

# THE SECRETS OF A MAMMOTH PLUMBER



COLLECTED LEGENDS OF  
THE MYTHICAL MARK  
THE MARKETING MAMMOTH



**"There is only one thing in  
life worse than being talked about  
and that is not being talked about."**

Oscar Wilde

**"Isn't that nice...a book."**

Your Grandpa at Christmas

**"I have read many books."**

Jered Williams

**"Oh snap, I opened a marketing portal  
and now I'm lost in the stone age."**

Tyler Williams, Marketer Lost to Time



**BASED ON THE TEACHINGS OF  
TYLER WILLIAMS**



# The Secrets of a Mammoth Plumber:

The Collected Legends of  
The Mythical Mark, the Marketing Mammoth

Created and published by Tyler Williams  
Owner of Mammoth Marketing

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[www.mammothforplumbers.com](http://www.mammothforplumbers.com)



## **Purpose of this book:**

This is a business book unlike others. It's about the mentality and foundational truths of marketing principles. Told through a lens of mythical proportions.

The chapters are stand-alone episodes. I recommend reading one chapter per day, like you would watch a procedural television show.

Yes, it's odd, but in a crowded marketplace with hundreds of home services marketing companies, it's the odd move that will be remembered. Plus, stories captivate more attention in the moment than most textbooks.

The topics you'll find ahead are pulled from hundreds of consultations that I have done with plumbers all over North America.

None of the people or companies are real, but the situations are.

This is the only completely sincere page of this book. The rest is truth and embellishment. Read on.

Tyler Williams  
Owner of Mammoth Marketing  
[www.mammothforplumbers.com](http://www.mammothforplumbers.com)



## **A Note from the Long Author:**

If you're reading this, then I have perished.

However, my considerably clever plan has worked.

In my epic quest to help plumbers with their marketing prowess I accidentally opened a dimensional rift that cast me back in time to the Pleistocene age.

There, I had a lot of time to think about the marketing landscape as I knew it in the modern age.

I also had time to carve all of these thoughts into a great collection of stone tablets and imbue them with **magical marketing knowledge**.

My hope is that I can draw forth a messenger from this age, who can walk the dimensional planes of marketing existence to continue my quest.

I also hope that someone will write all those stories down in a real book that isn't as heavy as these damn tablets.

That would be totally awesome.

Because most business books are boring and I abhor boring.

Enjoy.

-Tyler Williams  
Marketer of Plumbers, Lost to Time



# Table of Contents

Prologue: The Birth of a Marketing Legend

7

Chapter 1: The Summoning of the Chosen

12

Chapter 2: The Great Deception of Digital Marketing

20

Chapter 3: The Thunder of Social Proof

30

Chapter 4: The Empire of Influence

43

Chapter 5: The Sacred Geography of Frequency

52

Chapter 6: The Eyes and Ears of the Hunt

61

Chapter 7: The Message That Echoes Through Eternity

72

Chapter 8: Community

82

Chapter 9: The Herald of Tusks - Branding

91

Chapter 10: The Patience of the Mammoth Plumber

100

Chapter 11: Building a List

109

Chapter 12: The Riddle of the Cost Per Lead

121

Chapter 13: The Alliance of Ancient Trades

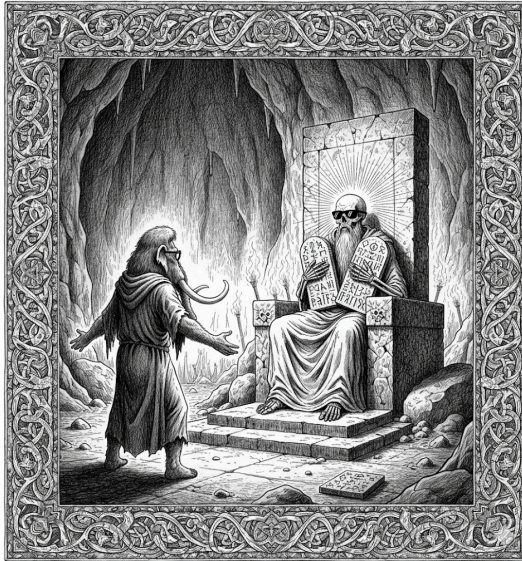
131

Chapter 14: Hiring an Agency, Hiring Your Future

143

# **Prologue: The Birth of a Marketing Legend**

*"The origins of Mark, the Marketing Mammoth."*





In the primordial days when ice stretched like a crystalline sea across the Alaskan wastes, there roamed a herd of mighty mammoths whose thunderous steps shook the very foundations of the earth. These were no ordinary beasts, but titans of flesh and bone, their tusks gleaming like curved sabers in the pale northern light, their fur thick as winter storms.

Yet among these giants walked one who bore the cruel weight of mockery—a mammoth named Mark, whose form fell short of his brethren's magnificence. Where others stood tall as ancient oaks, Mark's frame remained stunted. Where mighty tusks curved like scimitars from their faces, Mark's remained mere nubs, earning him the bitter epithet "Mini Mammoth" from the younglings who knew not the fire that burned within his diminished form.

Day after grinding day, Mark endured their cruelties while grazing upon the sparse tundra grasses. The weight of their disdain pressed upon him like the crushing ice of winter, until one fateful evening when the aurora danced green fire across the star-drunk sky.

Unable to bear another moment of their jeering voices, Mark stomped away from the herd, his heavy footfalls echoing like war drums across the frozen wasteland. Deeper and deeper into the wilderness he wandered, until he came upon the edge of a great abyss—a wound in the earth so vast and dark that even the aurora's light could not pierce its depths.

There, at the precipice of oblivion, Mark raised his trunk to the heavens and released a trumpeting cry that spoke of all his pain, all his longing, all his dreams of becoming something greater than the cruel fate that had been thrust upon him.

As if answering his desperate call, the earth began to shake with apocalyptic fury. A nearby volcano, silent for a thousand years, erupted with the wrath of forgotten gods. Rivers of molten fire painted the sky crimson, and the ground beneath Mark's feet cracked like broken thunder. Mark fell into the chasm that opened under his hooves.

Down, down into the abyss he plummeted, his massive form tumbling through layers of time itself. The walls of the chasm were not mere stone, but crystallized moments from ages past and future. As he fell, the abyss wrapped around him like a cocoon, preserving his essence while thrusting him through the cosmic void toward a destiny he could not yet comprehend.

Through star-filled darkness and realms beyond mortal understanding, Mark traveled, until at last he crashed onto the floor of a deep cave in a land far from his frozen birth-home. For hours he lay stunned, his breath forming clouds in the strange, warm air that tasted of secrets and ancient magic.

When finally he rose and explored the cavern's depths, his searching eyes—now somehow sharper than they had ever been—fell upon a sight that would change the very fabric of his being. There, seated against the cavern wall with the dignity of a fallen king, was the skeleton of a man robed in tattered wisdom. The bones clutched stone tablets to their chest as if they were more precious than all the gold that ever glittered in mountain streams.

Mark approached with reverent steps, for even in death, this figure radiated power. As he drew near, words began to glow upon the tablets with letters of fire: 'Here lie the Mysteries of Tyler Williams, Marketing Maven of Another Realm.' Mark was drawn to the messages chiseled in the tablets.

For ten long years—years that passed like dreams within dreams—Mark studied those sacred tablets. He learned the arcane arts of persuasion, the mystical importance of reach, and the sorcery of magnetic messaging. The words burned themselves into his consciousness like brands upon his very soul. He discovered the secrets of customer attraction, the alchemy of trust-building, and the ancient laws that governed the flow of commerce between mortals.

His mind, once scorned as simple, expanded to encompass strategies that would make kings weep with envy. His



understanding deepened like roots seeking water, until he could see the hidden patterns that connected need with solution, problem with promise.

Then came the night when the cave filled with ethereal light, and from the glowing mists stepped forth a figure both terrible and beautiful—the ghostly spirit of Tyler Williams himself, the Marketing Maven from Another Realm. His form shimmered like heat waves rising from sun-baked stones, and his voice rang with the authority of one who had mastered the greatest mystery of all: How to reach into the hearts of mortals and move them to action.

"Sup Mark," the spirit intoned, his words echoing from the cavern walls like prophecy made manifest, "you are like, totally ready. I pulled you to this hallowed place to finish what I had started, yet tragically died trying to accomplish. That's another story however. Mark, across the known world, plumbers toil in obscurity, their mighty skills hidden like jewels beneath common stone. They possess the power to heal homes and restore comfort to countless souls, yet they know not how to make their value known."

The spirit's form grew brighter, more commanding. "You Mark, are totally the Mammoth destined to take this knowledge to them. Do what I, in mortal flesh, could not. Rise! Stand not as a beast of burden, but as a teacher, a guide, a man-beast-thingy. Take on my totally awesome quest and become a true **MARKETING MAMMOTH!**"

As the spirit's words washed over him, Mark felt a transformation begin. His stunted tusks gleamed and straightened. His form, while remaining that of a mammoth, took on a dignity and presence that no amount of physical size could grant. Upon his massive head appeared spectacles of black frame and orange lenses—the very ridiculous glasses that Tyler Williams had worn when he first discovered the fundamental laws of magical marketing.

The tablets crumbled to dust, their wisdom now living within Mark's consciousness. The spirit of Tyler Williams smiled once

more before fading like morning mist, leaving Mark alone with his destiny.

And so began the legend of Mark, the Marketing Mammoth—no longer the scorned "Mini Mammoth" of his youth, but a being of power and purpose. He would stride across the land on two mighty legs, seeking out plumbers whose businesses languished in shadow, whose skills went unrecognized, whose dreams of freedom and prosperity seemed as distant as the stars.

To each he would bring the ancient wisdom of Tyler Williams, transformed through his own trials into practical magic that could turn struggling tradesmen into masters of their destiny. For Mark had learned the greatest truth of all: that size matters not when one possesses the power to change lives through the mystical arts of marketing.

The legend was born. The quest had begun.

And across the known world, plumbers would never be the same.

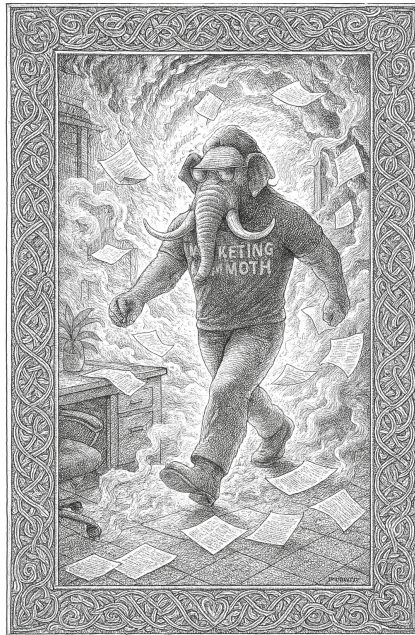
*Thus began the odyssey of Mark, the Marketing Mammoth, whose thunderous steps would echo through the ages, carrying with them the promise of prosperity and the power of persuasion to all who dared to dream of something greater.*

# Chapter 1:

## The Summoning of the Chosen

*"In the realm of commerce, there are those who chase customers like desperate wolves in winter, and those who command them like ancient kings summoning their subjects. The Chosen do not hunt, they magnetize. They do not beg, they beckon. For in the pivotal moment of need, mortals seek not the loudest voice, but the truest power."*

— Tyler Williams, *Tome of the Marketing Mystic*,  
Pleistocene Ledger 12:3 (Year 20,000 of Winters, Third Moon,  
Day 12)





The rain hammered against the windows of Pete's Plumbing like the fists of angry gods. Inside his cramped office above the shop, Pete Garrison sat hunched over his computer, watching his bank account dwindle with each passing hour. The glow of his screen illuminated deep worry lines etched into his weathered face—lines carved by twenty-three years of crawling under houses and wrestling with stubborn pipes.

"Thirty-seven dollars for a click," he muttered, staring at his Google Ads dashboard. "Thirty-seven dollars just for someone to look at my website, and only a fraction of them call."

His phone had been silent for three days. Three days without a single real call, without a single lead. Meanwhile, his competitor, that flashy outfit called Royal Flush Plumbing, seemed to be everywhere. Their wrapped vans prowled the streets like mechanical predators, their billboards loomed over every major intersection, and somehow they always appeared first on Google, no matter what term Pete searched for.

Pete slammed his fist on the desk, sending coffee splashing across unpaid invoices. "There's got to be a better way than bleeding money to Google's search engine every month just to stay alive!"

The words had barely left his lips when the building began to shake. Not the gentle tremor of a passing truck, but a rhythmic pounding that seemed to emanate from the very earth itself. The fluorescent lights flickered, casting eerie shadows across the walls.

**THOOM. THOOM. THOOM.**

Pete's coffee mug rattled across the desk. The windows vibrated in their frames. Then, from somewhere beyond the realm of the ordinary, a voice boomed like thunder rolling across ancient mountains:

"Who dares speak of the sacred mysteries of customer magnetism? Who calls upon the ancient powers of true market dominion?"

The air in Pete's office began to shimmer with an otherworldly energy. Motes of golden light swirled like cosmic dust, and the temperature dropped ten degrees in an instant. Pete's breath came out in visible puffs as he backed against the wall, his eyes wide with terror and wonder.

## **THOOM. THOOM. THOOM.**

The stomping grew louder, closer. Then, in a cascade of brilliant orange light, a figure materialized in the center of Pete's office. It was a mammoth—but no ordinary mammoth. This creature stood upright like a man, its massive frame draped in robes that seemed woven from starlight itself. Upon his great head sat a pair of black glasses with orange lenses that glowed like twin suns. Ancient wisdom radiated from his presence, and when he spoke, his voice carried the weight of the ages.

"I am Mark," the mammoth declared, his tusks gleaming in the mystical light. "Mark the Marketing Mammoth, keeper of the tablets of Tyler Williams, guardian of the sacred arts of customer attraction. For ten years I studied in the deep caves of Alaska, learning the mysteries that separate the Chosen from the desperate masses who grovel for scraps in the marketplace."

Pete's jaw hung open. He tried to speak, but only managed a strangled croak.

Mark's orange lenses flared brighter as he gazed upon the trembling plumber. "You cry out in anguish, mortal. You speak of bleeding money to the digital gods, of watching your competitors feast while you starve. Tell me, small plumber, do you wish to remain forever a slave to the whims of algorithms and auction houses? Or do you dare to learn the path of the Chosen Plumber?"

"The... the what?" Pete finally managed to stammer.

A rumbling laugh shook the building. "Ah, you know not of the ancient ways. Listen well, Pete Garrison of Pete's Plumbing, for I shall unveil to you the greatest secret of the commercial realm."

Mark raised his massive trunk, and the air crackled with energy. "There exist two breeds of business owners in this world. The first are the Desperate Hunters—forever chasing leads like starving wolves, throwing their coin into the bottomless maw of pay-per-click advertising, buying overpriced leads from companies that care nothing for their survival. They live and die by the mercy of Google's algorithms and Facebook's ever-changing rules. They are known to none, remembered by few, and when crisis strikes their market, they are the first to perish."

Pete nodded grimly. This description struck far too close to home.

"But then," Mark continued, his voice rising like a battle hymn, "there are the Chosen Plumbers. These mighty warriors of commerce have discovered the secret of true market dominion. They do not hunt customers—customers hunt them. They do not beg for attention—attention flows to them like rivers to the sea. They have achieved what the ancient tablets call 'True Control of the Market.'"

"But how?" Pete leaned forward, desperation and hope warring in his voice. "How do they do it?"

Mark's tusks caught the mystical light as he smiled. "The Chosen Plumber commands the pivotal moment of choice. When a homeowner's pipes burst at two in the morning, when their water heater dies on the coldest day of winter, when disaster strikes and they need a plumber NOW—whose name springs first to their lips? Not the cheapest, not the one with the most Google ads running at that moment, but the one they already KNOW."

The mammoth began to pace, his massive form somehow graceful despite his size. "The Chosen Plumber owns a powerful presence that cannot be ignored. His branding is punchy and memorable—



not some timid whisper lost in the marketplace noise, but a clarion call that echoes in the minds of all who encounter it. His signage is loud and proud, declaring his expertise to all who pass. His vans are wrapped in designs so striking that homeowners remember them months after seeing them parked in their neighborhood.”

Pete scribbled notes frantically as Mark spoke.

"But presence alone is not enough," Mark thundered. "The Chosen Plumber harnesses both the digital realm and the physical community. On Facebook, he shares wisdom and builds trust. On TikTok, he educates and entertains. On Google he dominates, not through desperate bidding wars, but through genuine authority. His mailers are not forgotten flyers, but trusted communications from a known expert.”

"And in the community?" Pete asked, his pen poised.

"Ah!" Mark's eyes blazed behind his orange lenses. "The Chosen Plumber is not a hermit hiding in his workshop. He marches in parades, his banners flying proud. He exhibits at home shows, demonstrating his mastery before crowds of potential customers. He is SEEN. He is KNOWN. He is REMEMBERED.”

The mammoth's voice grew softer, but no less intense. "This is why the Chosen Plumber survives platform changes that destroy his competitors. When Google changes its algorithm, he does not panic—his reputation transcends any single platform. When Facebook restricts business reach, he does not despair—he has a dozen other channels through which his message flows. When economic downturns strike, homeowners still call him first, because he has invested not just in advertising, but in becoming an irreplaceable part of his community's consciousness.”

Pete looked up from his frenzied note-taking. "But Mark, this sounds impossible. How can one plumber compete with huge companies that have massive advertising budgets?"

Mark's laugh rumbled like distant thunder. "You think like a Hunter, not like the Chosen. The great companies you fear have money, yes, but they lack soul. They are corporations, faceless and forgettable. But you—you are Pete Garrison. You have a story, a face, a reputation to build. The homeowner who needs a plumber doesn't want to hire a company—they want to hire a person they trust."

The mystical light began to swirl more intensely around Mark. "The Chosen Plumber wins SEO rankings, not through trickery, but through genuine authority built over time. He wins clicks in ads, not through desperate overbidding, but through compelling messages that speak directly to his ideal customers. He wins Local Services volume, not through manipulation, but through consistent excellence that generates genuine reviews. Most importantly, he wins in the minds of potential customers who have never even used him before—because he has educated them, built relationships with them, become part of their world long before they ever needed his services."

"The Chosen Plumber," Mark continued, his voice now carrying the cadence of an ancient prophet, "becomes the attractant to the relationship. People don't find him through desperate searches at their moment of crisis—they already know him, trust him, and turn to him naturally when the need arises."

Pete's pen had stopped moving. He stared at Mark with the expression of a man seeing daylight after years in a cave. "So how do I become one of these Chosen Plumbers?"

Mark's tusks gleamed as he smiled. "Ah, now you ask the right question. First, you must be smart about building roads for attention—not random paths that lead nowhere, but strategic channels that guide ideal customers directly to your door. Second, you must deploy quality branding that makes you instantly recognizable and memorable in your market. Third, you must own the community's attention—not just participate in it, but command

it. Fourth, you must own the digital airwaves—not through desperate spending, but through strategic dominance.”

The mammoth's form began to shimmer and fade, but his voice remained strong. "The future is yours to craft, Pete Garrison. You can remain forever a slave to the auction houses of Google's lead generation, bleeding money for scraps of attention, or you can walk the path of the Chosen, building true market power that no algorithm change or economic downturn can destroy.”

"But how do I start?" Pete called out as Mark's form grew more translucent.

"Master the fundamentals," Mark's voice echoed as if from a great distance. "Build your brand. Claim your community. Dominate your digital presence. When next we meet, I shall teach you the sacred arts of magnetic messaging. Until then, remember this truth: leads do not come to the desperate—they flow to the inevitable.”

With a final thunderous THOOM, Mark vanished, leaving only the faint scent of ozone and the lingering glow of orange light.

Pete sat in stunned silence for a long moment. Then he looked down at his notes, covered in excited scrawls about branding, community presence, and digital dominance. For the first time in months, he smiled.

Outside, Royal Flush Plumbing's van drove past his window. But instead of the usual spike of jealousy, Pete felt something new: determination. He had been shown the path. Now he would walk it.

The age of Pete the Desperate Hunter was over. The era of Pete the Chosen Plumber was about to begin.

## Lessons for a Mammoth Plumber:

- **Chosen Plumbers control their market** rather than being slaves to advertising platforms and lead-buying services
- **True market power** comes from commanding the pivotal moment of choice when customers need a plumber
- **Powerful presence** requires punchy branding, loud signage, wrapped vans, and fearlessness about being seen
- **Digital dominance** means strategic use of multiple platforms to educate customers before they need you
- **Community ownership** involves active participation in parades, home shows, and local events to build recognition and trust
- **The Chosen Plumber** wins SEO rankings, ad clicks, Local Services volume, and reviews through genuine authority, not desperate spending
- **Customers are attracted before they need services**, making them come to you rather than you chasing them
- **Building roads for attention**, quality branding, community ownership, and digital airwave control are the four pillars of market dominance
- **The goal is to become inevitable in your market** so that when people need a plumber, your name is the first they think of

## Chapter 2:

# The Great Deception of Digital Marketing

*"In the realm of commerce, we are not merchants of pipes and wrenches, but architects of influence, sculptors of desire, and the masters of the battlefield that is the human mind. For the greatest conquest is not of territories or treasures, but of the thoughts that dwell within the skulls of mortals."*

— Tyler Williams, *Tome of Marketing Mystic*, Glacial Book 7:1  
(Late Pleistocene, Moon of Long Ice, Day 1)





The rain hammered against the windows of Joe Sullivan's small plumbing office like bullets from a cosmic machine gun. Outside, the neon signs of competing businesses flickered through the storm, their colored light casting eerie shadows across his cluttered desk. Joe stared at his computer screen, the blue glow illuminating the deep furrows of frustration carved across his weathered face.

"Three thousand dollars," he muttered, his calloused fingers tracing the invoice from his digital marketing agency. "Three thousand damn dollars, and not a single new customer this month."

The agency's promises echoed in his mind like the taunts of demons: "We'll get you ranking on the first page of Google... Your Facebook ads will generate 50 water heater leads... Our SEO strategy is cutting-edge..." All lies, it seemed. His phone sat silent as a tomb, his appointment book barren as winter tundra.

