

The Fisherman's Secret

Advertising is Overrated

LONG LIVE CULTIVATION!

By [Johan Horak](#). You are free to publish and share this article as is.



The very first law in advertising, is to avoid the concrete promise and cultivate the delightfully-vague Bill Cosby (1937 -)

Introduction

Some time ago, a worried fisherman realised he had two problems; he did not catch as many fish as the opposing fisherman and this successful neighbouring fisherman kept his fishing-method a secret.

The worried fisherman had his fish-cage positioned right where large fish were shoaling, and where many small fish swam with their shoal mates. He even left a beautiful invitation, enlightening the fish about his specially - prepared bait-of-the-day.... with little success.

He noticed that many large fish came to eye-out his invitation. A few accepted the bait-of-the-day offer. Many left. Why did these beauties ignore his

invitation?

This depressed him.....

He knew from testimonials that his bait-of-the-day was better than all twenty of the surrounding fishermen. Why was the bait, on its own, not good enough?

A few large fish returned, but most of the others, never came back.

Occasionally he saw these fish at his opposition's cage. This upset him. After all the expenses, to lure the big fish to his cage door, most of the fish did not fall for his bait. They went next door. The only winner was his opposition! What a waste, what and I doing wrong, he thought!

The fisherman made another startling discovery. There were also many small fish reading his invitation, right at his cage door. After reading it they left, as well!.

In the meantime many small fish were hanging around the opposition's pool.

What was the secret, he thought?

That was not all.

After observing the small fish for a few weeks, he noticed that as they matured in the oppositions' pool, they took the oppositions' bait-of-the-day.

Worried, our investigating fisherman uncovered another cultivation pool at the opposition..... were large fish was lazily swimming around.

It was clear that the opposing fisherman was a hero, because fish, big and small, were queuing up at his fish cage and cultivation pools.

What was the secret?

Confused the worried fisherman returned his attention to his own hopeless situation:

He knew that his cage was at the right fishing spot, he lured some large fish, his bait-of-the-day was great, but the small fish and most of the other large fish ignored him. He felt uneasy as he made small discoveries but it was not enough.

He knew that it will take a lot of courage but he was going to uncover the secret.

The disappointed fisherman boldly decided to go and asked his opposition, to disclose the secret for his success.

The competitor replied, coldly, that it is pretty simple.

He told the worried fisherman,

I am not sure that I want to share the secret with you. The secret has been part of my family for 220 years.

However, the successful fisherman could not ignore the desperate and worried fisherman, so he decided to share the secret under strict conditions:

You are only managing to attract a few hungry, big fish, who liked your offer. Therefore, your invitation is only directed at hungry fish.

You are missing the point and do not understand the power of cultivation. Don't worry. I will explain the power of cultivation to you because it is at the core of my family's fishing secret.

*You see many fish swimming past your invitation but you stubbornly assume that they are wasting your time. You..... eventold me all they want is **information**.*

Giving them information is part of the secret.

You know that but you don't use information as bait.

Most of the big fish, swimming past your invitation, are not hungry. They have eaten. In other words, their needs have been met. But they are window shopping for the next meal.

*They are **curious**. They swim past your invitation, looking what the next bait-of-the-day may be. They want information. But you ignore their hunger for information.*

You forget that these fish, big and small, will again be ready to take your meal offer.

When they notice that you only cater for hungry fish they leave.

They leave because you did not give them more info. Or let me say, you have no idea what fish are looking for when they are not hungry.

You have not done some research to establish how you can feed them info. I mean, you must find ways to cultivate friendships. You want them know that you are the expert. You want them to trust you! But I am getting washed away with emotion. Let's return to the secret.

*The same is true for the huge schools of small fish swimming past your invitation. The small fish will not be ready to accept your invitation until they mature into **tame** hungry fish. While they are young they also want*

to know what's available, the day they are grown-up. You ignore them as well.

The fact that the small fish have not matured and that most large fish are not hungry – when they swim past your offer - gives you no reason not to prepare them for the day they are ready.

Our Glassy-Eyed Fisherman looked on and asked,

“What do you mean by ‘prepare’?”

The Successful Fisherman:

You are taking the easy way out. You only want to bait hungry fish. You are not willing to cultivate small, shy fish schools, and large fish that are not hungry.

Let me continue.

- *You are not preparing small fish in a cultivation pool for the big day they mature.*
- *You don't have a similar cultivation pool, where you invite not-hungry-fish, to come and read about upcoming bait-of-the-day offers.*

Most of the fish coming past your gate, read your invitation and leave. You have wasted your time. You have not invited them along!

You have a limited invitation.

In other words you have no bait for the small fish who only want to learn.

And you don't have an offer for big fish that are looking for new bait to try when they get hungry again.

Our lost fisherman looked lost,

“What do I need to do?”

