

Remember, Yours Is A Moving Target. Make Your Plan, Yet Allow For Adjustment And Refinement Along The Way. Aim. Shoot. Aim. Shoot Again.

One thing about hunting with a bow and arrow is this: after the tools are created, after you have studied your intended game, after you have practiced shooting at inanimate targets for hours on end, after you have learned to stalk quietly through any terrain, after all this, you must actually go out and shoot your arrow(s) to get a meal for your family.

Oh yes, one other thing: your target is a moving, breathing animal which is remarkably intelligent, greatly skilled at threat recognition in its environment, and well practiced in risk avoidance.

So, once you have quietly approached your prey in your ideal hunting ground, where you think you have all the advantages and where you think

you can not miss, you will still have to deal with a pounding heart, sweaty fingers and sunshine or dust which can get in your eye at just the wrong time. There you are, just fifteen steps away from two week's worth of meat for your family, and you better not miss. Confidence comes with lots of practice and experience. From knowing where your arrow will travel at a certain draw and in what wind. You are prepared for the likelihood that you may miss on your first attempt. Ready to string another arrow; aim, and release a second. A third if necessary. As in business, preparation is important. So is persistence, dedication, adjustment and refinement. Success comes from doing it. Again and again.

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A transparent obsidian "Shasta" variant of the Gunther arrow point, found in Modoc County of northern California in the 1960's by Pat Welch. Used in the Pacific Northwest from the Developmental until the Historic period, from 1000 to 250 years ago.

What Can Stone Arrowheads Teach Us About Points Of Sales And Targeted Marketing?



Matching red and tan jasper "Gunther Barbed" arrowheads, found in an apparent cache in Siskiyou County of northern California in 1970 by Pat Welch. This style was used in the Pacific Northwest from the Developmental until the Historic period, from 1000 to 250 years ago.

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To Hit Your Target, You Need A Plan: Prepare Your Hunting Tools. Practice Your Delivery. Understand Your Prey. Get Close Enough. Shoot Confidently.

Hunting for new business in the community where you live today is not really all that different from hunting for wild game in the wilderness of ages past.

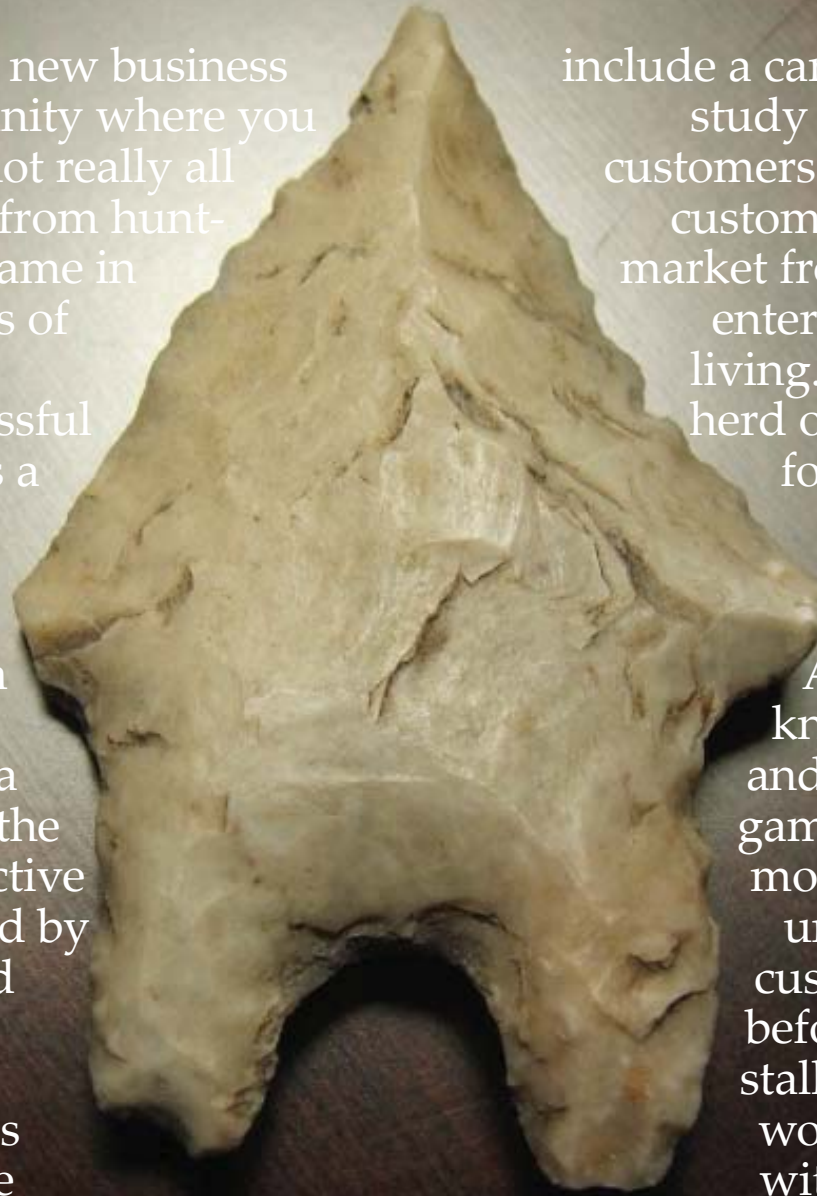
Every successful enterprise has a plan. Maybe not written out in fine detail for each participant; nevertheless, a firm grasp of the business objective is held in mind by the owner and management.

