Overcoming the “Ready, Fire, Aim” Syndrome

By Geoffery Moore

There’s an ad agency in Connecticut with an antique cannon in their lobby. Hanging on the barrel is a sign that says, “Ready, Fire, Aim!”

It’s true. When it comes to marketing, businesses often shoot first and ask questions later.

When business is good, they don’t have time to think about marketing. But when business slows down, it hits them like a heart attack: “We need sales, we need leads, and we need them now!” So there’s a tendency to grab the first advertising idea that comes along, pull the trigger….and shoot themselves in the foot.

Some businesses even do The Reload. They shoot themselves in one foot, then reload and shoot themselves in the other foot! That’s not strategic marketing—it’s marketing roulette!

Here’s the point. The time to think about marketing is before you have an immediate need for marketing. That’s when you should be asking the tough questions: What are we trying to accomplish with marketing and what’s the best way to accomplish it? Where are our best opportunities? And how can we take advantage of them?

Think and plan ahead. It’ll help you overcome the “Ready, Fire, Aim” syndrome and develop a marketing effort that will do more than just limp along!

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