

# The Red Letter



## I Give You My Words

Volume 4, Issue 7  
July 2007

[fredricks@qwest.net](mailto:fredricks@qwest.net)  
[www.fredrickscommunications.com](http://www.fredrickscommunications.com)

by Martin "Red" Fredricks  
701-492-2911

*In memory of Martin C. Fredricks III \* July 7, 1940 - July 16, 2003 \* Thanks for being here.*

## Fusion Marketing – 21<sup>st</sup> Century Alchemy

**F**usion is a potent word. It makes me think of something highly scientific, powerful and mysterious, like alchemy.

In marketing, "fusion" turns out to be something far less impressive or complicated but just as powerful. It's as simple as collaborating with someone to exponentially increase the value of marketing efforts.

Jay Conrad Levinson, the "Father of Guerrilla Marketing," is credited with coining the term "fusion marketing." He defines it as "combining the efforts of two entities to 'explode' their joint marketing efforts." At [gmarketing.com](http://gmarketing.com), he says, "Fusion marketing is the guerrilla saying, 'Hey, Sara, if you enclose my brochure in your next mailing, I'll enclose your brochure in mine.'" Sara sees the wisdom of the offer, jumps on it and expands her marketing exposure while reducing marketing expense.

Fusion marketing is the next logical step in a healthy business relationship in which one product or service provider recommends another to customers or clients. It's simple reciprocity, and it's good business that creates win-win situations for everyone involved.

To make it work, look for and communicate with potential collaborators, identify what each of you brings to the table, figure out how you can work together to maximize both of your situations, then mix away. Instead of turning lead to gold, as the early alchemists tried to do, you can turn simple cooperation into sales.

And for working stiffs like us, that's real gold.

## Guiding Principles

**Successful Outcomes** – FredComm is driven to help clients achieve successful outcomes through writing, editing and communication consulting that create competitive advantages.

**Responsibility** – FredComm serves clients with the utmost regard for their financial and human capital.

**Work Ethic** – FredComm believes in hard work, dedication to clients and partners, and doing whatever is needed to meet or exceed expectations.

**Respect** – FredComm respects alternative opinions and perspectives, and treats others with respect always.

**Honesty and Integrity** – FredComm makes decisions and takes actions based on honesty and integrity.

**Fun** – FredComm strives to foster a positive, flexible and rewarding work environment and professional relationships.

*Without freedom, no art; art lives only on the restraints it imposes on itself, and dies of all others. – Albert Camus*

*The Good Word*

### Go Ahead, Over-Do It

**T**here is a fine line between word lover and language snob, and nothing comes closer to exposing the difference than *over* vs. *more than*. Technically, *over* refers to spatial relationships: "The airplane flew over the city." *More than* refers to

amounts: "He earned more than \$500 for the project." But *more than* doesn't sound quite right in some sentences: "My wife is more than 30 years old." In that case, at least, whether or not I replace it with *over* is the least of my worries. And my references tell me that's the point. "Let your ear be the guide," is all the *AP Style Manual* says. Paul Briens,

author of "Common Errors in English Usage," dismisses the difference between the two as "an absurd distinction."

This word dink will always substitute *more than* for *over* when talking about amounts because I am – admittedly and proudly – a language snob. As for you, go ahead: over-do it.