



DISRUPT!

**Stand Out or Shut Up: The Marketer's Guide to
Being Unforgettable!**

BY DEVIN HERZ & JOE ROWE

To our extraordinary wives, and to our incredible team at DMC and PrintAVizion—you are the heartbeat of innovation and possibility. To our family, friends, and mentors who have continuously fueled our passion and challenged us to dream beyond boundaries: your belief in us has been the catalyst that transforms vision into reality. This journey of creativity, disruption, and relentless pursuit is a testament to the power of collective imagination and the audacious spirit that refuses to accept limitations. Together, we don't just imagine the future—we create it, one bold idea at a time.

1 | INTRODUCTION

Marketing has a problem. Every day, your audience is bombarded with thousands of messages. Their inbox is overflowing, their social feeds are saturated, and their attention spans are shrinking. In a sea of sameness, blending in is the same as disappearing.

I know this because I was stuck in that same cycle. I tried every “best practice” under the sun—running endless A/B tests, optimizing my ads, and pumping out content. But no matter what I did, my campaigns weren’t landing.

Then I heard this quote from **Dan Kennedy**:

“THE WORST NUMBER IN BUSINESS IS ONE. ONE WAY TO GENERATE LEADS, ONE TYPE OF MARKETING, ONE WAY TO COMMUNICATE—IT’S A RECIPE FOR DISASTER.”

That’s when I realized I had been playing it safe, relying on generic methods that blended in with everyone else. I needed to disrupt. I needed to **stand out**.

This book is your guide to doing just that. You’ll learn how to:

1. Build a **perfect avatar** using GPT that uncovers exactly who your ideal customer is.
2. Use disruptive strategies like video brochures and NFC tags to combine the power of tangible and digital marketing.
3. Create campaigns that stop people in their tracks, including humorous, high-impact commercials that drive engagement and conversions.

Disruptive marketing isn’t just a trend; it’s your ticket to becoming unforgettable in a world that’s tuning you out.

A man in a dark suit and tie is shown from the chest up. Above his head is a large, dark, smoky cloud. Inside the cloud, the letters 'AI' are written in a bright, glowing blue font. The background is a light, hazy sky with faint rain falling.

2 | THE MYTHS

MYTH #1: AI WILL REPLACE CREATIVITY

The rise of AI tools like ChatGPT has sparked fear among creatives. But the truth is, AI doesn't replace creativity—it enhances it.

Marc Benioff, CEO of Salesforce, said:

“AI IS GOING TO BE THE MOST TRANSFORMATIVE TECHNOLOGY IN HUMAN HISTORY. IT WILL UNLOCK HUMAN CREATIVITY IN WAYS WE CAN'T EVEN IMAGINE.”

Use AI to analyze data, create customer avatars, and generate ideas, but remember: it's your human touch that transforms insights into campaigns people care about.

Real-Time Strategy:

- Use GPT to generate audience insights by asking: *“What are the top frustrations of [target audience] when dealing with [your product category]?”*
- Refine your messaging by layering your unique perspective onto AI-generated insights.

MYTH #2: DIRECT MAIL IS DEAD

Think no one reads mail anymore? Think again. According to **Forbes**, **90% of direct mail gets opened**, compared to just 20-30% of emails. Add technology like **video brochures** and **NFC tags**, and direct mail becomes a tangible experience that drives action.

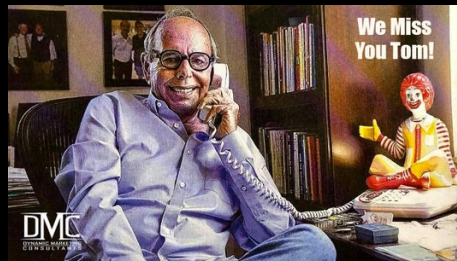
Example: A luxury real estate firm sent PrintAVizion video brochures showcasing multimillion-dollar homes to top-tier prospects. Each brochure included an NFC tag that led to a personalized virtual tour. The result? A 40% increase in inquiries and two immediate sales.



MYTH #3: HUMOR DOESN'T CONVERT

Humor isn't just memorable—it's persuasive. Studies show that humor improves ad recall and creates emotional connections, which lead to higher conversions.

Tom Feltenstein, a marketing visionary & our mentor, put it best:



“IF THEY LAUGH, THEY’RE LISTENING. IF THEY’RE LISTENING, THEY’RE BUYING.”





3 | THE MECHANICS

STEP 1: BUILD THE PERFECT AVATAR

Your marketing message is only as strong as your understanding of your audience. Using GPT, you can create hyper-detailed customer profiles that feel almost psychic.

Story: A fitness startup struggling with low engagement used GPT to refine its avatar. They realized their audience wasn't just "women in their 30s" but busy moms who wanted quick, kid-friendly workouts. By tailoring their campaigns to this insight, they tripled their sign-ups in just two weeks.