Noticing this dull look the successful fisherman continues:

Before I get there.....

You have another problem.

When a large, hungry fish takes your offer, you let this fish go. You let the satisfied fish back in the dark blue ocean. Again you have to waste lots of energy to get this fish back. What a waste. You must stop that.

As the worried and confused fisherman made quick notes the master fisherman continued.

Did you notice that the small fish, outside of my cultivation pool, are skittish; as they nervously swim around? But after sometime, in the cultivation pool, they start to trust me. They start to like me, because I am feeding them info, while they also have a safe haven until they mature.

The same is true for fish that are mature, but not hungry. You saw that I invite them into a different cultivation pool. Here they are safe and can, at their leisure, read my recommended bait-of-the-day menus.

I even share the benefits of different bait recipes with them. Once fish have read my tips, they pass it on to a fish-friend.

That's not the only cultivation benefit.

You have noticed, my happy, fish friends even invite fish to the pool. These new invitees have never been close to my fish cage

Here's What I Want You To Go And Do!

Go and create two cultivation pools; one for the big fish that are not hungry. The second pool is for small fish that are unsure, skittish and scared of the big blue ocean. They are wary of crooked fishermen. These scared fish will be in the cultivated pool for a long time before they are ready to accept your bait-of-the-day invitation.

After you have created your two cultivation pools, go and change your invitation at your cage door as follows:–

- *Invite hungry fish to come and enjoy your current bait-of-the-day special.*
- *Invite large fish that are not hungry, to their own cultivation pool where they can be first to taste the new bait-of-the-day specials, etc.*
- *Never again let satisfied fish, who had your bait-of-the-day, out to the deep blue sea without inviting them to your cultivation pool.*
- *Invite young and skittish fish, that don't trust you or that have never done business with you, to their own cultivation pool. Here they can mature into hungry and willing fish ready for your bait.*

The last part of the secret:

My family measured everything we did. I noticed that you have no idea how many fish accepted your invitation. My secret is only successful if you know how many:

- *small fish you bring into the cultivation pool*
- *small fish convert and accept your bait-of-the-day invitation*
- *new, hungry fish read your invitation and accept it*
- *satisfied, large fish decide to become part of your cultivation pool*
- *large fish from your cultivation pool returned to have another bait-of-the-day*
- *fish from the two pools went out and referred other foreign fish to the respective cultivating pools.*

At these cultivation pools, feed them information, baiting tips, health and survival secrets. That's what I do. It's the only reason, why I am spending less time and effort on invitations, and more on knowledge, cultivation-pool care and tools to automate the easy sharing of information with my fishing community.

To summarise:

The cultivation pools are the place where fish are prepared to take the bait-of-the-day offer. They are prepared for the final cage visit. I cultivate until they are ready for the bait. Because they know, like and trust me, they don't resist. They are growing huge with knowledge. And only when they are ready will they take my offer or they can leave. There's no obligation.

It is that simple.

But remember. The cultivation pool process is my family's secret. I am sharing it with you because you are a responsible fisherman. You are someone who cares. Please share it only with your closest family members.

* * *

If the secret is that simple why are more fishermen not using cultivation pools?

* * *

Small business never had the tools to cultivate and historical education cannot keep pace with technology and how it's applied in the small business world.

Business schools used to teach us to advertise for *hungry* fish; those that are willing and ready. But..... Traditional advertising is expensive because at anyone day there are few *hungry fish*, it ignores the *fish* shopping for information. Most of the *fish* out

there want information but most businesses have no *information bait*. The small business that will become the most successful will be the one who creates relationships with fish looking for information before they spend money.

Unfortunately, when small businesses provide information they have no tool to pull the fish into the *cultivation pool*, where they can easily and freely feed the *fish* with more information..... Feed the fish with information until they are cultivated and read to take the bait. In other words; ready to spend money with the expert that created relationships with them.

Do you educate and cultivate relationships with people who want information today?
Do you have automated tools to share information with your *not-hungry-fish*?

There are easy and free online tools available that will make you more successful.

A handwritten signature in blue ink that reads "Johan". The letter 'J' is large and stylized, with a long horizontal stroke that extends to the left. The rest of the name is written in a cursive, slightly slanted style.

About The Author: [Johan Horak is a WEB 2.0 Marketing Expert](#) helping small business to create online cultivation pools. He adapts expensive and wasteful offline advertising into effective relationship marketing, using free online tools and techniques. He combines, off line advertising with websites, blogs, twitter and other social media to create long lasting cultivation pools of willing spenders. Johan also - one of one - support and teach small business people on how to use these free online tools in order to become independent of these so called experts. Contact Johan at +27 21 786 4028, email [johan horak @ gmail . com](mailto:johan.horak@gmail.com) or read more at his [blog](#).