Joe's fist slammed onto the desk, sending coffee splashing across spreadsheets filled with declining numbers. "What am I doing wrong?" he roared into the empty office. "I've got twenty years of experience, I do good work, but nobody calls!"

The storm outside intensified. Through the thunder, came a sound that made Joe's blood run cold—a deep, rhythmic pounding that seemed to shake the very foundations of the earth.

**THOOM. THOOM. THOOM.**

The lights flickered. The building groaned. And suddenly, the wall behind Joe's desk began to crack, spiderwebbing outward like a broken mirror. Stone dust rained from the ceiling as the cracks widened, revealing not the alley beyond, but an impossible cavern filled with swirling mists and ancient runes that pulsed with orange fire.

Through that mystical portal stepped a figure that defied all reason—a massive mammoth, standing upright like a man, his coarse brown fur rippling with otherworldly power. Upon his noble head

sat black-rimmed glasses with orange lenses that gleamed like twin suns. In one mighty tusk was carved the symbol of a plumber's wrench, and around his neck hung stone tablets that hummed with arcane energy.

"I am Mark," the creature spoke, his voice like distant thunder rolling across frozen plains. "Mark the Marketing Mammoth, bearer of the ancient wisdom of Tyler Williams and I have heard your anguish, Joe Sullivan."

Joe's jaw dropped. His coffee mug shattered on the floor, but he barely noticed. "What... what are you?"

Mark stepped fully into the office, the portal sealing behind him with a sound like grinding glaciers. "I am the one who brings truth to those lost in the digital wilderness. Tell me, plumber of pipes—why do you believe your marketing has failed you?"

"I... I don't know," Joe stammered, finding his voice. "My agency said they'd handle everything. They said digital marketing was the future. They promised me leads, customers, success..."

Mark's orange-lensed gaze seemed to peer into Joe's very soul. "Ah, yes. The Great Deception. You have been fed lies by those who have forgotten the true purpose of our craft." The mammoth moved to Joe's computer, his massive form somehow graceful despite its size. "Let me tell you a tale, Joe Sullivan, of how marketing lost its way and led countless plumbers like yourself into the abyss."

The Marketing Mammoth gestured to the screen showing Joe's digital marketing dashboard—a maze of metrics, click-through rates, and conversion percentages that meant nothing to a man who just wanted customers to call.

"Behold the folly of modern marketing!" Mark's voice boomed. "These digital sorcerers have convinced you that marketing is about gaming algorithms and chasing metrics. They have forgotten

that we are not data miners, but influencers of minds. We are not algorithm whisperers, but architects of desire.”

Joe leaned forward, transfixed. "But everyone says digital marketing is where it's at. Google Ads, Facebook, SEO..."

Mark's laugh rumbled like an avalanche. "Everyone, you say? Let me transport you back to a time when giants truly walked the earth of advertising." The mammoth's eyes grew distant, glowing brighter behind his orange lenses. "I speak of the era before the digital plague—when marketers were true warriors of influence.”

## **The Golden Age of True Marketing**

"Picture, if you will, the ancient year 2004," Mark began, his voice taking on the cadence of an ancient storyteller. "A land dominated by the great towers of television, the mighty waves of radio, and the thunderous voices that echoed through the broadcast airways. This was before the false prophets of analytics, conversions, impressions, and click-through rates clouded the minds of marketers.”

Joe found himself mesmerized as Mark painted the picture of a bygone age.

"In those days, we were not mere button-pushers optimizing campaigns for pennies. We were mass communicators. We were advertisers in the truest sense—those who made the entire community take notice. We placed our battle banners on television programs such as *Frasier*, our war cries during *Friends*, our rallying calls throughout *ER*.”

The mammoth's tusks gleamed as he spoke of coveting primetime news spots and sports broadcasts like sacred relics. "Our success was not measured in the frantic heartbeats of days and hours, but in the steady rhythm of months, quarters, and years. We built empires of influence that lasted!"

Mark's voice rose like a war chant: "Our creative works were legendary! They made people laugh until their sides ached, they mystified and bewildered, and yes—sometimes they featured business owners without their pants!" The mammoth chuckled, a sound like boulders rolling down a mountainside. "True story, Joe. True story."

"But the real magic," Mark continued, his orange lenses flashing, "was when success meant your business became the talk of the town. Every citizen knew your battle cry—signaled by jingles that lived in their hearts, remembered by slogans burned into their minds like a brand upon cattle."

Joe's eyes widened with recognition. "Wait... I remember some of those jingles from when I was a kid. There was this carpet cleaner... 'Stanley Steamer, your certified cleaner...' and that plumber who used to say..."

"Pipes gone mad? We'll make you glad!" Mark finished triumphantly. "Yes! You see? That is the power of true marketing! Decades later, those battle cries still echo in your mind. That is influence, Joe Sullivan. That is how the Chosen Plumber claims his throne."

## **The Digital Marketing Gold Rush**

Mark's expression grew grave, his orange lenses dimming. "But then came the great deception—the digital marketing gold rush that would lead countless warriors like yourself astray."

The mammoth began pacing, his massive form moving with surprising grace around Joe's small office. "It started innocently enough. Digital marketing promised to be cheap and easy. A dash of Google search ads here, a sprinkle of SEO dust there, and a few posts on Facebook. 'And lo,' they promised, 'the market would come.'"

Joe nodded grimly. "That's exactly what they told me."

"It was the wild west of marketing," Mark continued, his voice heavy with the weight of lost opportunity. "And those who were early to the frontier did indeed strike gold. They dominated Google when competition was scarce, when the digital landscape was an empty prairie waiting to be claimed."

The Marketing Mammoth's tusks caught the light as he shook his great head sadly. "But like all rushes, Joe, the gold became a trickle. The majority of business owners—plumbers like yourself—took their budgets from the proven battlefields of broadcast and jammed them into the limited inventory of digital advertising. Competition flooded in like a mighty river, and Google, along with Facebook, smelled opportunity in the chaos."

## **The Rise of Digital Tyranny**

Mark's voice grew darker, filled with the righteous anger of a prophet witnessing corruption. "Then came the great betrayal. Facebook, that false god of social connection, removed organic reach from business pages. 'Buy ads instead,' they commanded, holding your customers hostage behind a wall of algorithms."

Joe's hands clenched into fists. "I remember that! I used to get actual reach on my posts, then suddenly... nothing."

"Google, not to be outdone in treachery, cracked down on SEO—cutting off the free traffic that had sustained many honest businesses. They pushed organic results further and further from the eyes of the searcher. They ramped up their focus on search ads because those always went to the highest bidder, not the most worthy." Mark's orange lenses blazed with indignation. "Then they birthed Local Services ads—a realm where budget mattered not, where only Google's mysterious algorithms could decide rankings and importance. A realm where they tightened their grip of control."



The mammoth gestured toward Joe's computer screen with contempt. "Big tech pushed organic leads further down the page, like exiling the righteous to distant lands. They raised prices even when demand wasn't there, because they could. Big Tech had gobbled up advertising, Joe, and they grew fat on the bones of businesses like yours."

"But the greatest tragedy," Mark continued, his voice dropping to a rumble of sorrow, "was that marketers didn't change their tune fast enough. They became slaves to the algorithm, pushing business owners like yourself into the quicksand of SEO optimization and lead generation initiatives. They forgot the core of advertising."   
The True Purpose Revealed

Mark suddenly straightened to his full, imposing height, his presence filling the room like a force of nature. "Listen well, Joe Sullivan, for I speak the marketing truth that Tyler Williams carved into stone tablets with his own blood: We are not supposed to game Google. We are supposed to be in front of the customer."

Joe felt the words hit him like lightning. "In front of the customer..."

"YES!" Mark roared, his voice shaking the windows. "We are supposed to be the engineers of influence! Because that is how choices are made. That is how plumbers become the Chosen Ones—not through algorithmic manipulation, but through the ancient art of capturing minds and hearts."

The Marketing Mammoth moved closer, his orange lenses reflecting Joe's stunned expression. "Your agency filled your head with lies about digital dominance because they never learned the truth. They are not marketers—they are button-pushers, data jugglers, metric manipulators. They worship at the altar of analytics while your phone sits silent."

"But there is hope," Mark continued, his voice rising with prophetic power. "I'm seeing a shift in the marketing spheres—a correction in the pendulum of strategy. A focus on true influence is returning to the marketplace, and your plumbing company must be part of this revolution."

## **The Battle for Minds**

Mark's glasses caught the light as he leaned forward, speaking with the intensity of a general preparing for war. "This new era is bigger than Google, more dominant than social media, because it's a battle for the minds of the market. The Chosen Plumber needs to rank in one place and one place only..."

"Where?" Joe whispered, hanging on every word.

"In the minds of the market!" Mark declared, his voice echoing like thunder across mountains. "In the psychology of your future customers! Not only vying for page one of Google, but in position one of their thoughts when disaster strikes their pipes!"

The mammoth began to pace again, his energy infectious. "When Mrs. Henderson's toilet overflows at 2 AM, when the Johnsons' water heater explodes on Christmas morning, when the restaurant owner's grease trap backs up during the lunch rush—whose name should thunder through their minds like a battle cry?"

"Mine," Joe said, his voice growing stronger.

"YOURS!" Mark roared approvingly. "Not because you optimized some keywords or bought your way to a new backlink, but because you claimed territory in their consciousness through the ancient arts of frequency and persuasion!"

The Marketing Mammoth's orange lenses blazed as he delivered his final proclamation: "It's time for you to own your market, Joe Sullivan. Time to dominate not the search results, but the minds of

the masses. This is your destiny—to rise from the digital quicksand and become what Tyler Williams envisioned: a true architect of influence.”

As Mark's words faded, the mystical portal began to reappear behind him, swirling with mists and ancient power. "The choice is yours, Master of Pipes . Will you continue to chase the misguided promises of digital snake oil, or will you embrace the true power of marketing and claim your throne as the Chosen Plumber of your realm?"

Joe stood up, his back straighter than it had been in months, his eyes blazing with newfound purpose. "I want to learn, Mark. I want to understand the real way.”

The Marketing Mammoth smiled—a sight both terrifying and magnificent. "Then our journey together has just begun." With that, he stepped back through the portal, which sealed itself with a sound like distant thunder, leaving only the faint scent of ancient wisdom and the promise of marketing mastery to come.

Joe looked at his computer screen, then at his silent phone, and for the first time in months, he knew exactly what he needed to do. The age of digital deception was ending, and the era of true influence was about to begin.

## **Lessons for a Mammoth Plumber:**

- **Marketing is about influence, not algorithms** - Your job is to capture minds and hearts, not to game Google's search results or chase Facebook metrics.
- **The golden age of marketing was built on frequency and persuasion** - Successful businesses became "the talk of the town" through consistent presence and memorable messaging, not click-through rates. Data is useful, but not everything.

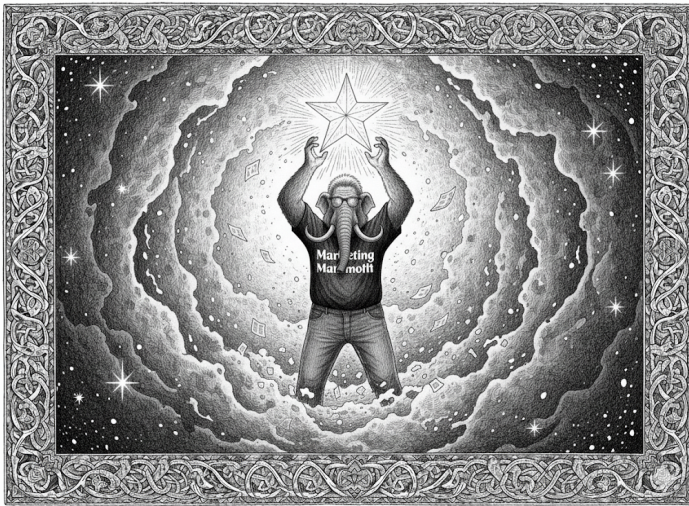
- **Big Tech has created artificial scarcity** - Facebook removed organic reach and Google pushed organic results down to force businesses to pay for advertising that used to be more accessible.
- **Your real competition is for mental real estate** - The goal is to rank #1 in your customers' minds when they need a plumber, not necessarily #1 on Google.
- **True marketing success is measured in months and years, not days** - Building lasting influence takes time and consistency, unlike the instant gratification promised by digital metrics.
- **Memorable marketing creates lasting impact** - Jingles and slogans from decades past still live in people's minds because they were designed for influence, not conversion optimization.
- **The pendulum is swinging back to influence-based marketing** - Smart businesses are returning to proven methods of capturing customer attention and loyalty rather than chasing algorithmic changes.

## Chapter 3:

# The Thunder of Social Proof

*"In the grand colosseum of commerce, a warrior without testimonials fights naked against armored champions. The roar of satisfied customers becomes your battle cry, and their words your unbreakable shield."*

— Tyler Williams, *Tome of Marketing Mystic*, Wrangel Addendum 2:14 (Isle-Year 3, Short Summer, Day 14)



The autumn wind howled through the streets of Millbrook like the breath of ancient gods, carrying with it the scent of dying leaves and broken dreams. In a cramped office above Murphy's Hardware, Jake Torrino sat hunched over his desk, his calloused hands gripping a stack of invoices like a drowning man clutches driftwood.

Jake was no ordinary tradesman. For three years, he had waged war against obscurity with the ferocity of a berserker. His Google Ads blazed across the digital realm like signal fires on distant peaks. His Facebook campaigns swept through social media feeds with the unstoppable force of a cavalry charge. Radio advertisements carried his voice across the airwaves, and his branded van prowled the neighborhoods like a herald of his craft.

Yet for all his marketing might, Jake found himself bleeding gold faster than a punctured water main. The phone rang with the frequency of temple bells, inquiries poured in like spring floods, but when the dust settled and estimates were delivered, his competitors claimed the spoils while he counted empty victories.

"By all the ancient powers," Jake muttered, his voice hoarse with frustration, "what sorcery do my rivals possess that I lack?"

His latest defeat stung like salt in a fresh wound. Three estimates delivered in a single day—a plumbing repair, a drain cleaning, and a water heater replacement. Each had seemed promising, each customer had nodded approvingly at his presentation, yet by evening, all three had chosen other warriors for their quests.

As Jake slumped in his chair, the office suddenly grew cold, as if winter itself had crept through the walls. The fluorescent lights flickered like dying torches, and from somewhere deep in the earth came a rumbling that spoke of ancient power stirring.

**THOOM. THOOM. THOOM.**



The building shook with each thunderous impact, causing coffee cups to rattle and papers to dance on the desk. Jake leaped to his feet, his heart hammering against his ribs like a blacksmith's hammer on an anvil. Through the window, he glimpsed something that defied all reason—massive footprints appeared in the concrete parking lot, each one glowing with an ethereal orange light.

## **THOOM. THOOM. THOOM.**

The final stomp shattered reality like glass, and through the dimensional breach stepped a figure from legend itself. Mark, the Marketing Mammoth, emerged from swirling mists of possibility, his towering form filling the small office with a presence that made the very air hum with potential.

His auburn fur rippled with otherworldly energy, and behind his distinctive black-rimmed glasses with orange lenses, ancient wisdom gleamed like captured starlight. Upon his mighty brow sat the crown of marketing mastery, invisible to mortal eyes but unmistakable to those who truly saw.

"Hail, Jake Torrino," Mark's voice rumbled like distant thunder, each word carrying the weight of stone tablets and forgotten prophecies. "I am Mark, the Marketing Mammoth, keeper of the sacred wisdom of Tyler Williams, the Marketing Maven from Another Realm. Your lament echoes across the void, calling to those who would see justice done in the realm of commerce."

Jake's mouth opened and closed like a fish gasping for air. "You... you're real?"

Mark's massive head tilted, a gesture both mammothian and remarkably human. "As real as the pain that gnaws at your warrior's heart. You fight with honor, wielding the weapons of advertising with skill and courage. Yet you fall in battle not for lack of valor, but for missing the most powerful weapon in any merchant's arsenal."

"What weapon?" Jake whispered, awe and desperation warring in his voice.

Mark gestured with one enormous tusk toward the stack of invoices. "The voices of your conquered customers, young warrior. The testimonials of those you have served. You enter each battle without your shield of social proof, and in doing so, you fight at a disadvantage that would fell even the mightiest champion."

## **The Revelation of Social Proof**

Mark's orange-tinted gaze swept over Jake's marketing materials scattered across the desk—glossy brochures, business cards crisp as autumn leaves, and digital campaign reports that spoke of reach and impressions but whispered nothing of trust.

"Tell me, brave Jake," Mark continued, his voice taking on the cadence of an ancient storyteller, "when a stranger seeks to hire a plumber, what drives their choice? Is it your advertisements, no matter how brilliant? Is it your promises, no matter how boldly proclaimed?"

Jake shook his head slowly, understanding beginning to dawn like sunrise over snow-capped peaks.

"Nay," Mark proclaimed, his tusks gleaming in the flickering light. "It is the word of their fellow travelers on this journey of life. The voices of customers who have walked the path they now tread, who have faced the same plumbing perils and lived to tell the tale. This is the ancient magic of social proof—the knowledge that you, Jake Torino, have served others like them and served them well."

The Marketing Mammoth began to pace, his massive form moving with surprising grace in the confined space. "Your rivals wield this weapon while you enter battle defenseless. When a customer seeks your services on Google, what do they see alongside your name?"

Jake's shoulders sagged with the weight of recognition. "Eight reviews. Maybe ten on a good month."

"And your competitors?"

"Hundreds," Jake admitted, the word escaping like a death rattle. "Some have five hundred, six hundred reviews. All five stars, all singing praises."

Mark nodded gravely. "There lies the battlefield where wars are won and lost before a single word is spoken. The customer sees your name beside another—you with your handful of whispered testimonials, your rival with a choir of satisfied voices raised in digital song. Who would you choose, if you were they?"

The truth struck Jake like lightning splitting an ancient oak. All his marketing brilliance, all his advertising prowess, meant nothing when customers could not trust him as they trusted his well-reviewed rivals.

## **The Sacred Quest for Reviews**

Mark's expression grew fierce, his eyes burning with the intensity of a marketing crusade. "But despair not, valiant Jake, for the path to victory lies before you, clear as mountain streams and twice as refreshing. You must embark upon the most sacred of quests—the gathering of testimonials from every soul you serve."

"But I ask for reviews," Jake protested. "Every invoice has a link."

"ONCE!" Mark's roar shook the office windows. "You ask once, like a timid cub begging scraps from the pack! This is not the way of the Marketing Mammoth! This is not the path that Tyler Williams, blessed be his memory, carved through the wilderness of obscurity!"

The great mammoth's voice softened, taking on the tone of a wise teacher instructing a beloved student. "Listen well, for I shall reveal the ancient ritual of review acquisition, passed down from the stone tablets themselves."

Mark raised one massive appendage, and ghostly images began to form in the air—scenes of plumbers at work, customers smiling, the delicate dance of service and satisfaction.

"First," Mark intoned, "you must understand that most customers who would gladly sing your praises simply forget. They are not enemies—they are allies who need reminding. The sacred scrolls teach us that a warrior must ask not once, not twice, but up to five times before accepting defeat."

Jake leaned forward, his notebook appearing in his hands as if summoned by will alone.

"When the work is done and the customer stands in wonder at your craft," Mark continued, "that is your first strike. Ask them then and there, while the satisfaction burns bright in their hearts. Hand them your phone, show them the path to Google, make it as simple as breathing."

The ghostly images shifted, showing plumbers kneeling beside customers, phones extended like offerings to digital gods.

"But if they demur, if they promise to 'do it later' with the casual dismissal of the distracted, do not despair. That very evening, while the memory of your excellent service still glows warm, send them an email. Not a generic blast from the depths of automation, but a personal message that speaks to the specific service you provided."

Mark's tusks caught the light as he smiled. "And if still they do not respond, the next day your CSR—your Customer Service Representative, your herald and champion—must call. Not to pester, but to ensure satisfaction. 'How was the service? Did

everything work perfectly? We care about your complete happiness.' And when they confirm their satisfaction, then strikes your CSR: 'Would you be willing to share that experience with others who might need our help?'"

The Marketing Mammoth began to pace again, his massive form casting dancing shadows on the walls. "Text them the link immediately, while they hold the phone to their ear. Make it effortless, make it immediate, make it irresistible."

"And if they still don't leave a review?" Jake asked, his pen poised above paper.

Mark's grin grew wider, revealing teeth like ancient ivory monuments. "Then you unleash the power of automation, but with the wisdom of variation. Email and text message, alternating weekly, each with a different approach. Not begging, not groveling, but reminding them that others seek the same quality service they received."

The mammoth held up four more appendages. "Week two: 'Help your neighbors find quality plumbing help.' Week three: 'Share your positive experience to help our small business grow.' Week four: 'Your feedback helps us serve others better.' Week five: 'One last request to share your experience.'"

"Five times total," Jake murmured, scribbling notes with the fervor of a scholar copying sacred texts.

"Five times," Mark confirmed. "Your doctor asks this much. Your lawyer demands it. Your lawn care service begs for it. If they can request reviews with persistence, then by Tyler Williams' ghost, so can the noble plumber! To do less is not humility—it is cowardice in the face of marketing necessity."

## **The Amplification of Trust**

But Mark was not finished. The great mammoth's expression grew cunning, like a general planning the final assault that would shatter enemy lines forever.

"Yet even this is merely the foundation of your campaign, brave Jake. For what good is a treasure buried in caves where only desperate seekers venture? Your reviews languish in the depths of Google listings, seen only by those who already need a plumber this very day. This is thinking too small for a warrior of your potential!"

Mark gestured, and new images formed in the air—screenshots of Facebook ads, Instagram stories, Google display campaigns, all featuring glowing customer testimonials.

"The chosen plumber, the one who rises above the common herd, takes those precious reviews and transforms them into heralds of his greatness! Each five-star testimonial becomes a banner carried into battle across every digital realm!"

Jake's eyes widened with understanding. "Turn the reviews into advertisements?"

