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Making Ideas Happen

## ReadThinkLearnLaugh

Hi there Dennis

I promised **shorter** and **smarter**, and this is the FIRST ReadThinkLearnLaugh in this format. Hope you like it.

**To the NEW members of [www.retailmartresults.com](http://www.retailmartresults.com) - Welcome aboard!**

### THE RETAIL PROPOSITION

I promised Daniel a 1-page summary. It has grown to 20 pages.

It was just THAT important that I wanted to explain as FULLY as I could. I think I have kept it simple though.

#### HOW DOES A RETAILER GET ITS MOJO?

By this I mean: How do you develop your retail proposition? Because your proposition is your retail mojo.

I say it all the time, but this is the **NUMBER ONE** cause of retail failures when you get it wrong.

- You can download the PDF [here](#).
- You can watch the accompanying video/screencast [here](#)

This will probably be the most important thing you can do this weekend ;-)

I am already working on the next thing, but I need your assistance. I have a short (4 clicks only) survey [here](#). Can you **please add your opinion** Dennis ?

#### THE READ/THINK/LAUGH BITS - LEFT OVER

From the front page of the blog, here are a few popular posts which you may not have read, to give you a flavour for the topics we cover. We normally publish short pieces one or twice a week. Subscribe via email or RSS feed. We'd LOVE to have you.

- [20 Lessons](#) I learned about marketing starting a website business
- [7 reasons](#) why Apple will fail
- [Customer flirtations](#): How and Why
- [Giant Ants](#): Advertising Innovation

### THREE FOR THE ROAD...

Just because we can:

1. I failed my driver's test. The guy asked me "what do you do at a red light?" I said, I don't know... look around, listen to the radio... (Bill Braudis).
2. A lawyer dies and goes to Heaven. "There must be some mistake," the lawyer argues. "I'm too young to die. I'm only fifty five." "Fifty five?" says Saint Peter. "No, according to our calculations, you're eighty two." "How's you get that?" the lawyer asks. Answers St. Peter: "We added up your time sheets."
3. Two silk worms had a race. They ended up in a tie.

Please let us know what **you** think of the new approach (this issue) Dennis .

If you DO like it, do pass it along with a recommendation. AND ALSO - if there are topics you would like us to develop up fo a future edition - just let me know.

**REMEMBER:** You won't receive another email newsletter now for a while. The new schedule is driven by the value of the content and not a monthly deadline.

Take care & God bless.

***Dennis & Mooneyen***

PS: Don't forget the survey please: Click [here](#).

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