

## Tom's Two Cents:



### Education & Innovation

I consider myself an avid reader, covering nearly one hundred books a year, along with hundreds of articles across dozens of industries and topics. Why do I do this? Because there is no value in reinventing the wheel! Why re-develop something that has already been done? Instead, focus on evaluating and combining the discoveries of others to create new innovations.

The purpose here is not to illustrate any special skill I have, but to inspire and motivate you to do the same. On my website you can find reviews and links to incredible titles for advancing your business and personal life. Reading engages the mind, encourages new knowledge connections and enables unprecedented forward action. In addition, the more you read, the faster you learn to read, and the more information you will be able to assimilate and apply.

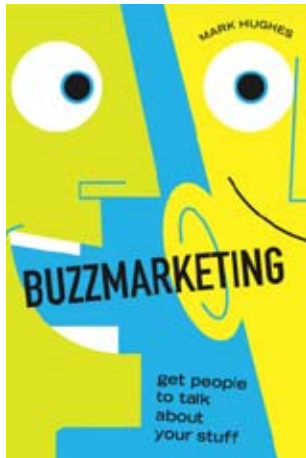
TODAY: Go to the book review section of my website, find a title that interests you, and buy it from any number of online book stores. Some are available as e-books, meaning you can immediately purchase, download and start reading right now.

“An investment in knowledge pays the best interest.”

-Benjamin Franklin

## About Strategic Planet

Our Mission is Simple: we create wealth for our customers. Strategic Planet helps you achieve sensational success through the power of compelling design and innovation consulting. We teach and provide compelling principles, methods and systems focused on continual innovation and simplification to maximize your success.



## Book Review:

### BuzzMarketing

by Mark Hughes  
Review by Derek Walker, MBA

All of the big guys (Coke, Johnson & Johnson, etc.) have been slowly pulling out of television, and other forms of traditional advertising. The following was posted on buzzmarketing.com:

“In the ten years starting in 1994, AmEx’s TV ad spending plummeted from 80% of its total advertising budget to 35%.” -Los Angeles Times

Allstate slashed its upfront spending to \$10 million from \$70 million two years ago. -Wall Street Journal

Coca-Cola announced that it plans not to make any purchases during the TV upfront ad buying period. Yesterday Johnson & Johnson also announced plans to skip this year’s TV upfront. Coke and J&J’s move to sit out the TV upfront also reflects major advertising shifting their ad budgets away from network TV because of the changing media habits of consumers. -AdAge

78% of the top 133 marketers feel the potency of their television advertising has declined in the last two years. -ANA/Forrester Research Study

Buzzmarketing is a very inexpensive way to get noticed in a big way. Examples include Half.com’s idea to change the name of Halfway, Oregon to half.com, Oregon. It started a media frenzy, and was beneficial to both half.com and the town. Another example is IBM’s campaign to support Linux development. IBM spray-painted city sidewalks with it’s message. It got them into some trouble, but it definitely got them some buzz!

Buzzmarketing works off of a few simple concepts. Hughes outlines what he calls the 6 buttons of buzz marketing in his book.

## Cool Website of the Month

<http://www.Wikipedia.org>

### Why it’s cool:

Knowledge is power, and Wikipedia is the world’s largest encyclopedia that is constantly edited and updated by it’s readers.



# 15 Crazy Ways People Make Money in Today's Economy

*Continued from May 2008*

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## 7. LuckyWishbone

(<http://www.luckybreakwishbone.com/>)

This has to rank as one of the craziest of all time ideas. Why wait around for thanksgiving when you could get a wishbone whenever you feel like it? This company manufacturers and sells plastic wishbones. They are producing 30,000 of them a month and sales have exceeded one million dollars.

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## 8. Steve Pavlina

(<http://www.stevpavlina.com/>)

This guy uses his blog to write about life hacks and by all accounts he makes a ton of money doing it. He covers everything under the sun from personal development to astral projection. He makes at least \$300 a day for a few minutes of work.

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## 9. Hungry Pod

(<http://www.hungrypod.com/>)

Catherine Keane decided to make a business out of loading music on people's iPod's and it has paid off big time. She's making more than \$100k a year, after helping out a friend and realizing the kind of market that was out there.

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## 10. Antenna Balls

(<http://www.antennaballs.com/>)

You know those little things you see on the top of car's antennas? Jack Wall turned this into a multi-million dollar industry by selling them online.

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## 11. The Laser Monks

(<http://www.lasermonks.com/>)

These guys really saw an opportunity and turned it to their advantage. Print cartridges are expensive and old ones clutter up the environment. Refills are cheaper and help reduce pollution. Viola! They made more than \$2 million in 2005.

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## 12. I Do Now I Don't

(<http://www.idonowidont.com/>)

Joshua Opperman got stuck holding the bag, a very expensive one, after his financee returned her engagement ring. Stuck with a ring that he couldn't get the value back on he started a service online for everyone in this situation. He now runs a very successful home business.

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## 13. SantaMail

(<http://www.santamail.org/>)

Ok, this one takes advantage of little kids, but you got to hand it to Byron Reese for making millions off of this idea. Parents send him ten bucks and he writes their kids as "Santa."

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## 14. Amazing Butterflies

(<http://www.amazingbutterflies.com/>)

Selling butterflies and making millions? Doesn't seem conceivable, but Jose Muniz has managed to pull it off. You can get your very own live butterfly from Jose, who started the business on a bet. I guess it paid off.

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## 15. FitDeck

(<http://www.fitdeck.com/>)

Playing cards with an exercise theme. Never work, right? Well, Phil Black made \$4.7 million off of this little idea. His cards all feature fitness workout vignettes from his personal experience as a Navy SEAL and a trainer. They sell for \$18.95 a pack and obviously, people are interested.

<http://www.businesspundit.com>