"Exactly!" Mark's voice boomed with approval. "Facebook campaigns featuring Mrs. Henderson's glowing praise for your emergency repair skills! Instagram stories showcasing Tom Martinez's detailed review of your bathroom renovation! Google display ads that follow potential customers across the internet, each one carrying the voice of a satisfied soul!"

The Marketing Mammoth's pace quickened, his excitement building like storm clouds gathering for the perfect tempest.

"Think of the power, Jake! When Mrs. Johnson sees your Google ad while reading her morning news, it shows her neighbor's review praising your honesty and skill. When Mr. Peterson scrolls through Facebook, your sponsored post appears featuring a video testimonial from the family down the street. When Sarah Chen



researches plumbers on her phone, your Instagram ad displays the five-star review from her coworker!"

Mark paused, his orange-lensed gaze boring into Jake's soul. "This is not an accident, young warrior. This is engineering. This is the deliberate construction of trust in the minds of those who have never met you but will need you someday. You become the chosen plumber not when they have a crisis, but months before they ever pick up the phone."

## **The Ultimate Weapon: Video Testimonials**

Mark's expression grew reverent, as if approaching the holiest of marketing relics. "But there remains one final weapon in this arsenal, one so powerful that even a single example can shift the tides of commercial war in your favor."

"What weapon?" Jake whispered, sensing he stood on the threshold of profound knowledge.

"The video testimonial," Mark intoned, his voice dropping to a whisper that somehow carried more weight than his mightiest roar. "A customer speaking directly to the camera, their face showing genuine satisfaction, their voice carrying the unmistakable ring of truth. This is marketing magic of the highest order."

The ghostly images shifted again, showing plumbers with smartphones recording customers, faces bright with satisfaction as they spoke of excellent service and fair prices.

"You will not receive many," Mark warned. "Most customers will decline, preferring the anonymity of written words to the vulnerability of recorded testimony. But one video review per month—just one—wielded properly across your advertising campaigns, will propel your business forward like a mammoth charge across the tundra."

Mark's tusks gleamed as he smiled. "Picture this: A Facebook video ad featuring Mrs. Thompson standing in her beautifully renovated bathroom, speaking directly to your future customers about your professionalism, your skill, your fair pricing. Her words carry more weight than a thousand written reviews because the viewer can see her genuine emotion, hear the truth in her voice, witness the quality of your work in the background."

"The psychological impact is devastating to your competition," Mark continued, his voice taking on the cadence of a military strategist. "When someone watches Mrs. Thompson's testimonial, they don't just read about your service—they experience it through her eyes. They trust her because she is real, she is relatable, she is proof that you deliver on your promises."

## **The Whirlwind of Engineered Trust**

Mark moved to the window, gazing out at the city lights twinkling like stars fallen to earth. When he spoke again, his voice carried the weight of prophecy.

"When you follow this path, Jake, you create something marketing legends call 'engineered trust'—a systematic approach to building reputation that leaves nothing to chance. Your competitors stumble through their careers hoping customers will randomly leave reviews. You will hunt testimonials like a skilled tracker, gathering them, amplifying them, weaponizing them across every channel of commerce."

The Marketing Mammoth turned back to Jake, his orange lenses reflecting the fluorescent lights like twin suns. "Within six months, your Google listing will blaze with hundreds of five-star reviews. Your advertising campaigns will feature the voices of satisfied customers singing your praises. Your social media will showcase video testimonials that build trust before prospects ever call. You will become not just a plumber, but the plumber—the obvious

choice, the trusted professional, the one whose reputation precedes him like the sound of approaching thunder.”

Mark raised his mighty tusks toward the ceiling, his voice rising to a crescendo that made the office walls vibrate with power. "This is the way of the Marketing Mammoth! This is the wisdom of Tyler Williams made manifest! You shall no longer enter battle unshielded, but stride into every estimate appointment armored in the testimonials of the grateful, your reputation blazing before you like a banner of certainty!”

## **The Transformation**

Jake stood in stunned silence for long moments, his mind reeling with the implications of what he had learned. Finally, he looked up at the towering figure before him, his voice hoarse with emotion.

"Mark, I... I've been fighting with one hand tied behind my back.”

"Indeed," Mark replied gently. "But no more. You now possess the knowledge that separates the chosen from the forgotten, the prosperous from the struggling. Use it wisely, use it consistently, and use it without apology. The marketplace respects strength, and strength in business comes from the voices of those you have served well.”

The Marketing Mammoth began to fade, the dimensional breach slowly closing behind him. "Remember, brave Jake—every job is an opportunity, every satisfied customer a potential herald, every review a weapon in your arsenal. Ask five times, amplify everywhere, and never underestimate the power of social proof to transform an ordinary tradesman into a marketing legend.”

"Wait!" Jake called out as Mark's form grew translucent. "How do I thank you?”

Mark's laughter boomed across dimensions. "By succeeding, young warrior. By claiming your place among the chosen. By showing other plumbers that with the right knowledge and the courage to use it, any tradesman can rise from obscurity to greatness. This is the way of the Marketing Mammoth!"

With a final THOOM that shook the building to its foundations, Mark vanished, leaving only the lingering scent of ancient wisdom and the faint echo of Tyler Williams' eternal teachings.

Jake stood alone in his office, but he no longer felt defeated. In his hands, he held the tools of transformation. Tomorrow, the real work would begin.

## **Lessons for a Mammoth Plumber:**

- **Reviews are your most powerful marketing weapon** - They provide the social proof that turns prospects into customers before you even meet them
- **Ask for reviews systematically, not randomly** - Create a structured 5-touch system: at job completion, email that evening, CSR call the next day, then automated weekly follow-ups for 4 more weeks
- **Most customers forget, they don't refuse** - Persistence isn't pestering when done professionally; it's serving future customers who need your services
- **Turn reviews into advertising ammunition** - Use your best testimonials in Facebook ads, Instagram stories, Google display campaigns, and all digital marketing efforts
- **Video testimonials are marketing gold** - Even one per month can dramatically increase conversion rates when used in advertising campaigns
- **Engineer trust, don't leave it to chance** - Systematically build your reputation through consistent review gathering and strategic amplification across all marketing channels
- **Your reputation should precede you** - Build trust in the market before customers need you, not during their moment

of crisis when they're comparing you to heavily-reviewed competitors

## Chapter 4:

# The Empire of Influence

*"Consistency is the silent sledgehammer that breaks through the walls of obscurity, while sporadic efforts are but whispers lost to the howling winds of marketplace chaos."*

— Tyler Williams, *Tome of the Marketing Mystic*, Mammoth Path 4:9 (Year 18,500 BP, Second Frost, Day 9)



The autumn rain hammered against the windows of Joe Castellano's cramped office like the fists of unpaid creditors. He sat hunched over his desk, surrounded by towers of unpaid invoices and the bitter dregs of his fourth cup of coffee. The glow of his computer screen cast harsh shadows across his weathered face as he stared at yet another failed advertising campaign.

"Forty-seven clicks," Joe muttered, his voice thick with frustration. "Forty-seven goddamn clicks and not one phone call. Not one!"

He jabbed at the keyboard with calloused fingers, pulling up the remnants of his latest marketing attempt—a Facebook ad campaign he'd run for exactly one week before panic seized his wallet and forced him to shut it down. The numbers mocked him from the screen: \$350 spent, zero leads generated.

"Facebook's a scam," he growled, pushing back from the desk. "Google's no better. All these platforms just want to steal your money and leave you high and dry."

Joe had been running Castellano Plumbing for fifteen years, and he'd seen every snake oil marketing scheme come and go. He'd tried them all—radio spots that played once during off-peak hours, newspaper ads buried in the classified section, even those garish truck wraps that cost more than his first van. Nothing worked. Nothing ever worked.

The rain intensified, and somewhere in the distance, thunder began to rumble. But this was no ordinary storm thunder—it carried something deeper, something that seemed to shake the very foundations of the earth itself.

**THOOM.**

The coffee cup rattled on Joe's desk.

**THOOM.**



The windows trembled in their frames.

**THOOM. THOOM. THOOM.**

The overhead lights flickered as dust rained down from the ceiling. Joe shot to his feet, his heart hammering against his ribs. The stomping grew closer, each footfall like the march of some primordial giant. Then, impossibly, a voice boomed through the walls themselves:

**"WHERE DWELLS THE PLUMBER WHO BELIEVES THE PLATFORMS HAVE FAILED HIM?"**

The air in the room grew thick and electric. Joe's breath came in short gasps as a shimmering portal of orange and black light tore open in the center of his office. The portal crackled with ancient energy, and through its swirling depths stepped a figure that defied all earthly explanation.

Mark the Marketing Mammoth emerged like a force of nature made manifest. His massive frame filled the room, orange-tinted glasses catching the mystical light that still danced around the closing portal. His tusks gleamed with an otherworldly sheen, and when he spoke, his voice carried the weight of eons and the wisdom of forgotten ages.

"Greetings, Joe Castellano," Mark rumbled, his trunk curling as he surveyed the chaos of failed campaigns scattered across the desk. "I have felt the tremors of your frustration echoing across the cosmic marketing planes. You believe the platforms have betrayed you, but I see a truth that cuts deeper than betrayal—I see the curse of inconsistency."

Joe's mouth hung agape. "You're... you're a talking mammoth."

"I am Mark, heir to the marketing wisdom of Tyler Williams, the Maven from Another Realm." Mark's glasses flashed with inner fire. "And you, mortal plumber, have fallen victim to the most

insidious enemy of all successful marketing—the whisper in the wind approach.”

"The what now?"

Mark stepped closer, his massive presence somehow both intimidating and comforting. "Tell me, Joe Castellano, when do you advertise?"

"When I need customers," Joe replied, as if stating the obvious. "When business gets slow, I throw some money at ads. When things pick up, I stop spending. Makes sense, right?"

A sound rumbled from deep within Mark's chest—not quite laughter, but something far more ancient and knowing. "Ah, the eternal folly of the desperate. You advertise only when you hunger, then vanish when you feast. Do you know what this creates in the minds of your potential customers?"

Joe shook his head mutely.

"Confusion. Doubt. The gnawing suspicion that you are not a true craftsman, but a phantom who appears and disappears like morning mist." Mark's trunk gestured toward the failed campaign reports. "Your business shows up once, whispers its message into the void, then vanishes without a trace. You have become a ghost in your own marketplace."

"But I spent money!" Joe protested. "Three hundred and fifty dollars! That's not nothing!"

Mark's eyes blazed behind his orange lenses. "A drop of water in an ocean of noise. Tell me, would you expect a single match to light a bonfire? Would you plant a seed once and expect a forest to grow?"

"Well, no, but—"

"Then why do you expect a week of advertising to build an empire of influence?" Mark's voice carried the power of avalanches.

"Listen well, Joe Castellano, for I shall share with you the fundamental equation that governs all marketing success: Time plus Consistency equals Momentum."

As Mark spoke these words, they seemed to shimmer in the air, glowing with the same orange light that danced behind his glasses.

"Momentum," Mark continued, beginning to pace around the small office with surprising grace for his size, "is the true prize you seek. It is the force that makes your marketing efforts easier over time, not harder. But momentum requires sacrifice—the sacrifice of instant gratification for long-term domination."

Joe felt something stirring within him, a spark of understanding. "So you're saying I should advertise even when I'm busy?"

"Especially when you are busy!" Mark's trunk slammed against the desk, scattering papers. "When you advertise only in desperation, you are forever pushing a boulder uphill. Every time you stop, it rolls back down, and you must begin again from the bottom. But when you maintain consistency, that boulder begins to roll forward, gathering speed and power until it becomes unstoppable."

Mark moved to the window, gazing out into the storm. "There are thousands of potential customers in this city, Joe Castellano. Thousands who will need your services in the months and years to come. But they do not all need you today, this moment. They need to know you exist long before their pipes burst, long before their water heaters fail. You must plant seeds in their minds that will bloom when the time is right."

"But what if I can't afford to keep advertising when I'm slow?" Joe asked, the practical concerns of a small business owner warring with his growing fascination.

Mark turned back to him, and for a moment, Joe saw not just a mystical mammoth, but something deeper—the accumulated wisdom of every successful business that had ever existed.

"Your advertising budget is like fuel to a sacred fire," Mark intoned. "Add a single drop, and you will barely notice a flicker. But pour on a steady stream, and you will burn bright and strong for as long as the fuel flows. The key is not to douse your fire with gasoline and watch it explode into brief glory before dying—it is to feed it consistently so it grows stronger each day."

Mark's trunk gestured mysteriously, and suddenly Joe's computer screen displayed a new spreadsheet, as if conjured from the marketing ether itself.

"Behold," Mark said, "the six-month projection that shall save your business. No more thinking month to month like a desperate scavenger. Think in seasons, in cycles, in the long arc of empire building."

Joe leaned forward, studying the numbers that had appeared on his screen. The projections showed consistent monthly spending across multiple channels, amounts that were substantial but sustainable.

"Seven to ten percent of your projected revenue," Mark explained, "invested consistently across all your marketing efforts. Digital, traditional, community sponsorships—all working in harmony like instruments in a cosmic orchestra. This is not expense, Joe Castellano—this is investment in your empire of influence."

"But how do I know it'll work?" Joe asked, though he could already feel doubt beginning to crack like old paint.

Mark's laugh shook the office windows. "Because I have seen the rise and fall of a thousand businesses, and every one that achieved greatness followed this path. Consistency is the silent sledgehammer that breaks through the walls of customer

consciousness. It is the steady drumbeat that becomes impossible to ignore.”

The mammoth moved closer, his presence filling Joe with an inexplicable sense of certainty. "Your competitors are making the same mistake you have made—appearing and disappearing like phantoms in the night. While they whisper, you will sing. While they flicker, you will burn steady and bright. In six months' time, when potential customers think of plumbing, they will think first of Castellano.”

Joe felt the truth of it resonating in his bones. "What about the platforms? Facebook, Google—they really aren't scams?”

"The platforms are tools, nothing more," Mark replied. "A hammer is not evil because it fails to drive a nail when swung only once. The magic lies not in the tool, but in the consistency of its use. Facebook becomes powerful when your message appears regularly in the feeds of your ideal customers. Google rewards those who maintain their market's awareness with higher rankings and lower costs purely as the market will seek you out in their time of need, giving Google proof that you are the chosen plumber of realm.”

Thunder crashed outside, but now it seemed like a celebration rather than a threat. Mark began to glow with that same orange light, and Joe realized the mammoth was preparing to depart.

"Remember this, Joe Castellano," Mark said, his voice taking on the quality of distant thunder. "Marketing is not a campaign—it is a way of being. It is not something you do when convenient—it is something you become. Consistency transforms whispers into anthems, drops into floods, and plumbers into legends.”

The portal began to reopen behind Mark, swirling with cosmic energy. "Build your momentum. Feed your fire. Trust in the equation that governs all success: Time plus Consistency equals Empire.”

"Wait!" Joe called out as Mark stepped toward the portal. "How will I know if it's working?"

Mark paused at the threshold between worlds, his orange glasses reflecting infinite possibilities. "You will know because your phone will ring not just when you advertise, but because you advertised. You will know because customers will say they've been seeing your name everywhere. You will know because your competitors will begin to whisper of the plumber who never seems to slow down."

With a final earth-shaking stomp, Mark disappeared through the portal, leaving only the faint scent of ancient wisdom and the soft orange glow of his glasses imprinted in the air.

Joe stood alone in his office, but he no longer felt alone in his business. The computer screen still displayed the six-month projection, the numbers no longer seeming impossible but inevitable. For the first time in years, he felt not the desperation of the hunter, but the patience of the empire builder.

He reached for his phone to call his advertising contacts, but not with the frantic energy of someone trying to fill an immediate need. Instead, he moved with the steady purpose of someone laying the foundation stones of something great and lasting.

Outside, the storm was beginning to clear, and in the distance, the first rays of sunlight were breaking through the clouds.

## **Lessons for a Mammoth Plumber:**

- **Consistency over Intensity:** Advertise regularly, not just when business is slow
- **The Momentum Equation:** Time + Consistency = Marketing Momentum that makes future efforts easier
- **Think in Seasons:** Plan your marketing budget for 6-month periods, not month-to-month

- **The 7-10% Rule:** Invest 7-10% of projected revenue consistently across all marketing channels
- **Platforms Aren't the Problem:** Tools like Facebook and Google reward consistent users with better results
- **Build Your Empire of Influence:** Regular presence creates top-of-mind awareness for when customers need you
- **Feed the Fire Steadily:** Consistent moderate spending builds stronger results than sporadic large investments
- **From Whisper to Anthem:** Consistent messaging transforms occasional visibility into marketplace dominance

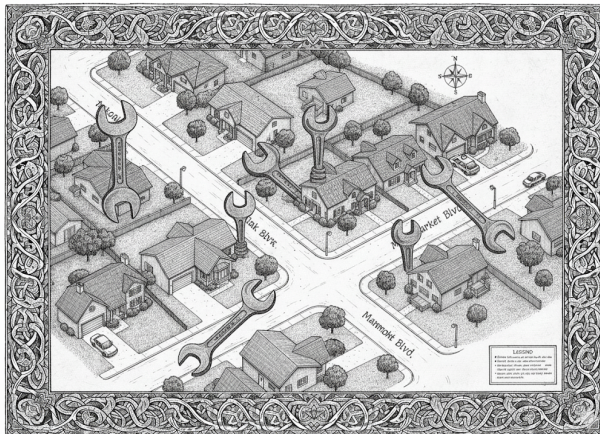


## Chapter 5:

# The Sacred Geography of Frequency

*"In the realm of marketing, frequency is the heartbeat of persuasion, and geography is its sacred ground. Spread your message like morning mist across vast lands, and it vanishes with the dawn. Concentrate it like the focused fire of a forge, and it burns eternal in the minds of mortals."*

— Tyler Williams, *Tome of the Marketing Mystic*, Trade Winds 1:6  
(Interstadial Thaw, First Rains, Day 6)



The autumn rain hammered against the windows of Pete Thornfield's plumbing office like the drumbeats of some ancient war. Six months. Six long, grinding months of pouring his hard-earned coin into the digital realm, watching his Facebook ads dance across screens throughout the greater metropolitan area like phantoms in the night. Yet his phone remained as silent as a tomb, and his appointment book bore more empty pages than a hermit's diary.

Pete slumped in his worn leather chair, the glow of his computer screen casting harsh shadows across his weathered face. The advertising dashboard mocked him with its colorful charts and graphs—150,000 impressions delivered, reach stretching across his service area, budget spent with mechanical precision. By all accounts, his campaign should have been a roaring success. Instead, it felt like shouting into the wind during a hurricane.

"What cursed sorcery is this?" Pete muttered, running calloused hands through his graying hair. "Six months of consistent spending, and I've got nothing to show for it but lighter pockets and heavier doubts."

The office grew cold suddenly, as if winter itself had crept through the walls. The fluorescent lights flickered, and Pete's breath began to mist in the suddenly frigid air. From somewhere deep in the earth beneath his building came a rumbling—not the familiar groan of old pipes, but something far more primal and powerful.

**THOOM.**

The building shook.

**THOOM. THOOM.**

Pete's coffee mug rattled against his desk as the thunderous steps grew closer, accompanied by what sounded like the scraping of massive tusks against stone.

## **THOOM. THOOM. THOOM.**

The wall behind Pete's desk began to crack, and through the growing fissure poured an otherworldly blue light. The cracks widened until they formed a doorway, and through that mystical portal stepped a figure that defied all earthly logic.

Mark the Marketing Mammoth stood nearly eight feet tall, his massive frame covered in thick, auburn fur that seemed to shimmer with an inner light. Orange-tinted glasses perched impossibly on his great trunk, and his tusks bore ancient runes that pulsed with marketing wisdom. Despite his bestial form, he stood upright with the bearing of a sage, his intelligent eyes taking in Pete's predicament with immediate understanding.

"Greetings, troubled tradesman," Mark's voice rumbled like distant thunder, yet carried the warm wisdom of a trusted mentor. "I am Mark, inheritor of Tyler Williams' marketing legacy, guardian of the ancient arts of persuasion and reach. I have heard your lament echoing across the digital realm, and I have come to illuminate the shadows that cloud your understanding."

Pete's mouth hung open like a broken gate. "You're... you're a talking mammoth. With glasses. In my office."

"Indeed," Mark nodded gravely, his trunk adjusting his spectacles. "And you are a plumber who has stumbled upon one of the most treacherous misconceptions in all of marketing—the fatal flaw of frequency and geography."

The great mammoth moved to Pete's computer, his massive presence somehow not knocking over a single item despite the cramped space. With surprising dexterity, he gestured toward the dashboard with his trunk.

"Tell me, Pete Thornfield of the Honest Pipes, what do you see when you look upon these metrics?"

Pete squinted at the screen. "Well... I see 150,000 impressions delivered across my entire service area. Three counties worth of reach. My budget's been consistent—\$900 a month, just like the marketing guru videos said."

Mark's eyes glowed with ancient knowledge behind his orange lenses. "Ah, but what you see as vast reach, I see as a fatal scattering of power. You have committed the cardinal sin of geographical dilution, young plumber. Your message has been spread thinner than morning mist across a mountain range."

The mammoth's trunk traced patterns in the air, and ghostly images began to appear—a map of Pete's service area, dotted with tiny lights representing his ad impressions.

"Behold the truth that your dashboard conceals," Mark intoned. "Your 150,000 monthly impressions, spread across 150,000 potential customers, grants you but one moment of their attention each moon cycle. One fleeting glimpse, lost in the chaos of their digital consumption, forgotten before their next scroll."

Pete's eyes widened as understanding began to dawn. "You mean... I'm only showing up once per person per month?"

"Precisely!" Mark's trunk slammed against the desk with the force of revelation. "And herein lies the ancient wisdom of frequency—the sacred number that Tyler Williams inscribed upon the stone tablets I guard. To truly penetrate the consciousness of mortals, to plant your message deep in their minds where it can grow into action, you must appear before them no fewer than seven times within each turning of the month."