This mental structure gives purpose to the activities of the organization.

It establishes the need for tools of the trade or profession.

It gives direction to training and practice by the members or employees.

These goals and methods



include a careful and wise study of the group's customers and potential customers, the target market from whom the enterprise earns its living. This was the herd of buffalo long followed across the plains, or deer stalked in the forest.

A hunter must know the habits and haunts of his game, even as the modern business understands its customers. And, before the hunter stalks his prey, he works every day with his hunting weapons, maintaining his body, skills and tools in top condition so that all of his efforts have the best possible chance of success when he reaches the objective of the hunt. When your customer comes close, will you be ready?

A chert or flint "Jetta" dart point, found by the author in Salado, Texas, north of Austin, in 1988. This is an Early Archaic period dart point, used from 7000 to 5000 years ago in central Texas.

Sometimes, You Will Need A Whole Quiver Full Of Arrows. It May Take More Than A Single Shot To Accomplish Your Objective.

When an archer releases an arrow at his target, he completes the action by his follow through. This enables him to observe the flight of the arrow, to see it strike or miss the target, and to mentally allow for the observed effect of the wind or other obstacles as he prepares to loose another arrow at his intended prey.

In the same way, a modern business person observes the effect of his sales and marketing activities, adjusting and refining them to hit his target.

Much as an ancient hunter maintained a quiver full of arrows tipped with razor sharp stone arrowheads, ready at a moment's notice to be propelled by his bow, the successful business today utilizes the full array of sales and marketing tools.

A particular set of these business hunting tools is the e-mail "Auto-Responder" sequence of messages. These specially prepared e-mails are used to build the business relationship with an e-mail list of past customers and potential future customers. These automatic

messages are sent in a planned, scheduled order. "Auto-Responder" messages can have several different purposes: to increase customer knowledge of products and services, to promote specific sales events, to encourage newsletter participation, etc. They're an important part of the on-going, interactive conversation with your customers. They enable consistent, planned communication with your target market. That follow through is still vital to your hunt, isn't it?



Three basal: "Wailulla Gap Rectangular Stemmed" arrowheads found along the Columbia River, by John Cockrell, near Portland, Oregon, in the 1950's. Used in the Pacific Northwest from the Developmental until the Historic period, from 1000 to 250 years ago.

