

Marketing Personality / the 10 new rules of marketing /

A Book Proposal by Rohit Bhargava

The Book Concept:

Everyone knows blogs and social media are a hot topic right now, with dozens of books coming out in the past year about why to blog, how to blog, and how to use blogging to sell your product or service to the world. *This is not another blogging book.*

The underlying trend that the rise of blogging represents has to do with the importance of personality. Social media, the Internet and blogs are putting personalities front and center. Your customers are expecting to get to know you and interact with you more transparently. If good marketing is storytelling, then marketing personality helps you give an identity to the storyteller. But many organizations (and individuals) have spent years perfecting their techniques for hiding their personality behind carefully scripted disclaimers for the big, or pretending to be big for the small. In both cases, personalities are being lost. Yet personality remains a key factor in how consumers select brands to be passionate about, and products to buy. Personality is what makes great brands stand out.

This book offers a guide for businesspeople, entrepreneurs, marketers and anyone interested in finding more authenticity in marketing to understand the value of having a *real* voice and using something that organizations might be more accustomed to burying ... their personality.

Chapter Outline:

1. Intro: Death of the Faceless Corporation
2. Finding your marketing personality
 - A guide to examining your organization and checklist for identifying your marketing personality
3. Crafting your story
 - The importance of messaging and creating a story and brand identity that people can connect with
4. To blog or not to blog?
 - How should you communicate your personality – though blogs, wikis, ads, other materials?
5. Overcoming the personality killers
 - How lawyers, bosses or you yourself might be killing your personality and how to stop
6. Dealing with mistakes
 - Mistakes and crisis often offer the best opportunities to demonstrate marketing personality – these are examples
7. Living your marketing personality
 - Moving forward with your marketing personality and how to implement it in everything you do
8. More Stories
 - A collection of case studies and stories, as well as additional ideas of stories cited in the book