The ghostly map shifted, showing concentrated clusters of lights in specific neighborhoods—dense constellations of impressions rather than scattered stars.

"Consider this truth, Pete of the Pipes: your ideal customer dwells not in every corner of your vast territory, but in specific realms.

The suburban kingdoms where dwell the female homeowners—those sovereign queens of household decisions who command the coin that flows toward plumbing services. They reside in neighborhoods of aging homes and comfortable incomes, where pipes grown old whisper of replacement and maintenance.”

Mark's massive form moved around the office as he spoke, his presence filling the space with an aura of certainty and wisdom.

"The great platforms—Facebook, Google, the digital kingdoms of our age—they are not mysterious entities bent on thwarting your success. They are tools, Pete. Tools as precise and powerful as the finest wrench in your arsenal. But just as a wrench wielded poorly strips threads and breaks bolts, so too do these platforms fail when used without understanding.”

Pete leaned forward, captivated despite his disbelief. "So you're saying I should... focus smaller?"

"Not smaller," Mark corrected, his orange-tinted gaze intense. "More precise. More concentrated. Like the difference between a gentle rain that nourishes all equally and a focused stream that carves canyons through stone.”

The mammoth gestured again, and the ghostly map zoomed in on specific neighborhoods—areas of well-maintained lawns, two-story homes, and tree-lined streets that spoke of established prosperity.

"Choose your territories wisely, noble plumber. Identify the neighborhoods where your ideal customers dwell in greatest concentration. Study the ages of homes—those built forty to sixty years past, when copper pipes were standard and now whisper of replacement. Seek areas where household incomes suggest comfort with your premium pricing.”

Mark's trunk pointed to Pete's advertising dashboard. "Then redirect your budget's mighty flow. Rather than casting 150,000

impressions across three counties like seeds upon barren ground, concentrate them into fertile soil. Target perhaps 20,000 souls within your chosen territories, and suddenly your frequency transforms from whisper to thunder.”

The mathematical magic became clear as Mark illustrated: "20,000 people, 150,000 impressions—now each potential customer witnesses your message seven to eight times per month. This, Pete, is the minimum threshold for marketing sorcery to take hold.”

Pete's fingers flew across his keyboard, adjusting his targeting parameters as understanding flooded through him. "And I check this... where exactly?"

"Within your ads manager lies the sacred metric of frequency," Mark replied, his voice carrying the weight of ancient teaching. "Monitor it as faithfully as you would check water pressure in your installations. If your frequency falls below seven occurrences per month, your message lacks the power to penetrate the fortress of consumer consciousness.”

The great mammoth moved closer, his presence both comforting and commanding. "Understand this truth, Pete of the Honest Pipes: it is not the platform that has failed you these past six moons. Facebook's algorithms are neither friend nor foe—they are neutral forces, like gravity or the flow of water. They respond to the skill and understanding of those who would harness their power.”

Pete nodded slowly, his mind racing with the implications. "So all this time, I wasn't using the tool wrong because the tool was broken. I was using it wrong because I didn't understand how it worked.”

"Wisdom flowers in your understanding," Mark rumbled approvingly. "The platforms seek to deliver results, for their prosperity depends upon your success. But they are vast engines designed to serve millions of users, each with different goals and

understanding. They cannot read your mind nor compensate for strategic errors.”

The mammoth's trunk adjusted his glasses as he prepared to deliver his final teaching. "This principle extends beyond the realm of Facebook, noble Pete. Google Ads, display advertising, even the ancient arts of direct mail—all operate upon the fundamental law of frequency and geography. Cast your net too wide, and you catch nothing but water. Focus your efforts with the precision of a master craftsman, and you shall find your appointment book filled with the customers you seek.”

Mark began to pace, his heavy steps creating a rhythm that seemed to embed his words deeper into Pete's consciousness.

"Remember always: your female homeowner customers—those decision-makers of suburban realms—they do not sit idle, waiting for your message. They are bombarded daily by hundreds of marketing appeals, their attention pulled in countless directions. To rise above this chaos, you must not merely appear before them—you must appear with sufficient frequency to claim and hold their attention.”

The mystical portal behind Mark began to pulse with renewed light, signaling his impending departure. But first, he had one final gift of wisdom to bestow.

"When next you craft your campaigns, think like the ancient generals who conquered vast territories. They did not spread their armies thin across all battlefields simultaneously. They concentrated their forces, claimed strategic positions, and held them with overwhelming presence until victory was assured.”

"The transformation begins now," Mark declared, his form already beginning to fade as the portal's light intensified. "Within one turning of the moon, you shall witness the true power of concentrated frequency. Your phone will ring with the voices of customers who have seen your message not once, but many times



—customers whose minds have been prepared by repetition to recognize your expertise and trust your service.”

Pete stood, his hand extended in farewell to the great mammoth. "Mark, I... how can I ever repay this wisdom?"

The Marketing Mammoth's eyes twinkled behind his orange lenses. "Repay it by using it, Pete Thornfield. Become the master of your marketing tools rather than their victim. And remember always the words inscribed upon Tyler Williams' tablets: 'Frequency without focus is futility, but focused frequency is the key to fortune.'"

With that, Mark stepped backward through the mystical portal, his final words echoing through the office: "Master your geography, command your frequency, and watch your business flourish like a garden in spring rain."

The portal sealed itself, leaving only a faint outline on the wall and the lingering scent of ancient wisdom. Pete turned back to his computer, his fingers already flying across the keyboard as he implemented every lesson the great mammoth had shared.

Six weeks later, Pete's appointment book overflowed with calls from the exact customers Mark had described—suburban homeowners from his targeted neighborhoods who had seen his ads multiple times and finally felt compelled to reach out. The phone that had remained silent for six months now rang with such frequency that Pete had to hire additional staff.

The tool hadn't been broken. The user simply needed to understand how to wield it properly.

## Lessons for a Mammoth Plumber:

- **Frequency trumps reach:** It's better to show your ad to 20,000 people 7-8 times per month than to 150,000 people once per month
- **Target your ideal geography:** Focus on neighborhoods with older homes and higher household incomes where your ideal customers actually live
- **Monitor frequency metrics:** Check your ads manager dashboard regularly—if frequency is below 7 exposures per month, you're not making an impact
- **Quality over quantity in targeting:** Smaller, well-defined audiences with higher frequency outperform large, diluted audiences every time
- **The platform isn't the problem:** Facebook, Google, and other advertising platforms are tools—they work when you understand how to use them properly
- **Concentration creates results:** Like a focused stream carving through stone, concentrated marketing efforts in specific areas yield better results than scattered approaches
- **Female homeowners are key:** Target suburban women who make household purchasing decisions—they're your primary customer demographic for plumbing services

## Chapter 6:

# The Eyes and Ears of the Hunt

*"In the realm of commerce, he who cannot hear the whispers of his quarry shall never taste the victory of the kill. Track every call as a hunter tracks prey, for in the silence between ring and answer lies the difference between feast and famine."*

— Tyler Williams, *Tome of the Marketing Mystic*, Tusks & Tongues 10:2 (Year 22,000 BP, Deep Cold, Day 2)



The autumn wind howled through the industrial district like the wail of ancient spirits, carrying with it the scent of desperation and dying dreams. In a cramped office above Murphy's Plumbing & Sons, Sean Murphy sat hunched over his desk, surrounded by towers of unpaid invoices and the ghosts of failed advertising campaigns.

His weathered hands trembled as he clutched a crumpled newspaper advertisement—the third this month that had cost him dearly yet yielded nothing. The yellow pages ad, the radio spots, the Facebook campaign—all of them had devoured his hard-earned gold like ravenous beasts, leaving him with nothing but empty coffers and a phone that remained stubbornly silent.

"Blast these snake oil salesmen!" Sean roared, hurling the advertisement across the room. "Every marketing company in this cursed city promises riches, yet my phone rings less than a monastery bell!"

As his words echoed through the dim office, the very foundations of the building began to tremble. The fluorescent lights flickered like torches in a haunted cavern, and a sound emerged from the depths of the earth—the rhythmic pounding of massive feet upon stone.

**THOOM. THOOM. THOOM.**

The walls shuddered with each thunderous impact, and Sean's coffee mug danced across his desk like a thing possessed. Through the thin floor, an ethereal orange glow began to seep, casting dancing shadows that writhed like living things.

"What sorcery is this?" Sean whispered, his voice barely audible above the approaching tremors.

**THOOM. THOOM. THOOM.**

The sounds grew closer, more intense, until the very air seemed to vibrate with primordial power. Then, with a sound like the birth of mountains, the floor beneath Sean's desk erupted in a shower of concrete and mystical light. From the chasm below emerged a figure of legend—a massive woolly mammoth, standing upright like a man, his magnificent tusks gleaming in the supernatural radiance.

Upon his great head sat a pair of black-rimmed glasses with lenses that burned like amber flames, and around his mighty frame hung the aura of ancient wisdom. This was Mark, the Marketing Mammoth, keeper of Tyler Williams' sacred knowledge, bearer of the stone tablets of commercial enlightenment.

"Greetings, Sean Murphy," Mark's voice rumbled like distant thunder across frozen tundra. "I have heard your lament carried upon the winds of frustration, and I have come to illuminate the darkness that blinds you to truth."

Sean stumbled backward, his eyes wide with terror and wonder. "Who... what are you? Some fever dream brought on by too much coffee and despair?"

"I am Mark, the Marketing Mammoth, inheritor of Tyler Williams' sacred wisdom," the great beast replied, his orange-tinted glasses reflecting the dying light of day. "And you, Sean Murphy, suffer not from failed marketing, but from blindness to your own success."

The plumber's face contorted with disbelief. "Success? My friend, I've spent thousands on advertising this month, and my phone has rung perhaps six times. Six! How can you speak of success when I face ruin?"

Mark's great head tilted, and a knowing smile played across his mammoth features. "Ah, but therein lies the trap that has ensnared countless warriors before you. You measure the wrong battlefield,

Sean Murphy. Tell me—when those six calls came, what became of them?”

"What became of them?" Sean sputtered. "Well, I... that is to say... my receptionist handled them, of course.”

"And did you listen to these conversations? Did you witness with your own ears how these precious leads—these golden opportunities born of your advertising spend—were received?”

Sean's face grew pale as realization began to dawn. "I... no. I trusted Maria to handle them properly.”

Mark's massive frame moved closer, his tusks catching the fading light. "Trust without verification is the folly of the damned, Sean Murphy. In the ancient tablets left by Tyler Williams, it is written: 'The wise hunter knows every step of his prey, from first scent to final strike.' You have been hunting blind.”

With a gesture of his great trunk, Mark conjured forth a vision in the air—a shimmering tableau that showed Sean's office from earlier that day. In the scene, the phone rang with the sharp persistence of opportunity knocking, and Maria, Sean's receptionist, answered with all the enthusiasm of a mortician greeting mourners.

"Hello," came Maria's flat, disinterested voice through the mystical projection.

Sean watched in growing horror as the caller—a homeowner with a burst pipe and an urgent need—hesitated at the lackluster greeting.

"Oh... um... is this Murphy's Plumbing?" the caller asked uncertainly.

"Yeah," Maria replied, her attention clearly elsewhere. "What do you want?”

The vision continued, showing the caller's growing discomfort as Maria failed to project competence, urgency, or even basic courtesy. Within thirty seconds, the homeowner had ended the call and immediately dialed Murphy's competitor—one who answered with warmth, professionalism, and genuine eagerness to help.

"By the frozen wastes of my homeland," Mark intoned solemnly, "your marketing has succeeded brilliantly. It brought this lead to your very doorstep, yet your guardian of the gate drove it away like a merchant refusing gold."

Sean sank into his chair, the weight of understanding crushing down upon him. "All this time... I thought my advertising was failing. I blamed the agencies, the newspapers, everyone but..."

"But yourself," Mark finished gently. "This is the curse of the untracked hunt, Sean Murphy. Without the ability to see and hear what transpires after your marketing succeeds, you remain forever in darkness, blaming shadows while the true enemy operates in plain sight."

The great mammoth moved to the window, his orange-lensed gaze surveying the city below. "In the ancient days, when I was but a small mammoth cast into the abyss by cruel fate, I learned the sacred truth that Tyler Williams inscribed in stone: 'What is not measured cannot be mastered.' Your business bleeds gold not from failed marketing, but from failed measurement."

Sean leaned forward, hungry for redemption. "Then tell me, great Mark—how does one track these calls? How does one see into the soul of a conversation that happens in another room?"

Mark turned back to him, the mystical light reflecting off his glasses creating patterns of ancient power on the walls. "Behold the sacred implements of call tracking and recording—tools blessed by the marketing gods themselves."



With a gesture of his massive trunk, Mark began to conjure forth visions of mystical technologies. "First, you must establish unique tracking numbers for each of your marketing channels. When someone calls from your newspaper ad, the call flows through one number. When they call from your radio spot, another number. Each channel must have its own pathway, as distinct as the trails of different beasts in snow."

The air shimmered with images of phone systems and tracking dashboards, their screens glowing with the light of revealed truth.

"But the true power," Mark continued, his voice dropping to an reverent whisper, "lies in the recording of these conversations. Every word spoken, every opportunity seized or squandered, must be captured and preserved like ancient scrolls of wisdom."

Sean's eyes widened with understanding. "So I can hear exactly what happens when my marketing brings leads to my door."

"More than hear—you can measure, analyze, and perfect," Mark replied with growing intensity. "You will discover which of your marketing channels brings the highest quality leads. You will identify the words and phrases that convert prospects into customers. Most importantly, you will train your staff not in darkness, but in the blazing light of truth."

The mammoth began to pace, his great feet causing small tremors with each step. "I have witnessed plumbers whose marketing agencies delivered leads of pure gold, yet the businesses failed because those leads were handled like common dirt. The agency, seeing only rejection and failure, was dismissed as incompetent. The cycle of waste continued, with good marketing blamed for poor sales execution."

Sean nodded grimly. "I almost fired my current agency last week. I thought they were fraudsters."

"And perhaps they are still learning their craft," Mark acknowledged. "But how would you know without proper measurement? Call tracking reveals all truths—both the quality of your marketing and the competence of your response."

The great mammoth moved closer to Sean's desk, his presence filling the small office with the weight of ancient authority. "Listen well, Sean Murphy, for I shall share with you the sacred ritual of call tracking implementation."

Mark's trunk gestured toward the air, and mystical text began to appear, glowing with supernatural fire:

"First, you must acquire tracking numbers from the gods of telecommunications—services like CallRail, or WhatConverts. These numbers shall be as guardians at your gates, identifying which marketing channels bring forth each caller.

"Second, you shall implement call recording with the reverence due to sacred ritual. Every conversation must be preserved, for in these recordings lie the secrets of conversion and the revelations of lost opportunity.

"Third, you must establish the sacred practice of call review—not as judgment, but as education. Listen to your receptionist's words as if they were incantations of power, for indeed they are. The difference between 'Hello' and 'Thank you for calling Murphy's Plumbing, where we solve your problems fast—how can I help you today?' is the difference between feast and famine."

Sean frantically scribbled notes, his handwriting barely keeping pace with the mammoth's wisdom. "What else must I track, great Mark?"

"Track the time from ring to answer—callers abandoned like ships in a storm will sail to your competitors' harbors. Track the duration of calls, for brief conversations often signal missed opportunities.

Track the outcomes—how many calls become appointments, how many appointments become sales.”

Mark paused, his orange-tinted gaze boring into Sean's soul. "Most sacred of all, track the words that work. When your receptionist says something that transforms a hesitant caller into an eager customer, capture those words like rare gems. Train all your staff to speak these incantations of conversion.”

The office fell silent except for the distant sounds of the city below. Sean looked up from his notes, his face transformed by newfound understanding.

"I see it now," he whispered. "I've been fighting shadows while the real battle raged elsewhere.”

Mark nodded solemnly. "The ancient wisdom teaches us that the hunt has many phases, Sean Murphy. Your marketing is but the first—it brings the prey within range. But if your sales process fails to make the kill, the hunt ends in starvation regardless of how skillfully you tracked your quarry.”

The great mammoth began to pace again, his massive form somehow graceful in the confined space. "I have seen businesses transformed by this knowledge. One plumber discovered through call tracking that his mailers brought high-quality leads, but his Google Ads brought only price shoppers. Another found that his website generated excellent leads, but only during business hours—leading him to invest in after-hours answering services.”

Sean's excitement was building like pressure in a boiler. "And the call recordings—they can teach my staff exactly how to handle each type of call?”

"Indeed," Mark rumbled with approval. "You will create scripts not from imagination, but from proven success. When you hear a call that converts perfectly, you will analyze every word, every pause,

every technique. These recordings become your training academy, where new staff learn from the masters of conversion.”

The mammoth's glasses reflected the last rays of daylight streaming through the window. "But remember this above all, Sean Murphy—tracking without action is as useless as hunting without weapons. You must review your call data weekly, listen to recordings regularly, and continuously refine your approach based on what you discover.”

Sean stood up, his posture straighter than it had been in months. "I understand, great Mark. My marketing may already be working—I just haven't been able to see it.”

"Precisely," Mark replied with satisfaction. "Many plumbers abandon successful marketing campaigns because they cannot see past their own execution failures. They blame the hunter when the cook burns the meat.”

The orange glow around the mammoth began to intensify, signaling his approaching departure. "Go forth, Sean Murphy, and implement these sacred practices. Within a moon's cycle, you will see your business with new eyes. You will identify the marketing channels that truly serve you, and you will transform your phone handling from weakness into strength.”

Sean nodded reverently. "Thank you, great Mark. I see now that I've been my own worst enemy.”

"We all battle shadows until the light reveals truth," Mark replied with ancient wisdom. "But now you possess the torch of measurement. Use it well.”

With those words, the great Marketing Mammoth began to sink back into the mystical portal from whence he came. The orange light grew brighter, then dimmer, until finally the floor sealed itself as if nothing had ever disturbed its surface.

Sean Murphy stood alone in his office, but he was no longer the same man. In his hands, he clutched pages of notes that would transform his business. Tomorrow, he would implement call tracking. Tomorrow, he would begin recording conversations. Tomorrow, he would start seeing his business clearly for the first time.

As the sun set over the city, Sean Murphy began planning his resurrection—not through new marketing, but through the simple act of measuring what he had never measured before.

The hunt was about to begin anew.

## **Lessons for a Mammoth Plumber:**

- **Marketing success means nothing without sales execution** - Your advertising may be working perfectly while your phone handling destroys every lead
- **What isn't measured cannot be improved** - Without call tracking and recording, you're operating blind to your biggest opportunities and failures
- **Each marketing channel needs its own tracking number** - You must know which advertisements bring quality leads and which waste your gold
- **Call recording is your greatest teacher** - Every conversation contains lessons about what converts prospects and what drives them away
- **Train your staff from real success, not imagination** - Use recordings of perfect calls to teach others exactly what to say and how to say it
- **Track beyond just call volume** - Measure answer time, call duration, appointment rates, and conversion rates to see the complete picture
- **Review your data weekly, not monthly** - Quick adjustments based on call tracking data can save failing campaigns and amplify successful ones

- **Poor phone handling can make good marketing look terrible** - Many plumbers fire excellent marketing agencies because they can't see that the problem occurs after the marketing succeeds

## Chapter 7:

# The Message That Echoes Through Eternity

*"In the realm of commerce, he who speaks to algorithms while ignoring the beating hearts of mortal customers shall find himself lord of nothing but silence. Yet he who crafts messages that pierce the very soul of his audience shall command legions of loyal followers unto the ends of the earth."*

— Tyler Williams, *Tome of the Marketing Mystic*, Campfire Lessons 5:11 (Herd-Moving Moon, Day 11)



In the sprawling suburbs of Cedar Valley, where manicured lawns stretched like green oceans beneath a merciless sun, John Morrison wiped the sweat from his brow as he stared at his laptop screen in defeat. His plumbing business, *Morrison's Reliable Plumbing*, had been limping along for three years, barely generating enough calls to keep the lights on.

The website he'd paid a fortune for gleamed with professional polish, its header proudly declaring: "Expert Plumbers in Cedar Valley, California - Licensed, Bonded, and Insured Drain Cleaning Services Available 24/7." Below it, paragraphs of technical jargon described their "comprehensive plumbing solutions" and "state-of-the-art diagnostic equipment."

John had followed every SEO guide, stuffed his pages with keywords like a Thanksgiving turkey, and crafted Facebook posts that meticulously listed their services: "Available for Water Heater Repair," "Emergency Drain Cleaning Services," "Leak Detection Specialists." Yet his phone remained as silent as a tomb.

"What am I doing wrong?" he muttered, running his hands through his graying hair. "I've got the credentials, the equipment, the experience. Why won't they call?"

The autumn wind howled through the trees outside his modest office, carrying with it the scent of approaching winter. As John sat in his despair, the very foundations of his building began to tremble. The fluorescent lights flickered like dying stars, and a sound like distant thunder grew closer and closer.

**THOOM. THOOM. THOOM.**

The rhythmic pounding shook dust from the ceiling tiles. John's coffee mug rattled on his desk as the thunderous footsteps approached. Then, with a sound like mountains colliding, the wall of his office began to shimmer and bend, reality itself seeming to warp and buckle.



Through the mystical portal that tore open in the fabric of space stepped a figure of legend—Mark, the Marketing Mammoth. His massive woolly form filled the doorway, orange-tinted glasses glinting in the fluorescent light. Ancient wisdom sparkled in his eyes as he surveyed John's marketing materials.

"Mortal plumber," Mark's voice rumbled like distant thunder, "I have heard thy cry across the ethereal planes. Thy message is but a whisper in a hurricane, speaking to no one and reaching none."

John's jaw dropped as he beheld the mythical beast. "You... you're real?"

"As real as the folly that plagues thy marketing, young tradesman. Behold!" Mark gestured with his mighty tusk toward John's website. "Thou speakest to the mechanical servants of Google whilst ignoring the beating hearts of thy true audience. Tell me, does Google call thee when their pipes burst at midnight?"

"Well... no, but—"

"SILENCE!" Mark's trumpet-like roar shook the windows. "Listen well, for I shall reveal the secret that the ghost of Tyler Williams whispered to me in the sacred caves of marketing wisdom."

