

Chapter Twelve – Excerpt

Chapter 12 – The Orchid Element

Creating Irresistibility

“Customers buy for their reasons, not yours.” Orvel Ray Wilson

“If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think.”

David Ogilvy

“People don't want to be ‘marketed TO’; they want to be “communicated WITH.”

Flint McGlaughlin

As we walked through the shadowy forest floor with flashes of sunlight peaking through the tree tops courtesy of the occasional breeze creating a fleeting opening, our eyes on occasion would be riveted upon a bold, bright, stunningly beautiful orchid or flower. You would be walking along drinking in the oxygen rich air and then WHAM! there it was – this stand alone flower dangling like a temptress from a tree beckoning birds and bees alike to partake of her succulent pollen. Who could resist? I certainly don’t eat pollen but yet I found myself trekking over fallen trees and other organic matter to get close enough to capture the beauty on film so I could share its charm with others. This wasn’t

so much a chance occurrence as it was a carefully crafted script playing out along my pathway. I wasn't the intended audience but ignoring its presence was like ignoring my wife's homemade Southern Pecan Pie. There is no good reason to do that!

Dr Fortunato explained that some of the trees we were looking at had no leaves because it was the dry season and when resources are scarce, some trees drop all their leaves just to produce the flowers. As I mentioned earlier, she told me it was for marketing purposes. The trees had to produce flowers to attract pollinators so there would be fruit or seeds to be passed on and reproduce future generations of the same kind of tree. The lesson I got from that is when resources are scarce, you might have to cut back in many areas, but be sure to get your sales and marketing efforts out or there will be no next generation.

Noticing how compelling orchids and tropical flowers are, I was eager to get home and begin extensive research on what makes a flower the best form of marketing as opposed to a leaf or a stem or something else altogether. The first thing I uncovered are what I call the seven constants that are true of all orchids. The seven constants are aptly true in marketing and should always be taken into consideration when planning a marketing campaign.