is migrating?

Referring to the free marketplace as a place of uncertainty, Karl Marx (& Engels) wrote that it is a place where "all fixed, fast frozen relations, with their train of ancient and venerable prejudices and opinions, are swept away." Thinking that just because you attract a crowd, that you've found the desired buyers or that one size fits all doesn't work anymore. Smart marketing decisions can't always be made in a conference room or behind a desk. You have to be much closer to your "cheese" to really know where it is going. Traditional media has been cut into such small slivers and it may take some hard work and digging to assemble enough slivers to have an effective plan. What you did just five years ago may now only be useful as history. "Things must change....."

Author Lou Schuler says, "Things

INSIDE THIS ISSUE:

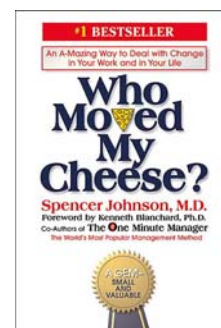
<i>Bits N' Bites</i>	Page 2
<i>Hand to Hand Marketing</i>	Page 2
<i>Secrets of Success</i>	Page 3
<i>Farewell to a Friend</i>	Page 3
<i>What's Coming Up On 'MAKING IT!'</i>	Page 3
<i>Calendar of Events</i>	Page 4

THE MAKING IT!™ DIGEST

MAKING IT!™ compiles news and information for and about small business from various sources into one place!

The 'MAKING IT!' Newsletter can now be seen online & downloaded at www.MakingItTV.com

change. They always have changed and always will change. And while there "is no single way to deal with change, the consequence of pretending change won't happen is always the same: The cheese runs out."



Inspired by the Book: *Who Moved My Cheese?* By: Dr. Spencer Johnson

15 YEARS OF



BITS N' BITES

NEW KTLA GENERAL MANAGER



Congratulation to **Vincent (Vinnie) Malcolm** on his promotion to vice president/general manager for KTLA in March 2004.

Malcolm previously served as station manager, local sales manager and general sales manager. Before Malcolm came to KTLA he was an account executive at KCAL-TV and KIIIS-FM. Malcolm started his career at Grey Advertising in New York.

Born in Jamaica, Malcolm's community involvement includes board positions with the California Broadcast Association, Junior Achievement and the Minority Assistance Training Program.

EMMETT MILLER Co-Host

In Larry McCormick's absence, **Emmett Miller** has joined Lynette Romero to complete the Making It! host team. He is regularly seen as co-anchor of the Emmy Award-winning "KTLA Morning News: First Edition."

Miller previously held anchor/reporter duties with Fox, CBS, NBC, KRUZ-TV, and was news director at KPIG. Miller's national credits include reporting for "Earthbeat," on TBS and co-host of the syndicated "Strange Universe."

In 2002, Miller received his Emmy Award for Best Regularly Scheduled Daily News as part of the "KTLA Morning News: First Edition" team. Other awards include the Jackson AP Award and a children's broadcasting award from the Illinois Broadcasters Association.



A former board member of the YMCA in Chicago, Miller is interested in children's welfare issues. In his spare time you can find him at the beach catching a wave or strumming his guitar.

HAND TO HAND MARKETING

by Crystal Murphy & Howard Lim

Let's face it. Small businesses, especially in their infancy, often don't have the resources to produce fancy advertising and marketing materials. Inspired by military references to "hand to hand combat" we've come up with some ideas that may help. There are numerous ways to get your business identity into the minds of customers and prospects. Guerilla marketing, or "hand to hand" marketing, are ways to connect with potential consumers using unconventional tactics. The following methods are efficient and cost effective:

Taking it to the Streets: Street Marketing. In the music industry, various record labels have street teams to promote an album. They go anywhere their target market is and give away promotional items. You could do something similar. Assemble a group of friends/family to post signs and posters. Stand in front of places and hand out fliers. Be an assertive marketer, but allow your potential customers to be eased into the message. (Cost: materials and dinner for your street team.)

Inquiring Minds Want to Know: Talk to People. Going out to the public and talking to people sounds easy enough, but most don't realize its value. This is how you find out what people want. Go to a popular park, shopping area, even a farmer's market. Find your target's preferences and desires. Pay attention to what they say. You could even hand out a survey, a more organized approach. (Investment: time, pen and notepad.)

Leave Them Wanting More: Provide samples. You see this all the time in grocery stores and in shopping malls. If you want to advertise to the masses, set up a booth at a festival, and offer your product for potential consumers to sample. A service might be a bit more difficult to pass out on a tray like cookies but you can offer a free consultation or display a sample of your work. (Higher cost but highly targeted.)

"I Went to This Guy for...": When trying to expand your customer base, referrals are always an excellent tool to use. Many places reward referrals with discount coupons or even cash. But there are many creative ways to do this. If a customer refers your product or service to a friend, give them a gift certificate for a free lunch at a local restaurant. Or offer a handsome reward to the person who brings in the most referrals. Not only does this bring in new customers, but this also draws the regulars back to your business. (Price: You only pay when you see results.)