## **The Revelation of the True Message**

Mark's massive form settled into the office with surprising grace, his ancient eyes studying John's marketing materials like a scholar examining forbidden texts.

"Observe thy headline, mortal: 'Expert Plumbers in Cedar Valley, California.' Tell me, what emotion does this stir in the heart of a suburban mother whose kitchen sink overflows while her children scream and chaos reigns?"

John pondered this. "I... I suppose none?"

"Precisely! Thou dost proclaim thy geographical location and credentials to the void, while she desperately seeks someone she can trust—someone who understands her plight. But look here..." Mark's tusk traced a mystical arc in the air, and John's screen began to glow with ethereal light.

The words on the website shimmered and transformed before John's eyes: "*We're the Plumbers Your Neighbors LOVE to Call!*"

"Behold the difference!" Mark trumpeted. "One speaks to Google's algorithms, cold and mechanical. The other speaks to Mrs. Henderson at 42 Maple Street, who wants to know that her neighbors—people just like her—trust you with their homes and their families."

John felt a chill of recognition run down his spine. "But won't that hurt my SEO rankings?"

Mark's laughter boomed like thunder rolling across distant peaks. "Foolish mortal! Rankings matter not if thy message fails to move hearts. Would you rather be the first result that generates no calls, or the third result that fills thy calendar with eager customers?"

The mammoth's glasses caught the light as he turned to John's Facebook page. "And here—observe this abomination: 'We're available for Drain Cleaning Services.' Does this message make a homeowner's heart sing with relief? Does it speak to her deepest fears and desires?"

John watched in awe as Mark waved his trunk, and the Facebook post transformed: "We're the plumbing team that treats your home like our own—because your family deserves better than crossed fingers and prayers when disaster strikes."

"By the ancient tablets!" John gasped. "I can feel the difference even reading it!"

## The Wisdom of the Suburban Oracle

Mark's orange-tinted glasses gleamed as he began to pace the small office, his massive form somehow moving with fluid grace.

"Listen well, young plumber, for I shall reveal the secret of thy true audience. She is not the algorithm that crawls thy website in the dark of night. She is flesh and blood—a suburban mother, aged between thirty-five and fifty-five, who lies awake at night worrying about the strange sounds coming from her pipes."

The mammoth's voice took on an almost hypnotic cadence as he painted the picture. "She has been burned before by contractors who disappeared with her money, who left her home in worse condition than they found it. She fears the plumber who shows up dirty, crude, and smelling of cigarettes—who will track mud through her carefully maintained home and speak to her like she's an inconvenience."

John nodded, recognition dawning. "That's... that's exactly what most plumbers do wrong."

"Precisely! And this, dear mortal, is thy golden opportunity. While thy competitors speak of their services, thou must speak to her heart. While they proclaim their expertise, thou must promise her peace of mind."

Mark gestured grandly, and mystical words appeared in the air before them:

**"We Always Answer the Phone"** — Because she's tired of contractors who vanish when she needs them most.

**"We Show Up on Time"** — Because her schedule matters, and her time is precious.

**"We Offer Upfront Pricing"** — Because she's been burned by surprise charges and wants to know the cost before committing.

**"We Always Bring a Smile to Your Front Door"** — Because she wants to feel comfortable letting someone into her sanctuary.

"These are not mere words," Mark rumbled, his eyes blazing with ancient wisdom. "These are promises that speak to her deepest fears and desires. They differentiate thee from the horde of dirty, unreliable contractors who have poisoned her expectations."

## **The Curse of Boring**

The Marketing Mammoth's expression grew stern as he addressed the gravest sin of all.

"But beware, young tradesman, the deadliest curse that plagues thy industry—the dreaded curse of being boring. If thy message fails to capture attention, if thy words blend into the gray noise of ten thousand other 'professional service providers,' thou art doomed to mediocrity."

John shifted uncomfortably. "But shouldn't I sound professional? Businesslike?"

Mark's roar shook the very foundations of the building.

"PROFESSIONAL?" His trunk swept across John's desk, scattering papers. "Dost thou seek to sound like a lawyer? A banker? A bureaucrat? Tell me, mortal, when thy pipes burst at 2 AM, dost thou want someone who speaks in corporate platitudes, or someone who understands thy panic and promises swift relief?"

The mammoth's voice dropped to a conspiratorial whisper. "The market is glutted with 'professional' plumbers who hide behind stuffy business-speak because they fear showing their true selves. They believe that sounding like everyone else will somehow make them successful. But in doing so, they become invisible."

Mark gestured, and John's computer screen filled with examples of boring plumber messaging:

- "Quality plumbing solutions for your residential and commercial needs"
- "Licensed and insured professional services available"
- "Comprehensive plumbing repairs and maintenance"

"Observe how these messages could describe anyone—any plumber, any contractor, any service provider. They are the marketing equivalent of beige paint on white walls. Forgettable. Replaceable. Worthless."

The mammoth's glasses flashed as his voice rose again. "But thou, John Morrison, shall be different. Thou shalt be loud, proud, and caring. Thou shalt be unexpected, humorous, interesting, and helpful. Above all, thou shalt be worth the attention thou seekest!"

## **The Total Transformation**

Mark's massive form began to glow with mystical energy as he prepared to demonstrate the full scope of his teachings.

"Understand this truth, mortal: thy message is not confined to thy website alone. It must flow through every aspect of thy business like the life-giving waters through a properly functioning plumbing system."

The mammoth's trunk swept through the air, and visions appeared before John's eyes:

**The Phone Answer:** Instead of "Morrison's Plumbing," thy crew shall answer: "Morrison's Plumbing, where your neighbors send their friends!"

**The Uniform:** Instead of plain work shirts, thy team shall wear bright colors with messaging: "The Plumbers Your Family Trusts"

**The Truck:** Instead of boring company names, thy vehicle shall declare: "We Fix What Other Plumbers Fear!"

**The Door Hangers:** Instead of "Plumbing Services Available," thy message shall read: "Your Neighbors' Favorite Plumbers Live Right in Your Neighborhood!"

John watched in amazement as each vision showed him a different way to stand out from his competitors. "It's like... like everything becomes part of the message."

"Now thou beginnest to understand!" Mark trumpeted triumphantly. "Every touchpoint with thy customer is an opportunity to reinforce thy message of reliability, trustworthiness, and care. When Mrs. Henderson sees thy bright truck pull into her driveway, when thy cheerful technician greets her with a genuine smile, when thy office answers the phone with enthusiasm—all of these moments build the perception that thou art different."

The Marketing Mammoth's voice dropped to a reverent whisper. "And when she tells her neighbor about the wonderful plumber who treated her home with respect, who explained everything clearly, who charged exactly what he promised—thy message spreads organically, carried by the most powerful force in marketing: word of mouth."

## **The Courage to Be Unforgettable**

As Mark prepared to depart, his orange-tinted glasses caught the afternoon light streaming through John's window.

"One final truth, young plumber, before I return to the ethereal realm from whence I came. Many of thy competitors will mock thee for thy bold messaging. They will call it unprofessional, gimmicky, or inappropriate. They will cling to their boring, safe, forgettable messages like drowning men clutching driftwood."

The mammoth's eyes blazed with ancient fire. "Let them. While they battle each other for scraps in the commodity marketplace, thou shalt ascend to become the Chosen Plumber—the one that homeowners specifically request, the one they recommend to friends, the one they trust with their most precious possession: their home."

Mark began to fade, his massive form becoming translucent as the mystical portal reopened behind him.

"Remember, John Morrison: in a world of beige mediocrity, the bold shall inherit the earth. Be courageous in thy messaging. Be unforgettable in thy approach. And above all, speak always to the heart of thy true customer—for she is the one who holds thy destiny in her hands."

With a final thunderous **THOOM**, Mark stepped back through the portal, leaving behind only the faint scent of ancient wisdom and the echo of his parting words: "Go forth and be legendary!"

John stared at his transformed website, his mind racing with possibilities. For the first time in years, he understood the value of a message worth remembering.

## **Lessons for a Mammoth Plumber:**

- **Speak to hearts, not algorithms** — Your ideal customer is a real person with real fears and desires, not a search engine crawling for keywords
- **Address your true audience** — Middle-aged suburban homeowners (especially women) make most household service decisions and want to feel understood and safe
- **Promise what competitors fail to deliver** — Always answering the phone, showing up on time, upfront pricing, and treating homes with respect differentiate you from unreliable competitors

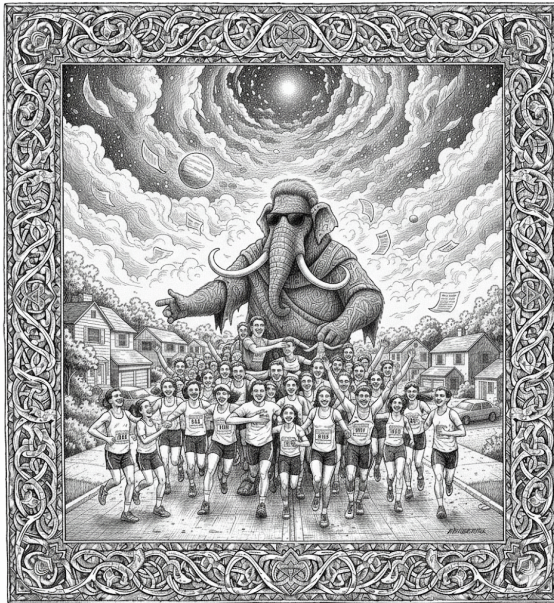
- **Fight the stereotype** — Actively combat the image of dirty, unreliable, scheming plumbers by emphasizing cleanliness, reliability, and transparency
- **Avoid the curse of boring** — Professional doesn't mean bland—be memorable, interesting, and worth the attention you're seeking
- **Don't hide behind corporate speak** — Authentic, caring communication builds more trust than lawyer-like professional jargon
- **Make every touchpoint count** — Your message should flow through phone greetings, uniforms, trucks, marketing materials, and crew behavior
- **Be courageously different** — Stand out boldly from competitors rather than blending into beige mediocrity
- **Focus on trust and peace of mind** — Your customers' biggest concerns are reliability, honesty, and feeling safe letting someone into their home



## Chapter 8: Community

*"A brand that exists only in the digital realm is but a phantom, a wisp of smoke that dissipates when the winds of true connection blow. To forge an empire that endures, one must plant their banner in the soil of community, water it with genuine care, and watch as loyalty blooms like wildflowers after a spring rain."*

— Tyler Williams, *Tome of the Marketing Mystic*, Hunter's Route 3:5 (Edge-of-Ice Month, Day 5)



The autumn winds howled through the industrial district of Edenberry, carrying with them the scent of rust and forgotten dreams. Steve Klein sat hunched over his cluttered desk, the glow of his laptop screen casting eerie shadows across stacks of unpaid invoices. His plumbing business, Klein's Reliable Plumbing, had been hemorrhaging customers for months despite his best efforts at digital marketing.

"I don't understand it," Steve muttered, scrolling through his Facebook analytics for the hundredth time that week. "I'm posting every day, my ads are running, but nobody seems to care. It's like I'm invisible."

The numbers on his screen mocked him—hundreds of impressions, dozens of clicks, but precious few conversions. His competitors were somehow pulling ahead, their trucks always busy while his sat idle in the yard. He had become a ghost in his own market, a digital phantom that existed only in pixels and algorithms.

Thunder rolled across the darkening sky as Steve's frustration reached its breaking point. He slammed his fist on the desk, sending a cold cup of coffee cascading across his keyboard.

"There has to be something I'm missing!" he roared into the empty office.

As if summoned by his desperation, the ground beneath the building began to tremble. The tremor started as a whisper, then grew to a rumble, then to a bone-shaking roar that rattled every pipe in the walls. Steve stumbled backward as dust rained from the ceiling, and through the growing din came the unmistakable sound of massive footsteps approaching.

**THOOM. THOOM. THOOM.**

The front door of his shop exploded inward, not with violence but with an otherworldly radiance that seemed to bend reality itself. Through the shimmering portal stepped a figure that defied all

earthly logic—a massive woolly mammoth walking upright on two legs, his thick fur rippling with ancient power. Upon his noble head sat a pair of distinctive black glasses with orange lenses that seemed to glow with inner wisdom.

"Greetings, Steve Klein of the Reliable Plumbing," the mammoth spoke, his voice carrying the weight of eons and the warmth of a trusted friend. "I am Mark, the Marketing Mammoth, bearer of the sacred marketing tablets of Tyler Williams, and I have come because your cry for understanding has reached even the frozen wastes of my domain."

Steve's jaw dropped as he beheld this impossible creature. "You're... you're a talking mammoth. With glasses."

"Indeed I am, mortal plumber," Mark replied with a rumbling chuckle. "And you are a craftsman trapped in the digital shadows, believing that existence in the realm of pixels and posts is enough to command the loyalty of your people. But tell me, Steve—when was the last time you walked among those you seek to serve? When did you last stand shoulder to shoulder with your community, not as a business owner hunting for customers, but as a neighbor who cares?"

Steve's mind reeled as he tried to process the situation. "I... I don't know what you mean. I post on Facebook every day. I run ads. I'm digital."

Mark's massive head shook slowly, his tusks catching the ethereal light that still emanated from his presence. "Ah, but therein lies your doom, young Steve. You have become a specter, a phantom that haunts the digital realm but has no substance in the world where hammers ring and children laugh. Your community knows your name from screens, but they do not know your heart, your face, your genuine care for their wellbeing."

The Marketing Mammoth began to pace, each step causing the building to vibrate with ancient wisdom. "Long ago, in the time

before time, when I was but a weak mammoth cast out by my herd, I learned a truth that Tyler Williams himself inscribed upon the sacred tablets: 'A business without roots in its community is like a tree planted in sand—it may grow tall, but it will not endure the storms.'"

Steve found himself leaning forward, captivated despite his disbelief. "But how can I compete with digital marketing? Everyone says that's where customers are."

"Foolish mortal!" Mark's voice boomed with the power of avalanches. "You speak as though digital and physical are enemies locked in eternal combat, when in truth they are lovers meant to dance together beneath the stars! Your digital presence amplifies your physical presence, and your physical presence gives weight and reality to your digital voice."

The mammoth's orange-tinted lenses flared with inner fire as he continued. "Listen well, for I shall share with you the ancient secrets of community connection that Tyler Williams discovered in his journeys through the marketing realm."

Mark raised one massive, fur-covered hand, and ghostly images began to dance in the air between them—visions of community events, cheering crowds, and businesses that had become beloved institutions.

"First, you must understand that sponsorship without presence is like a voice without breath—it makes no sound. Your competitors pay for banners and believe their duty is done, but you, Steve Morrison, must do what they dare not. When you sponsor the annual Edenberry 5K, do not merely write a check and walk away. Plant your banner, yes, but also plant yourself and your team along the race route. Hand out water bottles bearing your logo. Cheer the runners. Become part of the story they tell their friends."

Steve's eyes widened as the implications began to dawn on him. "So instead of just sponsoring events, I should... participate in them?"

"Now you begin to see!" Mark trumpeted with approval. "When the Edenberry Jackalopes have their championship game, do not watch from afar. Arrive with your entire crew, your trucks gleaming like chariots of war, wearing your uniforms like the proud banner of a noble house. Bring snacks for the spectators, waters for the thirsty, and let your presence be felt like sunshine breaking through storm clouds."

The visions in the air shifted, showing Steve scenes of social media posts that pulsed with life and authenticity—photos of real people, real moments, real connections.

"And here, young plumber, lies the hidden treasure that your digital efforts have been lacking," Mark continued, his voice dropping to a conspiratorial whisper that still managed to shake the walls. "These community connections become the fuel for your digital fire. When you sponsor the youth baseball league, you do not simply pay and forget—you create content that burns with genuine passion."

More images swirled around them: Facebook posts declaring pride in supporting local youth, Instagram stories from the sidelines of games, live videos of team celebrations.

"You announce to the digital world that you believe in this community," Mark explained. "You go live at the events, showing your audience not just your logo on a banner, but your face, your team, your genuine enthusiasm for the causes you support. You create postmortems that let people relive the magic through your eyes. Each community connection becomes a dozen pieces of authentic content that no algorithm can replicate."

Steve felt a fire beginning to kindle in his chest. "So the community involvement feeds the digital marketing, and the digital marketing amplifies the community involvement?"

"By the sacred tusks of my ancestors, he understands!" Mark roared with delight, causing every wrench in the shop to vibrate in harmony. "You have grasped the fundamental truth that separates the mammoth marketers from the mice—integration is everything!"

The Marketing Mammoth's expression grew solemn as he leaned forward, his massive presence filling Steve's vision. "But remember this above all else, Steve Kein—authenticity cannot be faked. If you sponsor a community event merely to harvest customers like wheat, the people will sense your hollow heart and turn away. You must genuinely care about your community's wellbeing. You must give back not because it profits you, but because it is right."

Steve nodded slowly, understanding flooding through him like dawn breaking over mountains. "It's about becoming part of the fabric of the community, not just advertising to it."

"Precisely!" Mark's voice rang with approval. "When Mrs. Henderson's pipes burst at three in the morning, she will not remember the plumber with the cleverest Facebook ad. She will remember the plumber who cheered for her grandson at his soccer game, who handed out water bottles at the charity run she participated in, who has shown time and again that he is not just a business but a neighbor who cares."

The ethereal light around Mark began to pulse more brightly, signaling that his time in this realm was drawing short. "The path I have shown you requires investment—of time, of energy, of genuine emotion. It is not the easy road of buying ads and hoping for the best. But those who walk this path become legends in their communities, businesses so beloved that customers become

evangelists, so trusted that word-of-mouth spreads like wildfire through a dry forest.”

Steve felt tears prick his eyes as the magnitude of his previous mistakes became clear. "I've been trying to build a business without building relationships.”

"And now you know better," Mark replied gently. "The sacred tablets speak of businesses that endure for generations, passed down from father to son not because they were the cheapest or the flashiest, but because they were woven into the very heart of their communities. These businesses become institutions, pillars that support not just commerce but the social fabric itself.”

The Marketing Mammoth began to fade, his form becoming translucent as the portal behind him pulsed with otherworldly energy. "Remember, Steve Klein—sponsor events quarterly, but participate in them completely. Show up not just with money but with your presence, your team, your genuine enthusiasm. Document everything for your digital channels, but never let the camera become more important than the connection.”

Steve reached out as if to stop the magnificent creature from leaving. "Wait! How will I know if it's working?"

Mark's laughter boomed like thunder across distant peaks. "Oh, you will know, young plumber. When children recognize your trucks and wave from their windows, when event organizers call you first because they know you truly care, when your competitors wonder how you became so beloved—then you will know that you have transcended mere marketing and entered the realm of community legend.”

With a final tremendous STOMP that shook dust from every corner of the shop, Mark the Marketing Mammoth stepped backward through the shimmering portal. His voice echoed from beyond the veil between worlds:

"Go forth, Steve! Plant your flag not just in digital soil but in the sacred ground of human connection! Become not just a plumber but a pillar of your community!"

The portal collapsed with a sound like distant thunder, leaving Steve alone in his shop with nothing but transformed understanding and the faint scent of ancient wisdom hanging in the air. Outside, the storm had passed, and the first rays of dawn were painting the sky gold with promise.

Steve looked at his laptop screen, then at the window overlooking his community, and for the first time in months, he smiled. He had work to do—real work that would make him real in the eyes of those he served.

## **Lessons for a Mammoth Plumber:**

- **Physical presence amplifies digital marketing** - Existing only online makes you fictional to your community; real-world involvement gives substance to your digital voice
- **Active sponsorship beats passive sponsorship** - Don't just write checks for banners; show up with your team, participate actively, and become part of the event story
- **Community involvement creates authentic content** - Every event you participate in generates multiple pieces of genuine social media content that algorithms can't replicate
- **Quarterly community engagement builds lasting relationships** - Consistent participation in local events creates deep connections that translate to customer loyalty
- **Authenticity cannot be faked** - Genuine care for your community's wellbeing is essential; people sense hollow marketing and reject it
- **Integration is everything** - Community involvement feeds digital marketing, and digital marketing amplifies community connections



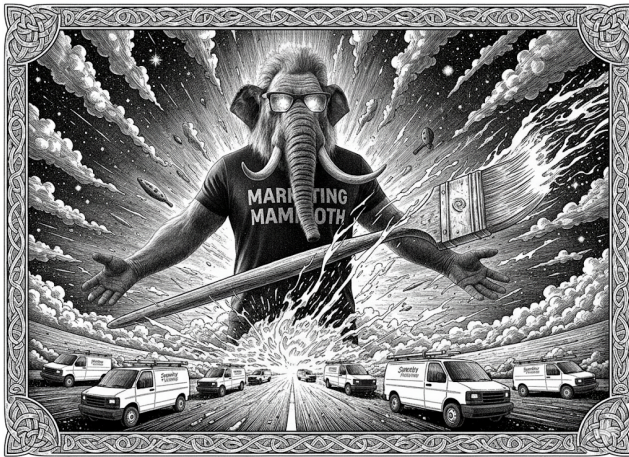
- **Word-of-mouth spreads from relationships** - Customers remember the plumber who was their neighbor first, business owner second
- **Document and share your community involvement** - Use live videos, posts, and stories to show your genuine enthusiasm for the causes you support
- **Become a pillar, not just a provider** - Transcend mere service delivery to become an integral part of your community's social fabric
- **Investment in community pays generational dividends** - Businesses woven into community hearts become institutions that endure and thrive across decades

## Chapter 9:

### The Herald of Tusks - Branding

*"A brand without confidence is like a warrior without armor—naked before the enemy, vulnerable to every arrow of doubt. But clothe your business in the magnificent regalia of trust, and watch as customers bow before your banner from leagues away."*

— Tyler Williams, *Tome of the Marketing Mystic*, Icefield Rules 8:7 (Broken Glacier, Seventh Dawn)



The autumn wind howled through the streets of Rosewood like the wail of lost souls, carrying with it the scent of dying leaves and desperation. Eddie Thornton sat hunched over his kitchen table, staring at the stack of unpaid bills that seemed to mock him with their red ink. Outside, his white panel van sat in the driveway like a pale specter—unmarked, unremarkable, and utterly forgettable.

