

Creative Intelligence

by **Bryan Carter**



Threaten to **Take It Away**

What is one of the most powerful tools in strategy?



THINK
CREATIVE INTELLIGENCE

This is **one** of
the most
POWERFUL
tactics in
strategy you
will ever use.

Applied properly, it
will be one of your
best tools to
measure **value**.

Applied properly, it
will be one of your
best methods to
expose buyer
urgency.



How do marketers create a sense of urgency?

Common, go-to messages may look like:

“Limited time offer”

“Supplies are limited”

“Only available until”

But, there is a much, much more powerful way to create urgency.



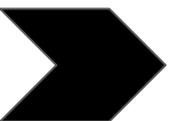
When does a thing have the most Value?

- 1) When you want it?
- 2) When you are waiting to get it?
- 3) When you have it?
- 4) When there is a threat to take it away?
- 5) When it is taken away?



**If I give you a pen, how much
do you want it once it's in
your hand?**

What if I **take it back?**



People place a greater **value** on things that are threatened to be taken away, or have been taken from **them**.



Think of the expression:

**You don't appreciate what you have
until it's gone.**



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If you want to **understand** the roles of value and **leverage**, and how they can be used to advantage, take away (or threaten to take away) a teenager's phone.

Value and leverage will be immediately clear and will continue to inform (if not entertain) you, until it is returned.



Politicians love and abuse this strategy for political gain.

“They” are going to take away your guns.

“They” are taking away your right to free speech.



The **Samurai** were famous for considering their life over before going into battle. That way they had nothing to lose by dying. The threat of loss of life could not be used against them. Not by their enemy and not even by their own mind.

No fear. No regret.



Colonel Sanders, **founder** of Kentucky Fried Chicken[®], originally licensed his brand, **protected** recipe, and cooking process (using a pressure cooker) to roadside eateries.

He would visit these locations to make sure they were following his **recipe and process** so that the chicken was always right.



It is said that when he found out the owners were not living up to his expectations, on at least one occasion, he took the pressure cooker outside of the owners building and destroyed it with a baseball bat.

He took it away.

He perceived and demonstrated value.



When **you** breakup with your lover,
you tend to forget the bad things
and **remember** the good ones. You
miss what you had.

You realize the **value**.

This is the nature of humankind.
That little thing we call **psychology**.



Do you want to feel your
advantage?

Do you want to know the
value of your Thing?



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**Threaten to take the
Thing away.**

Or, take it away.

**You will discover its real
value and your leverage.**



Denial is powerful.



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**Psychology always
works.**



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Ready to talk creative intelligence?

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