Example Prompts:

- *"Write a detailed profile of a working parent who struggles with finding time to exercise."*
- *"Generate 5 ad angles for someone who values efficiency over price."*

Actionable Tip: Create avatars for each segment of your audience and use them to craft personalized messaging.

STEP 2: INTEGRATE TANGIBLE MARKETING WITH TRACKING

Tangible marketing is disruptive because it engages multiple senses. With tools like **PrintAVizion video brochures** and **NFC tags**, you can bridge the gap between physical and digital for maximum impact.



Bite-Size Strategy:

- Use NFC tags on direct mail to direct users to a personalized landing page or an exclusive video.
- Track every interaction to measure ROI and retarget users who didn't convert.

Why It Works: In an era of endless scrolling, something tangible creates a moment of pause. And in that pause, you have their attention.





STEP 3: CRAFT COMEDIC COMMERCIALS (COMCOMS)

Humor isn't just a tool—it's a weapon in the battle for attention.

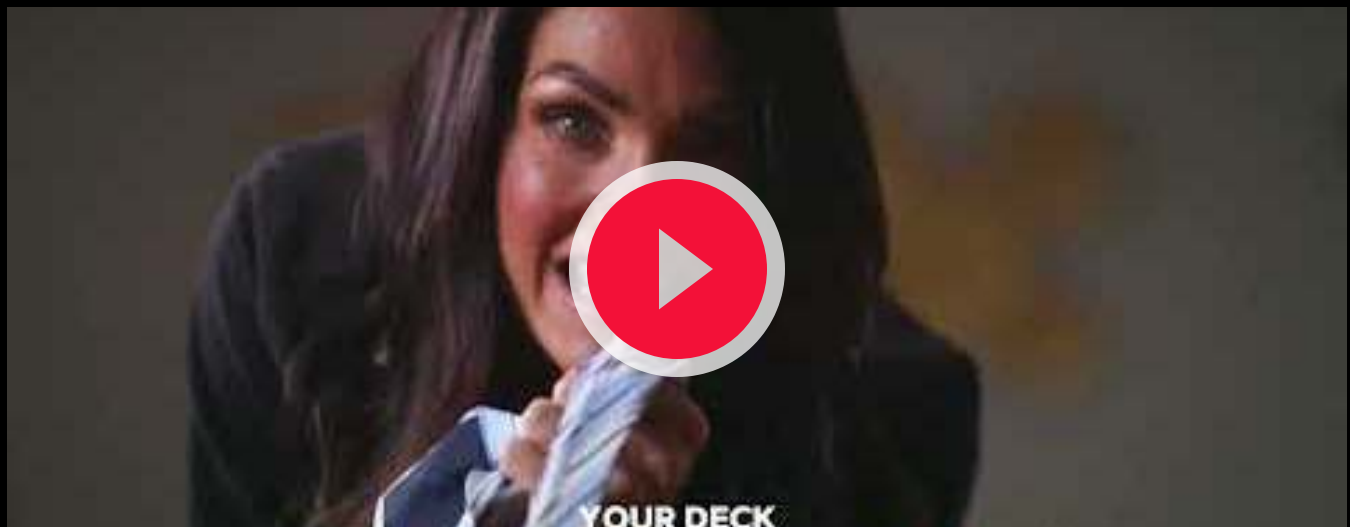
Example: A plumbing company created a commercial showing a house “flooded” by tears from a broken faucet. The tagline? “Don't let your plumbing problems drown you.” It was funny, relatable, and drove a 25% increase in service calls.

Pro Tip:

- Keep it lighthearted and avoid controversial topics.
- Test your script with focus groups to ensure it lands.

Proven Framework:

1. Identify a pain point.
2. Exaggerate it to absurdity.
3. Present your solution as the hero.





4 | MAINTENANCE

Disruption doesn't stop after the launch. Here's how to keep your campaigns fresh and effective:

Quarterly Avatar Updates: Use GPT to revisit your customer profiles. People evolve, and so should your campaigns.

Audit Your Tools: Are your tracking links still working? Are your NFC tags leading to relevant pages? A quick audit can prevent potential roadblocks.

Pro Tip: Rotate campaigns every 3-6 months. Even disruptive ideas lose their edge if overused.

5 | TROUBLESHOOTING

FAQs:

- ✓ *"How do I know if my campaign is disruptive enough?"*
Ask: Does it make your team laugh or pause? If not, it won't work on your audience.
- ✓ *"What if my audience doesn't respond?"*
Test micro-audiences first. Use feedback to tweak your approach.

Real-Time Strategy: If a campaign underperforms, try a different angle. For example, if humor isn't landing, pivot to a heartwarming story.



6 | CONCLUSION

Disruptive marketing is about **connection**. It's about creating campaigns that stand out, make people feel something, and move them to act.

As **Russell Brunson** says:

“YOUR MESSAGE HAS THE POWER TO CHANGE LIVES, BUT ONLY IF IT GETS SEEN.”

So stop blending in. Start breaking through. Use the tools and strategies in this book to create marketing that's bold, unforgettable, and profitable.

Take action today—and disrupt tomorrow.



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