"Twenty-three years," Eddie muttered to himself, his weathered hands running through graying hair. "Twenty-three years of fixing pipes, and I can't even fix my own business."

The phone had barely rung in weeks. When it did, the conversations were always the same: potential customers asking for quotes, only to choose someone else—always someone else. Eddie knew he was skilled with wrench and torch, could diagnose a plumbing problem faster than most men could tie their boots, but something was terribly wrong. His competitors were thriving while he withered like a vine in winter.

He walked to his window and gazed out at his van. A neighbor's child rode by on a bicycle, took one look at the vehicle, and pedaled faster, casting nervous glances over his shoulder. Eddie's heart sank. Even the children feared his business.

"What am I doing wrong?" he whispered to the glass, his breath fogging the pane.

The words had barely left his lips when the earth beneath his house began to tremble. Books rattled on shelves, dishes clinked in the cupboards, and somewhere in the distance, a sound echoed like thunder rolling across the plains.

**THOOM. THOOM. THOOM.**

Eddie stumbled backward as cracks appeared in his kitchen floor, spreading outward like lightning frozen in stone. From the largest fissure, a brilliant orange glow began to emanate, growing brighter

with each thunderous footfall that shook the very foundations of reality.

## **THOOM. THOOM. THOOM.**

The glow intensified, and suddenly, with a sound like mountains being born, a massive form erupted through the floor. Eddie's jaw dropped as he beheld the impossible sight before him: a colossal mammoth, standing upright like a man, his magnificent tusks gleaming like polished ivory. Upon his great head sat peculiar spectacles—black frames with lenses the color of autumn flame.

"Greetings, Eddie Thornton," the mammoth spoke, his voice rumbling like distant avalanches. "I am Mark, the Marketing Mammoth, herald of Tyler Williams and bearer of ancient wisdom. Your cry of desperation has reached across the planes of existence, and I have come to answer."

Eddie's mouth worked soundlessly, his mind struggling to process the mythical being that now filled his kitchen. The mammoth's presence was overwhelming yet somehow comforting, like standing before a benevolent mountain.

"You... you're real?" Eddie finally stammered.

Mark's eyes, magnified behind his orange lenses, twinkled with ancient knowledge. "As real as the problems that plague your business, mortal plumber. I have watched you from the ethereal realm, seen your struggles, felt your anguish. You possess the skills of a master craftsman, yet your business withers like grass in the desert. Do you know why?"

Eddie shook his head mutely.

"Because you have forgotten the most fundamental truth of commerce," Mark continued, his trunk gesturing toward the window where the white van sat like a ghost. "You have no herald to announce your coming. Your brand—or rather, your complete

lack thereof—whispers of mediocrity when it should roar with confidence.”

The mammoth moved to the window with surprising grace, his massive form somehow fitting through Eddie's modest kitchen. "Observe your chariot, good plumber. What does it proclaim to the world?"

Eddie looked at his van, seeing it as if for the first time. "It's... it's just a van.”

"Precisely!" Mark's trunk slammed against the window frame, causing the glass to sing like a struck bell. "It is the automotive equivalent of a blank scroll. Worse yet, it bears the cursed mark of suspicion. Unmarked white vans in your realm carry with them whispers of danger—'Free Candy' vans, as the people call them. Parents clutch their children closer when such vehicles pass. You have unknowingly clothed your noble profession in the garments of mistrust.”

The truth hit Eddie like a physical blow. How many times had he seen people's faces change when he pulled into their driveways? How many opportunities had been lost before he'd even knocked on their doors?

"But wise mammoth," Eddie asked, "how can I change this? I don't know the first thing about branding.”

Mark turned from the window, his orange lenses catching the light like twin suns. "Then listen well, for I shall impart to you the sacred knowledge bestowed upon me by Tyler Williams, the Marketing Maven from Another Realm.”

The mammoth raised his trunk toward the heavens, and his voice took on the cadence of ancient prophecy. "A brand is not merely a logo or a splash of color upon metal and cloth. It is the herald that rides before you into battle, announcing your approach with trumpets of trust and banners of competence. It is the first

impression, the lasting memory, the bridge between stranger and welcomed guest.”

Mark began to pace, his massive feet creating tremors with each step. "Consider the cereal box, humble Eddie. Day after day, it sits upon the breakfast tables of families across the land. Bright, cheerful, familiar—a friend rather than a foe. Children smile when they see their favorite box. Parents trust it to nourish their young. This is the power you must harness.”

"A cereal box approach?" Eddie repeated, intrigued despite his bewilderment.

"Indeed!" Mark's eyes blazed with enthusiasm. "Your brand must be the visual embodiment of comfort, competence, and cheer. Bright colors that catch the eye from great distances, making your presence known like a beacon in the fog. A cheerful avatar—perhaps a smiling wrench or a friendly droplet of water—that speaks of joy rather than dread. A promise of happiness wrapped in professional excellence.”

The mammoth gestured grandly, and Eddie could almost see the vision forming in the air before them. "Imagine, noble plumber, your van transformed. No longer a pale specter of suspicion, but a vibrant herald of hope. Colors so bright they seem to glow in sunlight, graphics so appealing that children wave from sidewalks and adults remember your name long after you've passed.”

"When such a chariot rolls into a driveway," Mark continued, his voice growing more passionate, "the homeowner does not cower behind curtains. Instead, they feel a sense of relief, of familiarity. 'Ah,' they think, 'here comes Eddie Thornton—I've seen his van around the neighborhood. He must be good at what he does to afford such professional presentation.’"

Eddie felt a stirring in his chest, the first flutter of hope he'd experienced in months. "But it's not just the van, is it?"

"You perceive wisely!" Mark trumpeted. "A true brand extends far beyond a single vehicle. It becomes the thread that weaves through every aspect of your business tapestry. Your uniforms transform from plain coveralls to branded armor that announces your identity. Your greeting changes from a mumbled introduction to a confident proclamation of service."

The mammoth's trunk swept wide, encompassing an invisible empire. "Your business cards, your website, your advertisements—all bear the same consistent mark of excellence. When a potential customer sees even a fragment of your brand—a corner of a flyer, a glimpse of your van in traffic—they instantly know it belongs to Eddie Thornton, the plumber they can trust."

"And what of cost?" Eddie asked, practical concerns creeping into his excitement.

Mark's laughter rumbled like distant thunder. "Ah, the eternal concern of mortals! But hear this truth, wise Eddie: A strong brand is not an expense—it is an investment that pays dividends beyond your wildest dreams. Poor branding requires massive spending on advertisements to overcome customer skepticism. But with a quality brand, your very presence becomes advertisement enough."

The mammoth leaned closer, his voice dropping to a conspiratorial whisper that still shook the windows. "When customers trust your brand, they pay premium prices without question. When potential employees see your professional presentation, the best craftsmen seek you out, eager to be associated with your success. Your competitors, drowning in the sea of sameness that claims the bottom seventy-five percent of your industry, watch in wonder as you rise above them like a mountain above foothills."

Eddie's mind raced with possibilities. "How long would such a transformation take?"

"A quality brand is not built in a day," Mark cautioned, "but neither does it require decades. Think in terms of seasons rather than

years. And once established, it becomes a fortress that protects your business for decades to come. Twenty years from now, your brand should still command respect and recognition.”

The mammoth's expression grew solemn, his voice taking on the weight of prophecy. "Remember this above all, Eddie Thornton: In a world where customers have countless choices, they will always choose the branded plumber over the anonymous one. The homeowner faced with a plumbing crisis doesn't gamble on unknowns—they call the business they recognize, the one that looks successful, the one that promises competence through professional presentation.”

As Mark spoke these words, the orange glow around him began to intensify. His form started to shimmer like heat rising from summer pavement.

"My time in your realm draws short," the mammoth declared. "But before I return to the ethereal plane, accept this final wisdom: Your brand is your business dressed for success. It is the difference between being chosen and being overlooked, between struggling and thriving, between anonymity and legacy.”

The light grew blinding, and Mark's voice echoed from everywhere at once. "Build your brand with the patience of mountains and the persistence of rivers. Make it bright, make it memorable, make it trustworthy. For in the end, the branded plumber is the chosen plumber, and the chosen plumber is the one who prospers.”

With a final **STOMP** that rattled every window in the house, Mark vanished, leaving behind only the scent of ancient wisdom and the faint impression of massive footprints in Eddie's kitchen floor.

Eddie stood alone in his kitchen, but he was no longer the same man. The desperation that had clouded his vision was gone, replaced by crystal-clear purpose. He looked out at his white van



and saw not a vehicle, but a blank canvas waiting for transformation.

That very day, Eddie began the sacred work of branding. Within three months, his bright yellow orange with its cheerful, endearing mammoth mascot had become a neighborhood landmark. Children waved when he drove by. Homeowners called him by name. His phone rang constantly with referrals.

The branded plumber had been chosen, and Eddie Thornton finally understood why.

## **Lessons for a Mammoth Plumber:**

- **Your brand is your business herald** — It announces your arrival and capabilities before you even speak, setting the stage for trust and confidence in your abilities.
- **Avoid the "Free Candy" van syndrome** — Unmarked white vans carry negative connotations that create barriers before you even begin your sales process.
- **Embrace the cereal box approach** — Bright, cheerful, familiar branding that families invite into their homes day after day builds the kind of trust that translates to business success.
- **Visibility creates opportunity** — A branded vehicle that stands out from miles away generates recognition and referrals simply through consistent presence in your community.
- **Consistency across all touchpoints matters** — Your brand should extend from your vehicle to your uniforms, business cards, website, and even how you greet customers at the door.
- **Quality branding reduces advertising costs** — A strong brand builds trust naturally, requiring less spending to overcome customer skepticism compared to poorly branded competitors.

- **Professional presentation commands premium pricing** — Customers willingly pay more for services from businesses that look successful and trustworthy.
- **Branding attracts better employees** — Top technicians want to work for companies that look professional and successful, making recruitment easier.
- **Recognition breeds referrals** — When customers can easily identify your brand from partial glimpses, word-of-mouth marketing becomes more effective.
- **The branded plumber is the chosen plumber** — In a crowded market, professional branding is often the deciding factor that separates thriving businesses from struggling ones.

## Chapter 10:

# The Patience of the Mammoth Plumber

*"Marketing is not the lightning strike that splits the sky in a single moment of glory—it is the relentless tide that shapes the very mountains, drop by drop, until kingdoms bow before its unstoppable force."*

— Tyler Williams, *Tome of the Marketing Mystic*, Signal Stones 2:3 (Year 19,200 BP, Clear Sky, Day 3)



The autumn wind howled through the streets of Freemont like a banshee's wail, carrying with it the scent of dying leaves and broken dreams. In the cramped office above Brown's Plumbing, Patrick Brown sat hunched over his desk, his weathered hands trembling as they held a stack of invoices that seemed to mock him with their meager numbers.

For six months now, Patrick had followed every piece of marketing advice he could find. His trucks bore fresh, professional wraps that gleamed like armor in the morning sun. His website pulsed with SEO-optimized content that spoke of expertise and trust. Social media campaigns spread his message across the digital realm like seeds on fertile ground. Every marketing cylinder in his business engine fired with clockwork precision.

Yet the golden harvest he had envisioned remained as elusive as morning mist.

"What in the seven hells am I doing wrong?" Patrick growled, slamming his fist upon the oak desk with such force that his coffee mug jumped like a startled cat. "The consultants said three months. The gurus promised immediate results. But here I sit, watching pennies trickle in while my competitors feast like kings at a banquet!"

The fluorescent light above flickered ominously, casting dancing shadows across the walls lined with certificates and awards that now felt more like tombstones marking his failures. Patrick's breathing grew heavy, each exhale a cloud of frustration in the suddenly chill air.

Then came the sound—distant at first, like thunder rolling across vast plains.

**THOOM. THOOM. THOOM.**

The very foundations of the building trembled with each percussive beat, growing stronger, more insistent, until the

windows rattled in their frames and the invoices scattered like autumn leaves in a gale.

The wall behind Patrick's desk began to shimmer, its solid surface rippling like water disturbed by some great force beneath. Cracks of golden light spread across the plaster like veins of pure energy, and from within that otherworldly glow emerged a figure that defied all earthly reason.

Mark, the Marketing Mammoth, stepped through the dimensional veil with the gravitas of ancient royalty. His massive frame, though bearing the unmistakable form of a woolly mammoth, moved with human purpose and dignity. Upon his noble head sat those distinctive black-rimmed glasses with their orange-tinted lenses that seemed to glow with accumulated wisdom. His tusks, once sources of shame among his mammoth brethren, now curved majestically like ivory crescents that had witnessed the birth and death of empires.

"Greetings, son of Brown," Mark's voice rumbled like distant thunder across mountain peaks. "I have heard your cry of anguish echoing through the marketing cosmos, and I have come to share with you the most difficult yet most essential truth of our craft."

Patrick's jaw hung slack, his mortal mind struggling to process the magnificent impossibility before him. "You... you're a mammoth. A talking mammoth. With glasses."

"Indeed," Mark replied with patient dignity. "I am Mark, the Marketing Mammoth, keeper of Tyler Williams' sacred marketing tablets, guardian of the ancient wisdom that turns struggling plumbers into titans of industry. And you, Patrick Brown, stand at the precipice of understanding the greatest marketing truth of all—the power of patience."

"Patience?" Patrick's voice cracked like a teenager asking his first girl to prom. "I've been patient! Six months of patience while my competitors are everywhere!"

Mark's massive head tilted slightly, his orange-lensed gaze piercing through Patrick's frustration to the truth beneath. "Tell me, young plumber, when you plant an acorn in your yard, do you expect to harvest oak furniture the following week?"

"Well, no, but—"

"When a blacksmith forges a blade, does he expect the first hammer blow to create a sword worthy of kings?"

Patrick shifted uncomfortably in his chair. "Of course not, but marketing is different—"

"Is it?" Mark interrupted, his voice carrying the weight of glacial epochs. "Listen well, for I shall tell you a tale of patience that spans the very ages."

The air around them seemed to thicken with anticipation as Mark began to pace, his massive form moving with surprising grace in the confines of the small office.

"Ten thousand years ago, when I was but a small mammoth mocked by my peers, I fell through the dimensional veil into Tyler Williams' sacred cave. There, surrounded by stone tablets inscribed with marketing wisdom that could shake the foundations of commerce itself, I faced a choice. I could attempt to absorb the knowledge quickly, rushing through the sacred texts like a starving man devouring bread, or I could approach the wisdom with the patience it deserved."

Mark paused, his tusks catching the light from Patrick's desk lamp. "I chose patience. For ten long years, I studied. Ten years of deciphering ancient marketing hieroglyphs. Ten years of understanding not just the tactics, but the deep psychology that drives human behavior. Ten years of learning that marketing is not about quick victories—it is about changing the very fabric of how people think."

Patrick leaned forward despite himself, drawn into the mammoth's tale like a sailor to a siren's song.

"You see, Patrick," Mark continued, his voice dropping to a conspiratorial rumble, "marketing is not the lightning bolt that splits the sky in one brilliant moment. Marketing is the river that carves the Grand Canyon—invisible in its daily work, but unstoppable in its ultimate power."

Mark gestured toward the window with one massive tusk. "Out there, in the homes and businesses of Freemont, thousands of people go about their daily lives. Each day, they encounter your marketing messages—your truck wraps catching their peripheral vision, your website appearing in their search results, your social media posts sliding past their scrolling thumbs. To them, these seem like isolated incidents, forgotten moments in busy lives."

The Marketing Mammoth's orange lenses seemed to glow brighter. "But marketing magic doesn't work on the conscious mind, Patrick. It works in the shadows of human psychology, in the deep places where trust and recognition slowly, slowly grow like stalactites in a cave. Each exposure to your brand adds one more drop to the formation, one more microscopic layer of familiarity and credibility."

Patrick found himself nodding, beginning to understand. "So when someone finally needs a plumber..."

"Precisely!" Mark's trunk swayed with approval. "When disaster strikes and their pipes burst like a dam in flood season, your name doesn't just appear in their mind by accident. It rises to the surface because it has been planted there through countless small exposures, watered by consistent messaging, and nurtured by the slow, patient work of true marketing."

The mammoth moved closer, his presence both comforting and awe-inspiring. "This is why the charlatans and false prophets of marketing promise quick results—they know that patience is the

hardest lesson to learn. It's easier to sell someone a magic potion than to teach them the discipline of tending a garden.”

"But how do I know it's working?" Patrick's voice carried the weight of every sleepless night spent wondering if his efforts were in vain.

Mark's laugh rumbled like boulders rolling down a mountainside. "Ah, now you ask the right question! The effects of true marketing are often invisible until they become undeniable. It's like asking how you know the sun is warming the earth—you may not feel it moment by moment, but over time, seasons change, snow melts, and life blooms in abundance.”

The Marketing Mammoth gestured to Patrick's computer. "Show me your analytics from the past six months.”

With trembling fingers, Patrick pulled up his website statistics, his call tracking numbers, his social media insights. As the data populated the screen, Mark's tusks gleamed with satisfaction.

"Behold!" the mammoth proclaimed. "Your website traffic has increased by forty percent. Your phone calls have grown by twenty-five percent. Your social media engagement has doubled. These are not the numbers of failure, Patrick Brown—these are the footprints of a marketing glacier, slowly but inexorably advancing toward total market domination!”

Patrick stared at the screen, seeing his efforts through new eyes. "But the revenue... it's barely budged.”

"And therein lies the final lesson," Mark said, his voice soft with understanding. "Marketing creates multiple effects that compound over time. First comes awareness—people begin to know your name. Then comes consideration—they think of you when problems arise. Only then comes action—and when it does, it often arrives not as a trickle, but as a flood.”



Mark pointed one massive digit at the calendar on Patrick's wall. "You are in month six of what may be a twelve or eighteen-month journey to true market penetration. But when that dam breaks, when the patience you've invested reaches its tipping point, you will see results that make your current frustrations seem like the worries of a child afraid of thunder."

The mammoth's expression grew serious, his orange lenses reflecting depths of hard-won wisdom. "I have seen a thousand plumbers stand where you stand now, Patrick. Half of them abandon their efforts just as their marketing begins to bear fruit. They plant their seeds, tend their garden for months, then walk away just as the first shoots break through the soil. Do not be one of the half who surrender just before victory."

Patrick felt a strange warmth spreading through his chest—not the heat of impatience, but the steady glow of renewed determination. "So what do I do?"

"You do what every great plumber does," Mark replied. "You stay the course. You trust your tools. You let time and consistency work their magic. Marketing, like the greatest plumbing jobs, is not about speed—it's about doing the work right and letting the results speak for themselves."

The Marketing Mammoth began to glow with that same golden light that had announced his arrival. "Remember, Patrick Brown, that in the great marketing cosmos, patience is not passive waiting—it is active faith. It is the decision to keep running your campaigns when results seem distant. It is the choice to maintain your branding when competitors seem to outshine you. It is wise to know that marketing success is not measured in days or weeks, but in seasons and years."

As the dimensional portal began to open behind him, Mark offered one final piece of wisdom: "The mammoth does not rush the changing of seasons, Patrick. We understand that winter always gives way to spring, that patience always rewards those who honor

its power. Your spring is coming—I have seen it in the marketing stars themselves.”

With a final, thunderous THOOM that rattled every window in Freemont, Mark stepped back through the golden veil. But his words lingered in the air like incense in an ancient temple, filling Patrick with a peace he hadn't felt in months.

Patrick looked again at his analytics, but this time he saw not failure, but foundation. Not disappointment, but investment. Not waste, but wisdom slowly taking root in the fertile soil of his community's consciousness.

He picked up his phone and began planning his next month's marketing campaigns, no longer as a desperate man chasing quick wins, but as a patient craftsman building something that would last for generations.

Outside, the autumn wind still howled, but to Patrick's ears, it now sounded like the whisper of approaching spring.

## **Lessons for a Mammoth Plumber:**

- **Marketing is a marathon, not a sprint** - True marketing success compounds over time through consistent, patient effort rather than quick tactical wins
- **Trust the process when metrics show progress** - Website traffic, engagement, and brand awareness are leading indicators that precede revenue growth
- **Every marketing touchpoint plants seeds** - Each truck wrap sighting, website visit, and social media interaction builds subconscious familiarity and trust
- **Timing affects conversion more than tactics** - People don't need plumbers on your schedule—they need them when disaster strikes, which is when your patient brand-building pays off

- **Most competitors quit before success** - The plumbers who maintain consistent marketing through slow periods are positioned to dominate when market conditions improve
- **Measure marketing in seasons, not months** - True market penetration often takes 12-18 months of consistent effort before dramatic results become visible
- **Patience is active faith, not passive waiting** - Continue executing your marketing strategy with confidence, knowing that compound growth is building beneath the surface

## Chapter 11:

### Building a List

*"In the realm of commerce, those who fail to gather the names of tomorrow's customers shall forever chase the shadows of today's emergencies, while the wise merchant builds bridges to future gold before the rivers of need begin to flow."*

— Tyler Williams, *Tome of the Marketing Mystic*, Echo Plains 6:4  
(Wind Month, Day 4)



The autumn wind howled through the industrial district of Soda Springs like the wails of forgotten spirits, carrying with it the scent of rust and desperation. Within the cramped office of Superior Plumbing Solutions, William Moore sat hunched over his desk, his calloused hands gripping a cup of cold coffee as he stared at the damning evidence before him—his appointment book, nearly barren as a drought-stricken wasteland.

For fifteen years, William had wielded wrench and torch with the skill of a master craftsman. He could diagnose a leak by sound alone, snake a drain that had confounded lesser men, and install fixtures that would outlast the pyramids. Yet for all his prowess in the ancient arts of pipe and pressure, he remained as invisible to the masses as morning mist before the sun.

"Twenty-three calls this month," he muttered to the empty office, his voice heavy with the weight of a failing business. "Twenty-three! My grandfather built this company on twice that many calls in a single week."