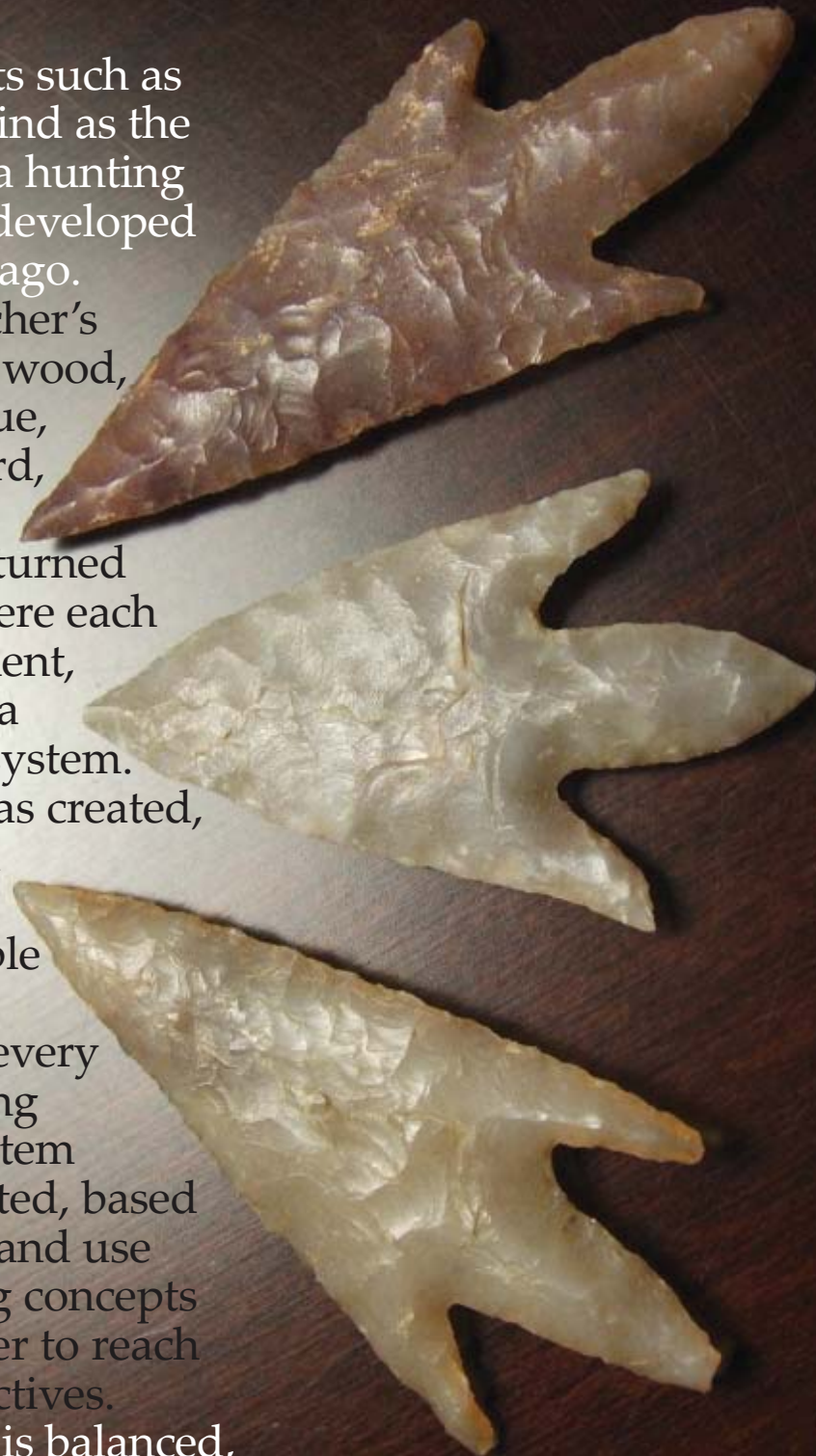
The Projectile Point Is Just One Part Of A Complex Hunting System. Each Element Was Well Thought Out And Designed For Efficiency.

Stone arrow points such as these are what we find as the remaining parts of a hunting system which was developed thousands of years ago.

The rest of the archer's tools were made of wood, leather, feathers, glue, various kinds of cord, etc. All of these organic parts have turned to dust. Yet they were each a designed component, produced to create a powerful delivery system. Each component was created, sized and weighted to work together in complete and reliable coordination.

In the same way, every aspect of a marketing communication system should be coordinated, based on a common plan and use sales and marketing concepts which work together to reach the company's objectives.

When the system is balanced, your arrows go where you aim.



Three flint Neolithic arrow points from the Sahara Desert region of northern Africa. These were in use from 3000 to 5000 years ago, before the Sahara changed from a rich grassy plain to the desert which it is today.

Not Every Point Is The Same, And Repeated Testing Over Time Shows Which Design Works Best.

Over the ages, hunting tools changed, based upon experience and enhanced by the invention of new methods.

Early on, hunters used hand-held lances, and then smaller, throwing spears, propelled by a launching system we know as the "spear thrower" or by the Aztec term, "atlatl". This method was in use all over the world, including Australia.

