



By Richard D. Czerniawski

MATTER MORE

This Marketing Matters issue is a special shout out to thank all of you who have purchased my latest book, **AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing**, launched yesterday. I must have the luck of the Irish and, more importantly, marketers who are interested in what I have to share to help make their marketing matter more. Thanks to each of you who purchased the book, it achieved the number-1 sales rank in three Amazon categories: Industrial (Business to Business) Marketing, Product Management, and Global Marketing. **THANK YOU!**

AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing Kindle Edition

by Richard Czerniawski (Author)

#1 New Release in Global Marketing

Regardless of the productivity of your marketing, my sincere hope is that this book will help you take it to the next level.

Please take a moment to leave a review online. Your review is important to me and helps to extend its reach, my voice, to more marketers. It's high time we do all we can to enhance marketing's relevance, reputation, and rightful place in the corporation in creating brand loyalty.

For those of you who have not yet ordered, I'd invite you to learn more about the book here: <http://bdn-intl.com/order-avoiding-critical-marketing-errors> The book not only exposes critical marketing errors that sabotage marketing effectiveness but shares fixes with proven principles, best practices, and quality processes.

A CALL TO ACTION – MATTER MORE TO MINIMIZE THE SPREAD OF THE CORONAVIRUS

One of the elements of effective brand communications is the "call to action." The call may be explicit—as in "do this now!" Or, it may be implicit as it compels you to take action without directly exhorting you to do so.

The coronavirus is affecting virtually every aspect of our lives. Many of you may be reading this musing in your home as businesses around the world are encouraging their employees to work from

home. The purpose is to help flatten out and hopefully reduce the spread of the virus. In turn, it will serve NOT to overtax our health care system so that it may serve those people stricken with the disease most in need of treatment and save their lives.

While schools and businesses close to protect us from the disease, we find ourselves at home. It's not the time to go out and socialize. It's the time for self-quarantine. It's practicing social distancing, one of the most effective ways of reducing the spread of the coronavirus and, thereby, allowing our healthcare system to save lives, particularly those most vulnerable such as a grandparent or someone whose immune system or health is compromised. By staying home, you are helping save yourself from potential suffering and others from suffering, or worse yet, succumbing to the disease.

My friend, Dave Bryla, Chief Executive Officer, WasteZone, sent me the following explicit call to action to dealing with the coronavirus:

**Your grandparents
were called to war.
You're being called
to sit on your
couch. You can do
this.**

Yes, we can make this small sacrifice of social distancing to help get us through this health crisis sooner, make it more manageable, and save lives. The life you help save could be my mother's or yours.

Let's be smart about it. Please stay indoors, spend quality time with family, give yourself time to think, express gratitude for your many blessings, and do your part. You, we, can do it! Stay safe and well—all of you.

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