William's weathered fingers drummed against the desk as he contemplated the cruel mathematics of his trade. Every customer who called was either in the throes of a plumbing catastrophe or had already committed to some rival firm. There seemed to be no middle ground, no way to reach those who would need his services tomorrow, next week, or next year.

The fluorescent light above flickered and buzzed like a dying insect, casting erratic shadows that danced mockingly across his empty calendar. Outside, the first drops of an October storm began to patter against the window, and William couldn't help but think how fitting it was—another storm coming, and he had no way to warn the people who would need him when their basements flooded.

It was then, as despair threatened to overwhelm him like a burst main line, that the very foundations of the building began to tremble.

**THOOM.**

The coffee cup rattled on the desk.

**THOOM.**

The filing cabinet shuddered, sending invoices cascading to the floor like autumn leaves.

**THOOM. THOOM. THOOM.**

The tremors grew stronger, more rhythmic, as if some primordial force was announcing its approach with the deliberate cadence of destiny itself. William rose from his chair, his heart hammering against his ribs like water through old pipes, as cracks began to spider across the office walls.

Then, with a sound like thunder breaking across the heavens, the rear wall of the office exploded inward in a shower of brick and mortar. Through the gaping breach emerged a figure that defied both reason and nature—a mammoth of impossible proportions, standing upright like a man yet possessing all the primal majesty of the ancient beasts that once ruled the frozen earth.

Mark, the Marketing Mammoth, ducked his massive head to clear the debris, his orange-tinted glasses catching the harsh office light as he surveyed the scene with eyes that held the wisdom of ages. His tusks, polished to an ivory gleam, bore intricate carvings that seemed to pulse with their own inner light—symbols of persuasion and influence that Tyler Williams himself had inscribed upon them in that sacred cave so long ago.

"Williams Moore," the mammoth spoke, his voice resonating like distant thunder, "I have felt your despair echoing across the ethereal plains of commerce. You toil endlessly in the present, yet you make no provision for tomorrow's harvest."

William stumbled backward, his mouth agape, struggling to process the impossibility before him. "What... who are you? How do you know my name?"

Mark stepped fully into the office, his massive form somehow managing to avoid crushing the scattered furniture. "I am Mark, the Marketing Mammoth, keeper of the ancient wisdoms, bearer of Tyler Williams' sacred knowledge. And you, skilled craftsman though you may be, have fallen victim to the most fundamental error of the merchant class."

"Error?" William found his voice, though it emerged as barely more than a whisper.

"Aye," Mark rumbled, adjusting his mystical spectacles. "You fish only in the troubled waters of immediate need, casting your line solely for those whose pipes burst this very day. But tell me, William Moore—what of those whose pipes will burst tomorrow? Next month? Next year?"

The mammoth moved to the window, his great bulk somehow graceful as he gazed out at the darkening sky. "In the frozen wastes of my youth, the wise hunters did not simply track the herds that wandered past their caves. They learned the migration patterns, the seasonal movements, the signs that foretold where the great beasts would roam in cycles yet to come."

William felt a spark of understanding kindle in his chest. "You're talking about... future customers?"

"Future customers!" Mark's tusks gleamed as something approaching a smile crossed his ancient features. "Yes, but more than that—I speak of building your own private herd, a collection of souls who know your name, trust your craft, and will summon you when the inevitable moment of need arrives."

The mammoth turned from the window, and in his eyes William saw reflected the dancing flames of marketing wisdom passed

down from the Maven himself. "Listen well, William Morrison, for I shall teach you the Later Leads Strategy—a three-fold path that will transform you from a desperate hunter into a patient farmer of future fortune."

## **The First Seal: Visibility Beyond the Crisis**

Mark raised one massive tusk, and upon its carved surface began to glow the first symbol of power—an eye surrounded by radiating lines.

"The first truth that Tyler Williams inscribed upon these very tusks is this: visibility is non-negotiable. You cannot be chosen if you cannot be seen, and you cannot be seen if you appear only in moments of crisis."

The mammoth began to pace the small office, each step measured and deliberate. "Think, William. When does the average homeowner seek a plumber? When water cascades through their ceiling at midnight! When their basement transforms into an indoor lake! In such moments, they care not for the quality of your craftsmanship—they seek only the first warm body who answers their frantic call."

William nodded grimly, recognizing the truth in those words. How many times had he been chosen not for his skill, but simply for being available?

"But what if," Mark continued, his voice taking on the cadence of ancient prophecy, "what if these same homeowners knew your name before disaster struck? What if they had seen your mark upon the world so often that when crisis comes, yours is the only number they can recall?"

"How?" William asked, leaning forward despite himself.



Mark's eyes gleamed behind his orange lenses. "Through the ancient art of persistent presence. You must plant seeds of awareness in times of calm, that you might reap the harvest when storms arrive. This means advertising when others hibernate, marketing when others wait, showing yourself when others hide."

The mammoth gestured toward the cracked wall, and for a moment, William could swear he saw visions dancing in the air—Facebook ads featuring smiling families, Google listings topped with glowing reviews, radio spots playing during the morning commute.

"You must ensure that your name appears before the eyes of homeowners again and again. Not once, not twice, but dozens of times, until recognition becomes trust, and trust becomes inevitability."

William felt his pulse quicken as the vision became clearer. "But that sounds expensive. What if they don't need me right away?" Mark's rumbling laugh filled the office like rolling thunder. "Ah, now you begin to see! The magic lies not in immediate conversion, but in patient cultivation. You are not casting a fishing line—you are planting an orchard. Some trees will bear fruit this season, others next year, but all will eventually yield their bounty to the wise gardener."

## **The Second Seal: The Later Leads Harvest**

The second symbol blazed to life on Mark's left tusk—a net cast wide, filled with gleaming fish swimming in all directions.

"Behold the second wisdom of Tyler Williams: capture the Later Leads. These are the precious souls who swim in tomorrow's waters, those who know not that they will need your services but inevitably will."

Mark moved to William's desk and, with surprising delicacy for such massive claws, began sketching on a notepad. "Tell me, William Morrison, what does the common homeowner desire most?"

"Um..." William struggled to think beyond pipes and pressure. "A... working toilet?"

The mammoth's expression suggested profound disappointment. "No, William. The homeowner does not wake thinking, 'By the gods, what I truly need is a drain inspection!' You must align your brand with what they already covet—their families, their community, their dreams of leisure and security."

The sketch took shape under Mark's Hooves—a family at a baseball game, children laughing, parents relaxed and happy. "Here lies the secret: trade what they want for what you need. Offer tickets to the local team's championship game, not a free estimate. Host a contest for concert tickets to that band they've been wanting to see—not Travis Scott, mind you, that's the domain of the younglings. Think Weezer, think classic rock, think the music that speaks to homeowners in their prime earning years."

William's eyes widened as understanding dawned. "So instead of offering plumbing services..."

"You offer experiences, memories, joy!" Mark's voice boomed with approval. "Sponsor the local youth soccer league. Partner with community organizations. Give away tickets to the home and garden show. Create giveaways that make people want to hand you their names, their addresses, their phone numbers. These are your gateway to ongoing communication and retargeting."

The mammoth's expression grew serious, his ancient eyes reflecting depths of marketing wisdom. "But choose your prizes wisely, young plumber. The Taylor Swift tickets may draw crowds, but Swifties rarely own homes that need your attention. Aim for

the demographics that matter—the thirty-to-sixty-year-old homeowners who have both property and disposable income.”

Mark leaned closer, his voice dropping to a conspiratorial rumble. "When you offer something of genuine value to a person—something that enhances their lives rather than reminding them of problems they don't yet have—they will gladly trade their contact information. And in that moment, they transform from strangers into future customers, from cold prospects into warm leads waiting to be cultivated at a later time.”

### **The Third Seal: The Incubator of Trust**

The final symbol erupted in brilliant light upon Mark's right tusk—a seedling growing within a protective dome, tended by careful hands.

"The third and most crucial wisdom," Mark intoned, his voice carrying the weight of eons, "is this: capturing the lead is but the beginning. The true art lies in the incubation, the gentle nurturing that transforms a name on a list into a loyal customer for life.”

The mammoth began to weave his massive hands in the air, and William could swear he saw golden threads connecting invisible dots throughout the office. "You have gathered their names through joy and community spirit. Now you must remain in their consciousness without becoming a pest, present without being pushy, helpful without being desperate.”

"How?" William asked, genuinely fascinated now.

"Through the Later Lead Incubator!" Mark declared. "A system of touchpoints that keeps your name dancing before their eyes like the aurora borealis across the northern sky. Digital retargeting that follows them through their online journeys. Quarterly mailers that arrive with the seasons, bearing helpful tips, offers and gentle reminders of your helpful existence."

The mammoth counted on his massive claws. "Email campaigns sharing the wisdom of seasonal plumbing maintenance. Text messages—sparingly, mind you—warning of weather threats and offering protection. The goal is omnipresence without annoyance, visibility without desperation."

William could see it now, the web of connection spreading like frost across a window. "So they see my name everywhere..."

"Everywhere!" Mark confirmed. "In their mailbox, their inbox, their social media feeds, their billboards during the morning commute. They cannot escape your presence, yet they do not resent it because you have built that presence upon a foundation of genuine value and community connection."

The mammoth's expression grew solemn, his ancient eyes reflecting the wisdom of countless marketing campaigns. "And when the moment comes—when the pipe bursts at two in the morning, when the water heater fails on Christmas Eve, when disaster strikes without warning—whose name do you think will rise first to their panicked minds? The plumber they've never heard of, or the one whose brand has become as familiar as their own reflection?"

## **The Transformation of William Moore**

As Mark's words settled over the office like snow over the tundra, William felt something fundamental shift within his understanding. For fifteen years, he had been a reactive hunter, waiting for prey to stumble into his path. But the mammoth was offering him something far more powerful—the ability to become a patient farmer, cultivating future harvest while others scrambled for scraps.

"I see it now," William whispered, his eyes bright with newfound understanding. "It's not just about getting customers—it's about building relationships before they're needed."

Mark nodded approvingly, his tusks catching the office light. "And with such relationships comes power beyond mere customer acquisition. When homeowners know you, trust you, recognize your name from countless positive encounters, they become less concerned with price and more focused on certainty. They will pay premium rates because you have already proven your value through consistent presence and community connection."

The mammoth moved toward the gaping hole he had created in the wall, pausing to look back at William with eyes that held depths of ancient wisdom. "Remember, William Moore—this path requires patience. The Later Leads Strategy is not a sprint but a marathon, not a magic spell but a sacred discipline. Some seeds will sprout this season, others next year, but all will eventually bear fruit for the persistent cultivator."

As Mark prepared to depart, the air around him began to shimmer with otherworldly energy, and William felt compelled to ask one final question. "Mark, how will I know if it's working?"

The Marketing Mammoth's smile was like sunrise over the frozen peaks of his ancient homeland. "When strangers call asking for you by name. When customers refer their neighbors without prompting. When your appointment book fills not with emergency calls from desperate homeowners, but with planned visits from people who trust you enough to schedule maintenance before problems arise. Especially when a fledgling customer on your later lead list, activates and calls you directly. That, William Moore, is when you will know you have mastered the art of the Later Leads Strategy."

With that, Mark the Marketing Mammoth stepped through the hole in the wall and, with a sound like distant thunder, began his rhythmic departure.

**THOOM. THOOM. THOOM.**

The tremors faded, the mystical presence dissipated, and William was left alone in his transformed office, staring at the notepad where the mammoth had sketched his vision of the future. But though Mark was gone, his words echoed like prophecy in William's mind, and for the first time in months, the plumber felt something he had almost forgotten—hope.

Six months later, as William reviewed his overflowing appointment book and calculated his highest quarterly profits in company history, he would often glance at that sketch and whisper a prayer of gratitude to the Marketing Mammoth who had shown him the way. For he had learned the greatest secret of all: that the most valuable customers are not those who need you today, but those who will choose you tomorrow because you took the time to earn their trust while the sun was shining.

## **Lessons for a Mammoth Plumber:**

- **Visibility is non-negotiable** - You cannot be chosen if you cannot be seen. Invest in consistent advertising and marketing presence, even when business seems slow
- **Plant seeds before harvest season** - Build brand awareness during calm periods so you're top-of-mind when emergencies strike
- **Capture "Later Leads" with valuable offers** - Trade things homeowners actually want (concert tickets, community events, experiences) for their contact information
- **Target the right demographics** - Focus giveaways on middle-aged homeowners who have both property and disposable income, not just anyone who will enter a contest
- **Build the Later Lead Incubator** - Create a system of gentle, helpful touchpoints (retargeting ads, seasonal mailers, email tips) to stay visible without being annoying
- **Layer multiple touchpoints** - Appear in their mailbox, inbox, social media, and local community so your brand becomes omnipresent

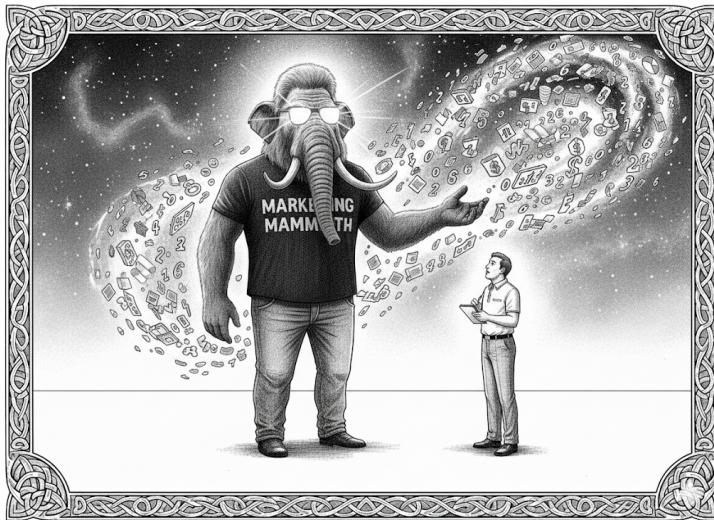
- **Focus on relationship building over immediate sales** - The goal is to be the first name they think of when problems arise
- **Premium pricing comes from trust** - When customers recognize and trust your brand, they're less likely to haggle and more willing to pay higher rates
- **Patience pays off** - This strategy requires consistency and time to build momentum, but creates lasting competitive advantage
- **Community connection creates lasting bonds** - Align your brand with what homeowners care about: family, community, and lifestyle rather than just plumbing services

## Chapter 12:

# The Riddle of the Cost Per Lead

*"The fool seeks a single number to unlock the mysteries of all markets, while the wise plumber knows that each battlefield demands its own strategy, its own blood price, and its own victory song."*

— Tyler Williams, *Tome of the Marketing Mystic*, Firekeeper 9:12  
(Late Freeze, Twelfth Night)





The autumn wind howled through the pipes of Jeremiah Pike's plumbing shop like the wails of a thousand frustrated customers. The grizzled plumber sat hunched over his desk, calculator in one weathered hand, crumpled receipts scattered before him like the bones of fallen warriors. His eyes, red from strain and sleepless nights, stared at the numbers that mocked him from the glowing screen.

"One hundred-twenty dollars per lead on Google," he muttered, his voice hoarse with desperation. "Eighty-nine on Facebook. The Angie's rep promised me fifteen, but I'm seeing fifty." He slammed his fist upon the oak desk, sending invoices flying like autumn leaves. "What in the seven hells is a good cost per lead supposed to be?"

The question hung in the air like smoke from a funeral pyre. Jeremiah had asked every marketer, every competitor who would speak to him, every forum dweller in the dark corners of the internet. Each gave him different answers, different promises, different lies wrapped in the silk of case studies and benchmarks.

**THOOM.**

The sound shook the very foundations of the building. Tools rattled on their hooks, and the fluorescent lights swayed like hanged men in a storm.

**THOOM. THOOM.**

Through the wall burst a figure of legend and myth. Mark, the Marketing Mammoth, stood before the bewildered plumber in all his terrible glory. His massive frame filled the doorway, his ancient tusks gleaming in the harsh light. Upon his mighty head sat black glasses with orange lenses that seemed to hold the very fires of marketing wisdom within their depths.

"Jeremiah Pike," Mark's voice rumbled like distant thunder across frozen tundra, "I have heard your tortured cries echo across the

marketing realm. You seek the answer to the riddle that has driven lesser plumbers to madness.”

Jeremiah's jaw dropped, his calculator clattering to the floor. "You... you're the Marketing Mammoth. The legend. But how did you—“

"The spirits of frustrated plumbers call to me," Mark interrupted, his orange lenses glowing with otherworldly light. "And you, my friend, scream louder than most." He stepped forward, his massive feet leaving cracks in the concrete floor. "You ask what a good cost per lead should be, as if the answer were carved in stone tablets for all to see.”

"Isn't it?" Jeremiah asked, hope creeping into his voice like dawn breaking over a battlefield.

Mark's tusks caught the light as he shook his great head. "By the frozen wastes of my birth, NO! This is the first trap that ensnares the unwary plumber. You seek benchmarks like a sailor seeks the North Star, but benchmarks are mirages in the desert of marketing, my friend.”

The Mammoth began to pace, his footsteps shaking dust from the rafters. "Listen well to the wisdom I learned in the hallowed cave of Tyler Williams. There ARE benchmarks scattered across the land like fool's gold. Agencies wave them before you like banners before battle, promising you their best performer's numbers as if your businesses were identical twins separated at birth.”

"But that's impossible," Jeremiah breathed, understanding beginning to dawn in his eyes.

"PRECISELY!" Mark's roar shook the windows. "Do these agencies control your phone system? Do they train your customer service representatives? Do they craft your sales process or calm the storms of market fluctuations? NAY! They control but a

fraction of the great machine that converts prospects into paying customers.”

Mark turned, his orange lenses fixing on Jeremiah with laser intensity. "I have walked among hundreds of plumbers across the frozen north and sun-baked south. What brings victory to one may bring defeat to another. This is the terrible truth that marketers dare not speak.”

"Then how do I know what to pay?" Jeremiah's voice cracked like a teenager asking his first girl to dance.

The Marketing Mammoth's expression softened, and for a moment, the ancient wisdom in his eyes seemed almost paternal. "Ah, young plumber, now you ask the RIGHT question. Cost per lead is not a destination—it is a battlefield metric that changes with every campaign, every season, every competitor who dares to challenge your domain.”

Mark raised one massive tusk skyward, and Jeremiah could swear he saw visions dancing within its ivory surface. "Behold the forces that shape your cost per lead, as revealed to me by the spirit of Tyler Williams himself!”

## **The First Truth: Humans Are Squirrely Creatures**

"Marketing appears simple to the uninitiated," Mark began, his voice taking on the cadence of an ancient storyteller. "Like a calm lake that hides treacherous currents beneath. But humans, Jeremiah, are creatures of chaos and contradiction.”

The Mammoth gestured with his trunk, and shadows danced upon the wall. "Did the great Budweiser corporation, with their billion-dollar war chest and army of marketing sorcerers, foresee the storm that would follow their choice of spokesman? Even giants can stumble, for human behavior flows like mercury—impossible to grasp, ever-changing, eternally surprising.”

"You mean... even the experts don't know?" Jeremiah asked.

"We make educated guesses based on patterns and trends," Mark replied. "But the market is a living beast that breathes and shifts and evolves. What worked yesterday may fail tomorrow. What costs thirty dollars today may cost sixty next month. This is why those who promise you exact numbers are either fools or charlatans."

## **The Second Truth: Marketing Is Never One Thing**

Mark's great form began to glow with an ethereal light, as if the spirit of Tyler Williams himself was speaking through the ancient beast. "Young plumber, you have fallen into the trap of thinking each marketing channel exists in isolation, like islands in a vast sea. This is folly of the highest order!"

The Mammoth stomped once, and Jeremiah felt the vibration in his bones. "Your Facebook ads do not merely generate leads—they plant seeds in the minds of your market. Your Google ads do not simply capture clicks—they harvest the crops that your brand-building has grown. Everything is connected, everything affects everything else, like a great web spun by the marketing spider herself."

Jeremiah's eyes widened as understanding bloomed. "So when someone sees my Facebook ad but doesn't call right away..."

"They remember you!" Mark thundered. "And when their pipes burst at midnight three months later, whose name rises first in their minds? Yours! But if they visit your Google listing and find terrible photos and three lonely reviews, you have broken the sacred chain of trust."

The Marketing Mammoth leaned forward, his orange lenses reflecting Jeremiah's face. "The more territory you occupy in their minds, the cheaper your leads become. A plumber known and

trusted can win at fourth position where a stranger would fail at first. This is the power of the marketing stack—each element supporting and strengthening the others.”

## **The Third Truth: Your Business Operations Are Half the Battle**

"And now we come to the hardest truth of all," Mark said, his voice growing solemn as a funeral dirge. "I could craft for you the most magnificent marketing campaign ever conceived by mammoth or man, but if your business foundation is built on sand, all will crumble to dust.”

The great beast began counting on his trunk-fingers. "Are you the cheapest plumber in town? Then prepare for a war of pennies where victory tastes like ash. Are you the most expensive? Then your sales process must be sharper than a saber-tooth's fang, for you will lose many battles before you win the war.”

"What about my answering service?" Jeremiah asked, remembering his after-hours calls.

"AH!" Mark's eyes blazed with approval. "You begin to see! When pipes burst, they care not for business hours. If you cannot answer when they call at eight in the evening, your competitor will claim the prize. Do you have sales scripts? Upselling strategies? Follow-up processes? Each missing piece turns gold into lead.”

Mark began to pace again, his footsteps marking out the rhythm of his words. "A marketer like myself can bring you to the water, but I cannot make you drink. I cannot train your team to answer phones with warmth instead of indifference. I cannot teach your technicians to identify opportunities beyond the initial call. These are YOUR dominions, young plumber, and they determine whether a thirty-dollar lead becomes a three-hundred-dollar customer or a waste of precious coin.”

## **The Sacred Numbers of the Current Age**

"But you still hunger for numbers," Mark observed, a knowing gleam in his orange lenses. "Very well. These are the ranges I have witnessed in my travels across the realm in this year of 2025, drawn from the battles of seventy brave plumbers:"

The Marketing Mammoth raised his tusks to the ceiling, and Jeremiah could swear he saw numbers glowing in the air:

"Google's Local Service Ads: fifteen to one hundred twenty-five dollars per lead. The range is vast because Paso Robles fights different wars than Pensacola.

