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### Author gives tips to get products noticed

By [WILLIAM RYBERG](#)  
Register Business Writer  
12/22/2003

Des Moines marketing executive Drew McLellan has written a book filled with easy-to-read bits of advice on the art of marketing.

Even the title, "99.3 Random Acts of Marketing," is a lesson in how to get a product noticed by being different.

"If you're going to use a number, don't use a common number like everybody else is using," such as 100 or 500, McLellan said. McLellan chose 99.3.

The book is made up of 99 marketing ideas, each only a page long or shorter. There's a final idea that takes up less than one-third of a page. The result: 99.3.

McLellan, 40, a 20-year veteran in the advertising and marketing business, is president of the Erickson McLellan marketing and advertising agency in Des Moines. This is his first book.

His marketing ideas in "Random Acts" include titles such as "How much is that doggie in the window?" and "What did that Shakespeare guy say about roses?"

The Shakespeare page deals with choosing a name for a new business.

"Flip through the phone book some time and you will be astonished at how many people thought it was a brilliant plan to choose a name that started with AAA or A+ or some variation of that theme," McLellan writes. "Do yourself a favor and just pick a name you like and create a yellow pages ad that will get you noticed."

McLellan said he tried to write in an easy-to-understand manner without industry jargon.

The book is aimed at business and marketing professionals, business owners and anyone with marketing responsibilities.



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The book is published by Innova Training & Consulting of Urbandale, a producer of business seminars and a publisher of training manuals. "Random Acts" is the first regular book to be published by Innova.

Innova President Kathy Myers helped persuade McLellan to write the book.

McLellan produces a weekly one-page newsletter, "The Marketing Minute," for clients and others, giving marketing tips written in a fun, easy-to-read style. Innova was one of the recipients; staff members liked it.

"His was the one newsletter that everyone was actually reading," Myers said. She thought a book along the same lines would be a great idea.

McLellan liked the idea, too. "I love to talk about marketing," he said. "I have a passion for it."



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