

## Think Outside the Box

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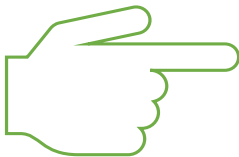
A warn-out cliché to be sure, but it is amazing how quickly a barbershop group can fall into group think. Call it what you will, you need to learn to broaden your thought process. As a marketer you need to stop thinking like a barbershopper and start thinking like your potential customer.

### Thought starters



1. Reject the phrase: **“we’ve always done it this way.”**
2. Reject the phrase: **“we’ve never done it that way.”**
3. When confronted with these thoughts ask **“WHY???”**

A few years ago, I mentioned an idea for marketing an event. A board member said, “We tried that 7 years ago and it didn’t work.” I asked why, and he said, “there was no follow through.” That told me that he knew the solution to the problem all along, but simply decided that it would fail again. We tried the idea and discovered that with proper follow through we sold more tickets.



4. Identify the goal and the obstacles. Narrow your thoughts to stay on task.
5. You can’t “think outside the box” until you know the dimensions of your current box, better yet forget there is a box and start from nothing.
6. Looking for an innovative idea ask a child.
7. Move yourself out of your chapter environment to a neutral place. Brainstorm with a friend or chapter leadership.
8. Draw a picture to help identify the pieces required to reach the goal.
9. Consider your worst-case scenario: Fear holds back creativity; it makes you stick to the paths that you know the best. Consider the worst-case scenario and plan for it, you may discover that the worst-case scenario isn't bad enough to interrupt your success. (Track your success to learn what worked and what can improve. Document as much as you can.)
10. Eliminate negativity, don’t let it hold you back. Tell yourself that the solution is only an idea away. No idea is wrong, but some are better.

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