Dot Com-munications: Use the Internet. Participating in online forums, blogs, and newsgroups is an effective way to use the internet as a marketing tool. But don't simply advertise (many online forums forbid that). Mention your product and motivate people to ask questions about it. Then refer them to your e-mail address or website in your signature. (Participation is virtually free.)

Strategically planning how to use your limited resources is the key. When conventional marketing is out of reach, think outside the box.

WHAT'S COMING UP ON 'MAKING IT!'

Some of our best, most popular shows.

10/10/2004: HOW TO START A BUSINESS

Entrepreneur **Yvonne Thompson** was a 14-year veteran at the National Captioning Institute when she decided to start her own company, PRECISION CAPTIONING. She immersed herself in research to prepare for the new experience which she calls the most rewarding and challenging of her life. Yvonne opened her doors for business just a year ago and the whole experience is very fresh in her mind. She recounted the specifics of establishing her new firm, including:



- The preparation
- The money
- The risks
- The struggles
- The rewards and triumphs

ALSO EXPERT ADVICE FROM ENTREPRENEURS REGARDING:

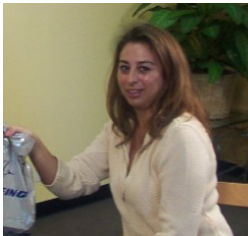
- The first steps toward creating a new business
- How to write a winning business plan
- Grass roots marketing ideas
- Where to get the money for a startup
- What does it take to succeed

10/31/2004: SURVIVING AFTER THE DOT COM BUST

Ken Kikkawa and his business partner, **Seth Greenberg**, worked for the original **EHOBBIES.COM** during the dot-com boom a few years ago. The company sells hobby items such as radio-controlled cars and various other toys. But when the dot-com balloon went bust, eHobbies.com suffered. Knowing that they could make the business work on a smaller scale, Ken and Seth pooled their funds and purchased eHobbies assets in 2001.



While working as an engineer at a computer company, **Sylvia Flores** knew in her heart that she wanted to be an entrepreneur. But she wanted to do more than own her own business. She wanted Latino businesses to gain an Internet presence and she wanted to help contribute to their success. Incorporating these ideas into her business plan, she created **CLICK2LATINO.COM**, a dot-com business that services the Latino market with online e-tools, business tools and solutions to a diverse clientele.



LARRY McCORMICK 1933-2004



At Making It!, we mourn the loss of our friend and program co-host **Larry McCormick**. It was the summer of 1988 when he consented to host a pilot of the show with Minerva Perez after hearing only a brief outline of the idea. When the weekly series went on the air in March of 1989, he was there and became an icon of the show in over 425 episodes. Larry was a caring and involved professional who brought special qualities to everything he did. We will all miss his wonderful spirit.

CUT OUT FOR YOUR FRIDGE!



"I believe that the man who works hardest deserves to win. When it's pouring rain and you ride for six hours with no one on the side of the road cheering or booing, that's why you get nights like tonight. What are you doing on Christmas day? Riding. It's total and complete commitment"

-Lance Armstrong, after winning the Tour de France a record 6 consecutive times

"Wars begin when you will, but they do not end when you please."

-Niccolo Machiavelli, 1469-1527

Build your 'MAKING IT!' video library at www.MakingItTV.com



CALENDAR OF EVENTS

For a complete calendar listing, visit our website at
www.MakingItTV.com

SMALL BUSINESS CONFERENCE & VENDOR FAIR 2004, ORANGE COUNTY TRANSPORTATION AUTHORITY

Where: Anaheim, CA (Disneyland, Grand Ballroom)
Date: September 17, 2004
Contact: octavendorfair@octa.net or 714-557-5340

'READY, SET, GROW ENTREPRENEURS' 8TH ANNUAL NAWBO UNIVERSITY, UCLA ANDERSON GRADUATE SCHOOL OF MANAGEMENT

Where: Los Angeles, CA (Wilshire Grand Hotel)
Date: September 23, 2004
Contact: enterpriseinstitute4women.org or 310-226-6908

WOMEN'S SMALL BUSINESS EXPO 'DOUBLE YOUR BUSINESS, DOUBLE YOUR INCOME'

Where: Palm Springs, CA
Date: October 8-10, 2004
Contact: info@WomensSmallBusinessExpo.com, 866-Women-Biz, or 31-337-1430

WEST COAST FRANCHISE EXPO

Where: Los Angeles, CA (Convention Center)
Date: October 15-17, 2004
Contact: www.franchise.org

'MAKING IT!' is California's #1 Small Business TV Show

Where can you see 'MAKING IT!' in your area?

LOS ANGELES

KTLA - Ch. 5
Sundays 6:30 am

SAN DIEGO

KSWB - Ch. 5
Sundays 5:30 am

SACRAMENTO

KSPX - Ch. 29
Saturdays 6:30 am

SAN FRANCISCO

KKPX - Ch. 16
Saturdays 6:30 am



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- **AMERICAN HONDA**
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- **HILTON HOTELS**
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Lecia Van Horn

Segment Producer

Joanna Gonzales

Segment Producer

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ADDRESS CORRECTION REQUESTED

15 YEARS OF

