

SUBJECT: Ice cream cone marketing

I can't personally eat an ice cream cone because of my crohn's disease.

But I really wanted one yesterday...

Why?

Because every Tom, Dick, and Vlad was eating one yesterday in Zadar, Croatia.

There's an important lesson to be learned here.

Why are so many people eating ice cream cones?

1. Sugar is addictive and delicious.
2. It's hot outside and it cools you down.
3. **Everyone eating a cone is a walking billboard for the ice cream business.**

That's the part I want to talk to you about...

Think about it. People who get ice cream in a cup tend to sit down to eat because they can't use both hands to eat AND walk at the same time.

But people who get a cone of ice cream can casually eat it with one hand while they walk to their next destination.

You watch them lick each tasty drop. You look at the smile on their face as they swallow sweet sugar cocaine.

You imagine what it would be like if you had ice cream. What flavor you would get. How many scoops.

Most people give in. They get some gelato and enjoy the glory that is sugar for 5 minutes...until they crash 30 minutes later.

But the marketing lesson is clear.

How can you create walking billboards for your product? How do you get other people to promote it? How do you let other people do your marketing for you?

First off you create a great product and get people to use it.

The next part depends on the type of product.

If its a physical good you make your product visible to the public. For example, with Fixt Water we made a good logo for the water bottles and put our motto on it. "Give clean water. Get clean water." To get people to ask about it.

If it's not a physical good you can incentivize people to share. I did this with Fixt as well.

I recorded a simple 1 minute video talking about how they could earn money by posting about their new pitcher. **We added \$3k PER DAY in sales from that little video that I recorded with my iPhone on a kitchen table.**

I'm gonna share how I did it in The Unit.

You can join now to see it.

Ian "Who else is craving ice cream" Stanley