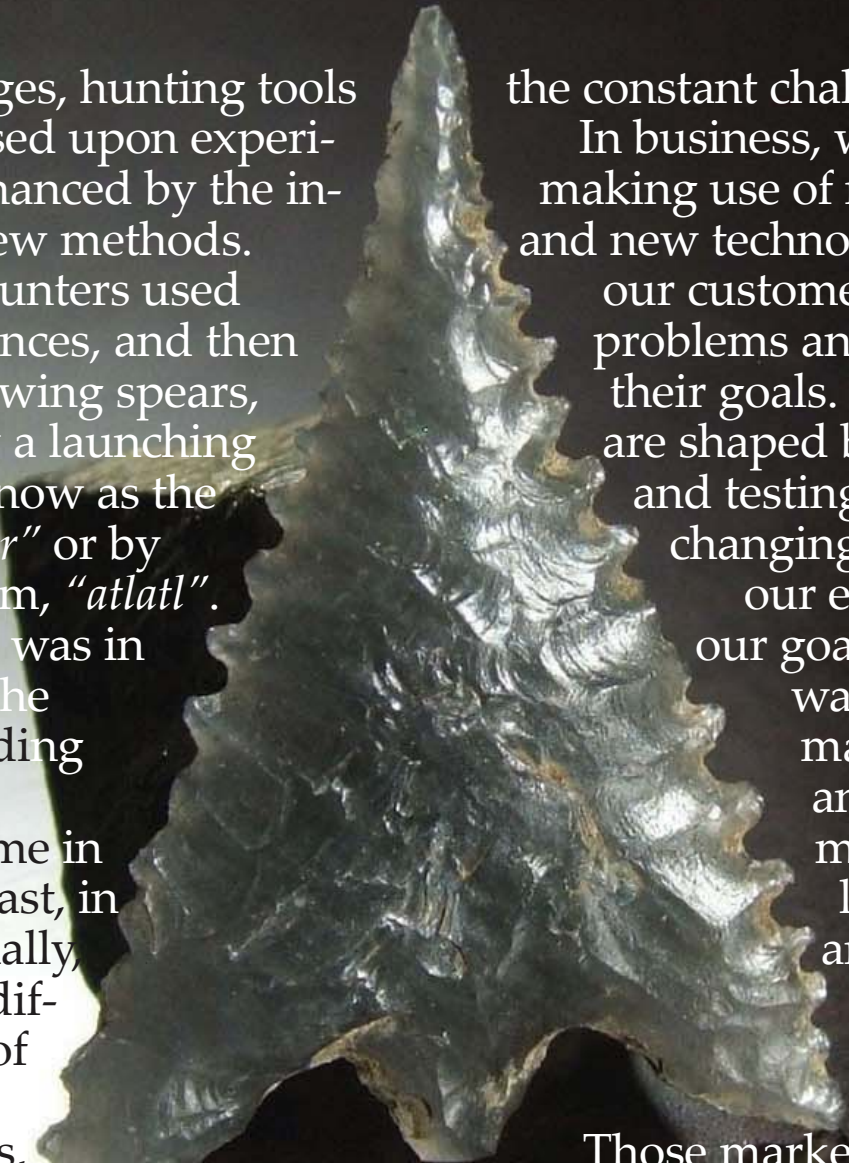
At some time in the distant past, in Africa originally, and then in different parts of the world at various times, the bow and arrow system was invented.

In the New World, this was around 1,500 or 2,000 years ago. Wherever people are, they create new technologies ... to solve their problems and overcome

the constant challenges of life.

In business, we are always making use of new methods and new technologies to help our customers solve their problems and accomplish their goals. These efforts are shaped by experience and testing. Trying and changing. By refining our efforts to meet our goals. Along the way, we learn to make new tools and to use new methods to deliver our sales and marketing points to our potential customers.

Those marketing methods which help us accomplish our goals become our preferred tools with which we will build a new world. They become our standard, our "control." Meanwhile, we write new advertising messages, always trying to outperform our current "controls."



A translucent gray obsidian "Gunther" arrowhead, found near Lake Shasta in northern California in 2008 by Jennifer Peterson. Used in the Pacific Northwest from the Developmental until the Historic period, from 1000 to 250 years ago.



My Points Will

We live in a target rich environment for modern businesses like yours. And your potential customers are bombarded daily with thousands of poorly aimed and off-target messages.

That's why it is so important now, more than ever, that you have a quiver full of sales and marketing communications arrows which will hit your target. After all, the target is your customer, isn't it?

Which means that you need the proven skills of a copywriter who knows how to craft the finely sharpened points of communications which will accomplish your goals. A copywriter who knows how to effectively write the messages which help your customers buy those products and services which they need ... from you.

You may only get one chance at the moving target which is your potential customer.

Hit Your Target.

Make sure you have the best possible tools of persuasion, each one razor sharp and ready to deliver for your business.

When your customers know you are ready and able to help them meet their needs for those specific products and services which you offer, at the best possible price and with the utmost in service, your business will be able to hit your own targets.

You will definitely want to be sure your customers understand where they can always find what they are hunting for. So, it's only good business to put to work the copywriter who knows best how to create your points and shoot those arrows so you don't miss.

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