Google's Pay-Per-Click campaigns: fifty to two hundred fifty dollars. Here, the competition is fierce and the bidding wars legendary.

The platforms of Angie, Yelp, and Thumbtack: thirty to one hundred fifty dollars, though their quality varies like the wind.

Facebook and Instagram..." Mark paused, his expression growing mysterious. "These depend entirely upon your offer. A ninety-nine-dollar inspection? A thirty-nine-dollar drain cleaning? A discount on water heater installation? Each brings different costs, different customers, different victories."

"Why such huge ranges?" Jeremiah asked, his head spinning with the numbers.

"Because every market is a unique battlefield!" Mark bellowed. "What you must do is launch your campaigns with the best foot forward, then gather the intelligence that your advertising spend purchases. Study the data like ancient runes, make adjustments like a general repositioning his troops, and learn your market's rhythms and moods."

## **The Wisdom of Watching and Waiting**

Mark's great head turned toward the window, where storm clouds gathered on the horizon. "Understand this truth, Jeremiah Pike: your cost per lead will shift with the seasons like the migration patterns of my ancient herd. Track it monthly, study it quarterly, analyze it yearly."

"What should I watch for?" Jeremiah asked, pulling out a notebook with trembling hands.

"Weather that freezes pipes or floods basements changes everything," Mark explained. "Holidays steal attention like thieves in the night. New competitors entering your territory will raise the cost of battle. Even your own brand-building efforts take months to show their true power—patience is required, like waiting for the spring thaw."

The Marketing Mammoth's voice grew soft and wise. "Compare yourself only to yourself, young plumber. Learn your own patterns, your own costs, your own victories and defeats. The plumber down the road fights different battles with different weapons and different challenges."

## **The Ultimate Vision**

Mark stood to his full, imposing height, his tusks scraping the ceiling tiles. "But hear me now, Jeremiah Pike, and hear me well. There is a state of marketing mastery that transcends all questions of cost per lead."

The room seemed to shimmer with otherworldly energy as Mark continued. "Picture this: when pipes burst in the homes of your prospects, they do not search for 'plumbers near me.' They search for YOU. They type your name into Google like a prayer to the

plumbing gods. These leads cost pennies, convert like magic, pay premium prices, and sing your praises to all who will listen." Jeremiah's eyes filled with tears at the beauty of the vision. "How... how do I achieve such mastery?"

"Through relentless dedication to excellence," Mark replied.

"Through building a reputation so strong it echoes across your entire market. Through understanding that your cost per lead is not just a number—it is a reflection of your marketing, your reputation, and your operations working in perfect harmony."

The Marketing Mammoth began to fade like morning mist, but his final words rang clear as silver bells:

"Start tracking, start testing, start tweaking. Learn your market's heartbeat, understand your customers' journeys, and build a business so magnificent that people seek YOU in their hour of need. This is the path to marketing mastery, and the answer to all questions of cost."

With that, Mark vanished in a swirl of ancient frost and marketing magic, leaving behind only the lingering scent of prehistoric wisdom and the faint sound of distant trumpet calls.

Jeremiah sat in the sudden silence, his notebook filled with furious scribbles, his mind blazing with new understanding. He looked at his scattered receipts with new eyes, seeing not chaos but opportunity—the raw materials from which he would build his marketing mastery.

The riddle of cost per lead was solved, not with a single number, but with a new understanding of the great game itself.

## **Lessons for the Mammoth Plumber:**

- **No Magic Number Exists:** There is no universal "good" cost per lead—every market, every business, and every campaign is unique.



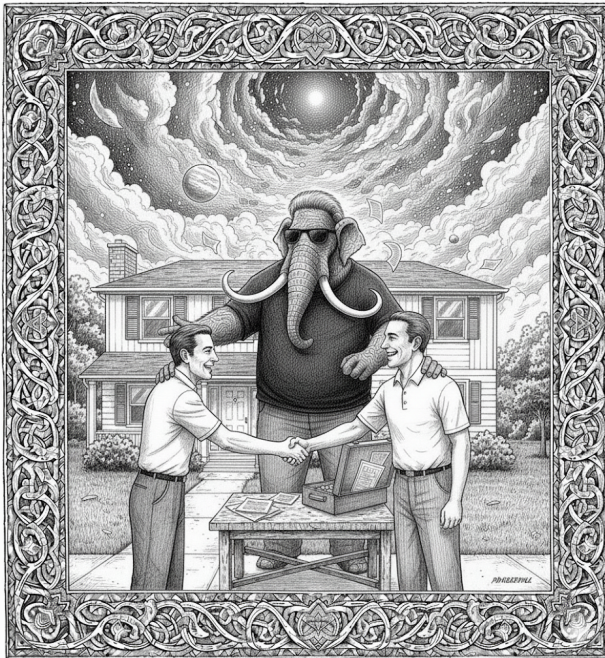
- **Beware False Promises:** Agencies that guarantee specific lead costs without understanding your full operation are selling smoke and mirrors.
- **Marketing Channels Work Together:** Your Facebook ads support your Google campaigns, your reviews affect your LSA performance—everything is connected.
- **Business Operations Matter:** Your phone system, sales process, pricing, and customer service all impact whether leads convert into customers.
- **Track Your Own Performance:** Compare yourself to your own historical data, not just industry benchmarks.
- **Expect Seasonal Fluctuations:** Weather, holidays, competition, and market changes will affect your costs—this is normal.
- **Current Benchmarks Are Guides:** Use ranges like LSA (\$15-\$125), PPC (\$50-\$250), and directory sites (\$30-\$150) as starting points, not gospel and are subject to change at time.
- **The Ultimate Goal:** Build such a strong reputation that customers search for you by name—these leads are the cheapest and most valuable.
- **Test and Adjust:** True marketing requires launching campaigns, analyzing data, and making continuous improvements based on what you learn.
- **Quality Over Quantity:** Focus on building systems that turn leads into satisfied, paying customers rather than just generating more leads at lower costs.

## Chapter 13:

# The Alliance of Ancient Trades

*"In the realm of commerce, no warrior stands alone. The mightiest conquests are won not by the lone blade, but by the brotherhood of allied steel. Forge your partnerships as carefully as a master smith forges his finest weapon—for in unity lies the power to dominate kingdoms of customers."*

— Tyler Williams, *Tome of the Marketing Mystic*, Trail Marks 1:9  
(Thawing Ridge, Day 9)



The autumn wind howled through the valleys of suburban Denver as Dan Anderson crouched beneath a kitchen sink, his weathered hands wrestling with a stubborn pipe fitting. The homeowner paced nervously above, muttering about the dinner party she was hosting in mere hours. Sweat beaded on Dan's brow—not from the physical labor, but from the crushing weight of a failing business.

For twenty-three years, Dan had wielded his pipe wrench with the skill of a master craftsman. His work was flawless, his reputation sterling among those who knew him. Yet his phone remained silent, his schedule sparse. He was thankful for this one job.

The great plumbing companies of the city had grown fat on marketing budgets that dwarfed his entire annual revenue, while Dan—proud, stubborn Dan—refused to abandon his belief that good work should speak for itself.

"The world has changed," he whispered to the copper pipes, his voice heavy with defeat. "Quality means nothing if no one knows you exist."

As if summoned by his despair, the very foundations of the house began to tremble. The homeowner's china rattled in distant cabinets. A low, rhythmic pounding echoed from somewhere deep beneath the earth.

**THOOM. THOOM. THOOM.**

The sound was like the footsteps of giants walking the underworld.

The kitchen tiles cracked in perfect spiral patterns as an otherworldly mist began to seep through the fissures. The temperature dropped twenty degrees in an instant, and Dan's breath became visible in ghostly puffs. The homeowner fled upstairs, her screams echoing through the house.

From the swirling vortex of mist and broken tile emerged first a massive, curved tusk, gleaming like polished ivory in the

fluorescent light. Then came the trunk—thick as a tree branch and covered in coarse, ancient fur. Finally, the full magnificent form of Mark, the Marketing Mammoth, materialized in the cramped kitchen space, his enormous frame somehow fitting perfectly despite defying all laws of physics.

His black-rimmed glasses with orange lenses caught the light as he surveyed the scene with the wisdom of eons. When he spoke, his voice carried the weight of glacial ages and the power of forgotten magic.

"Dan Anderson," rumbled Mark, his trunk gesturing toward the defeated plumber, "I have walked through the mists of time to reach you in this hour of need. The spirits of commerce whisper your name—a craftsman of great skill, yet isolated like a mountain peak shrouded in clouds."

Dan scrambled to his feet, pipe wrench still clutched in his trembling hand. "Who... what are you?"

"I am Mark, inheritor of Tyler Williams' ancient wisdom, guardian of the Marketing Mysteries. I have witnessed your struggle, mortal plumber, and I bring you tidings of a power greater than any golden pipe or platinum fixture." The mammoth's tusks gleamed as he gestured grandly. "Behold! The forgotten art of Alliance—the magic that turns competitors into allies, strangers into brothers-in-arms!"

With a thunderous stomp that shook the very atoms of reality, Mark began his mystical teaching.

## **The Revelation of Allied Strength**

"Harken to this truth, Dan of the Pipes," Mark intoned, his massive form somehow radiating both ancient power and modern business acumen. "You toil alone in a world where homeowners seek not just plumbing, but solutions to all manner of domestic tribulation.

Yet around you march armies of other tradesmen and service providers—each commanding their own loyal following, each possessing what you desperately need.”

The mammoth's trunk swirled through the air, conjuring shimmering images in the mist. "Behold the cleaning companies! They walk through the sacred spaces of homes weekly, monthly, building trust deeper than any marketing campaign could forge. These warriors of cleanliness enter the inner sanctums where homeowners dwell, where pipes hide behind walls and beneath floors.”

Dan watched in awe as the mystical visions showed him cleaning crews moving through countless homes, their clients nodding in satisfied approval.

"But Mark," Dan stammered, "why would they help me? They have their own business to worry about.”

The great mammoth's laughter shook dust from the ceiling beams. "Ah, young apprentice of the wrench! This is where the ancient wisdom of Tyler Williams illuminates the path. Listen well to the Sacred Principle of Mutual Prosperity!”

## **The First Alliance: Guardians of Cleanliness**

Mark stomped twice, and new visions swirled before them—images of partnership and shared success.

"The cleaners who visit Mrs. Henderson every Tuesday know her better than her own mother-in-law," Mark explained, his orange-tinted lenses gleaming. "They know she values quality, pays promptly, and trusts recommendations from those she respects. When her water heater fails on a Wednesday, who do you think she'll call? The plumber who left a business card with the cleaning crew she's trusted for three years? Or some stranger from a Google search?"

Dan nodded slowly, understanding beginning to dawn like sunrise over frozen tundra.

"But how do I approach them?" Dan asked.

Mark's trunk swept through the air, and golden tablets materialized, inscribed with ancient wisdom. "The ritual is thus, Dan of the Pipes: You must offer value before seeking reward. Provide them with referral incentives—gold coins for every customer they guide to your door. Give them branded materials that make them look like wise counselors to their clients. Most importantly, reciprocate! Their clients may need cleaning services, and you become their herald in return."

The mammoth gestured grandly, and the visions showed Dan visiting cleaning companies, building relationships, creating a network of mutual support that stretched across the city like invisible golden threads.

## **The Second Alliance: Masters of Green Domains**

"Now witness the power of the Landscaping Brotherhood!" Mark proclaimed, stomping once more. The kitchen windows revealed not the suburban street outside, but vast green lawns and meticulously crafted gardens tended by skilled hands.

"These warriors of leaf and lawn command the outer defenses of every home," Mark explained. "They may not breach the inner walls, but they hold the ear of every homeowner who takes pride in their domain. When spring brings dreams of outdoor renovation, when autumn whispers of winterizing, when summer heat reveals the wisdom of underground sprinkler systems—who better to plant seeds of plumbing wisdom?"

Dan watched as the visions showed landscapers chatting with homeowners, pointing out potential issues, making casual suggestions about plumbing needs.

"The Alliance ritual is similar," Mark continued, "but adapted to their domain. Offer to inspect outdoor plumbing during their visits. Provide seasonal maintenance checklists they can share. When their clients need irrigation work or outdoor faucet repairs, you become the natural choice. In return, every client with landscaping dreams hears their name from your lips."

### **The Third Alliance: Architects of Beauty**

The great mammoth's eyes gleamed with ancient cunning as he conjured his next vision. "Behold the Interior Designers—the aesthetes who shape spaces according to visions mere mortals can barely comprehend!"

The mist swirled, revealing elegant showrooms and sophisticated consultations. "These artists of space work with homeowners who spare no expense in pursuit of their perfect sanctuary. When they design bathrooms that require custom plumbing, when they envision kitchens that demand relocated water lines, when they dream of luxury that requires your specialized craft—would you not wish to be their chosen champion?"

Dan's eyes widened as he understood. "They're working with people who actually want to spend money on quality improvements."

"Precisely!" Mark trumpeted. "The Alliance here requires more finesse, more artistry. You must demonstrate that you understand their vision, that you can execute their dreams without compromising their aesthetic. Attend their showroom events, learn their language, prove that you are not just a master of pipes, but a collaborator in their grand designs."

### **The Fourth Alliance: Merchants of Mechanical Mastery**

Mark's trunk pointed toward new visions—hardware stores bustling with weekend warriors and professional contractors alike. "The local hardware merchants—not the great box stores of corporate dominion, but the neighborhood suppliers who know their customers by name. These keepers of tools and materials command respect in their communities that kings might envy."

The visions showed Dan shaking hands with store owners, his business cards prominently displayed near the plumbing supplies, his expertise available for customer questions.

"Here the Alliance takes the form of mutual commerce," Mark explained. "You pledge your supply purchases to their coffers in exchange for referrals. You offer DIY workshops that sell their materials while establishing your expertise. When their customers face projects beyond their skill, your name rises naturally to their lips."

## **The Fifth Alliance: Shepherds of Property**

The mammoth's next stomp revealed real estate offices and the eternal dance of buying and selling homes.

"The Realtors!" Mark proclaimed. "These nomadic merchants of domiciles encounter more plumbing emergencies in a single month than most homeowners face in a lifetime. Pre-sale inspections reveal hidden failures. New homeowners discover systems neglected by previous owners. Investment properties require quick, reliable repairs."

Dan had dealt with realtors before, usually in emergency situations that left everyone stressed and unsatisfied.

"The challenge here," Mark acknowledged, "is that these merchants often seek the cheapest solutions, not the finest craftsmanship. But therein lies opportunity! Become their reliable problem-solver for quick fixes and emergency repairs. Prove your



speed and dependability. In time, they will trust you with their more discerning clients—the ones who appreciate quality over mere economy."

#### **The Sixth Alliance: Dealers in Domestic Comfort**

New visions materialized showing appliance stores and repair services throughout the city.

"Witness the merchants of mechanical comfort!" Mark intoned. "When water heaters fail, when dishwashers flood kitchens, when washing machines require new connections—these businesses stand at the intersection of appliance needs and plumbing expertise."

The scenes showed collaborative repairs, joint service calls, and satisfied customers who appreciated the seamless coordination.

"Partner with them for installation services," Mark advised. "When they sell a new water heater, you install the connections. When they diagnose appliance problems that require plumbing modifications, your name is already on their lips. The Alliance here is built on complementary expertise—they understand machines, you master the water that feeds them."

#### **The Seventh Alliance: Unexpected Wisdom**

Mark's final stomp brought perhaps the most surprising vision yet—yoga studios, spas, and wellness centers filled with health-conscious homeowners.

Dan looked skeptical. "Mark, I don't understand. What do yoga instructors know about plumbing?"

The great mammoth's laughter filled the kitchen like rolling thunder. "Ah, but young Dan, you think too narrowly! These warriors of wellness command the loyalty of homeowners who value quality of life above mere economy. They gather

communities of people who share recommendations freely, who trust the guidance of those who care for their wellbeing."

The visions showed Dan sponsoring wellness events, providing branded water bottles at yoga classes, offering "home wellness" workshops that connected plumbing maintenance to healthy living.

"The Alliance here is built on creative association," Mark explained. "Clean water for healthy living. Properly functioning plumbing for peace of mind. Preventive maintenance for the wellness of the home itself. When their community members need plumbing services, your name carries the endorsement of someone they trust. The key is that their target demographic is also shared by your business."

## **The Ancient Wisdom Revealed**

As the visions faded, Mark stood in the restored kitchen, his massive presence somehow both overwhelming and comforting.

"Dan of the Pipes," the mammoth intoned, "Tyler Williams taught me that no business conquers its market alone. The greatest empires were built not by solitary kings, but by alliances of strength supporting strength, wisdom supporting wisdom."

Dan stood straighter, his pipe wrench no longer feeling like a burden but like a scepter of possibility.

"But how do I start, Mark? How do I approach these potential allies?"

The mammoth's trunk swept through the air one final time, conjuring golden scrolls covered in practical wisdom.

"Begin with value, not with need," Mark counseled. "Approach each potential ally not as a supplicant seeking favor, but as a fellow professional offering mutual prosperity. Research their challenges,

understand their customers, propose solutions that make their businesses stronger."

The scrolls revealed detailed strategies: referral systems, joint marketing campaigns, shared customer service standards, collaborative workshops, and cross-promotional opportunities.

"Create formal partnership agreements," Mark continued. "Define the terms of mutual support clearly. Establish systems for tracking referrals and measuring success. Most importantly, always honor your commitments. An alliance built on broken promises crumbles like ancient ruins."

## **The Transformation**

As Mark's teaching drew to a close, Dan felt a transformation within himself. No longer was he a lone craftsman struggling against the tide of corporate marketing. He was a potential alliance builder, a connector of services, a central figure in a web of mutual support that could span the entire city.

"The phone calls will come, Dan," Mark prophesied, his ancient eyes twinkling behind orange lenses. "But more than that, you will become the plumber people think of before they even need a plumber. Your name will be spoken in cleaning companies and hardware stores, in design studios and real estate offices. You will not just respond to emergencies—you will prevent them through the network of allies who know your worth."

With a final tremendous stomp that restored the kitchen tiles to pristine condition, Mark began to fade back into the mystical realm from whence he came.

"Remember, Dan of the Pipes," his voice echoed as his form dissolved into swirling mist, "the mammoth who stands alone may be mighty, but the mammoth who leads a herd is legendary. Build your herd of allies, and together you shall trample all competition beneath your combined might!"

As silence returned to the kitchen, Dan stood alone but no longer lonely. In his mind, he could see the network of relationships waiting to be built, the alliances that would transform his struggling business into a thriving empire of mutual support and shared success.

The homeowner crept back downstairs to find her kitchen restored and her plumbing problem solved. But Dan Anderson had received something far more valuable than payment for a simple repair job—he had been given the ancient wisdom of alliance building, the mammoth magic that turns competitors into collaborators and strangers into champions.

The next morning, Dan began making his first calls to potential allies, his voice steady with newfound confidence. The age of the lone plumber was ending. The era of the Allied Craftsman had begun.

## **Lessons for a Mammoth Plumber:**

- **The Power of Allied Networks:** No business succeeds alone in the modern marketplace. Success comes through building strategic relationships with complementary service providers who serve the same customer base.
- **Value-First Approach:** Always lead partnership discussions with what you can offer, not what you need. Successful alliances are built on mutual benefit, not one-sided favor-seeking.
- **Trust Transfer:** Partner businesses can transfer their established customer trust to you through referrals and recommendations, providing credibility that traditional advertising cannot match.
- **Complementary Service Partnerships:** Seek alliances with businesses that serve your ideal customers but don't compete directly—cleaning companies, landscapers, interior

designers, hardware stores, and real estate agents all have access to homeowners who need plumbing services.

- **Creative Alliance Opportunities:** Think beyond obvious partnerships. Wellness centers, spas, and community organizations can provide unexpected networking opportunities with quality-conscious customers.
- **Systematic Partnership Management:** Formalize your alliances with clear agreements, referral tracking systems, and defined mutual obligations. Treat partnerships as seriously as you treat customer relationships.
- **Reciprocal Promotion:** Always be prepared to refer business back to your alliance partners. The strongest partnerships are built on genuine mutual support, not one-way benefit.
- **Community Integration:** Position yourself as a connected professional within your local business community, not just an isolated service provider. Your reputation among other businesses becomes as important as your reputation among customers.

## Chapter 14:

# Hiring an Agency, Hiring Your Future

*"Beware the silver-tongued merchant who promises you kingdoms for copper coins—True partnership is forged in the fires of shared struggle, tempered by mutual trust, and polished by the victories won side by side."*

— Tyler Williams, *Tome of the Marketing Mystic*, Forager's Ledger 7:10 (Year 21,000 BP, Hunt Moon, Day 10)



The autumn wind howled through the industrial district like the dying breath of some primordial beast, carrying with it the acrid scent of welding sparks and the distant rumble of heavy machinery. In a cramped office above Ralph's Plumbing & Heating, Ralph Reed sat hunched over his desk, surrounded by a battlefield of crumpled papers and empty coffee cups. The fluorescent light above flickered intermittently, casting dancing shadows across proposals scattered like fallen leaves across his workspace.

Each proposal bore the same seductive promises: "30 leads guaranteed!" "Triple your revenue in 90 days!" "Revolutionary marketing that will transform your business overnight!" The numbers danced before his weary eyes—\$299 per month, \$499, \$1,200—each agency swearing they held the key to his salvation.

Ralph had built Ralph's Plumbing from nothing more than a dream and a borrowed van fifteen years ago. His calloused hands had wrestled with pipes in the depths of flooded basements, his back had ached from crawling through cramped crawl spaces, and his determination had carried him through the lean years when every dollar mattered. But now, as his business grew, the marketing world felt like an alien landscape—one where he spoke neither the language nor understood the customs.

"Thirty leads a month," he muttered, reading another glossy proposal. "For three hundred bucks. If it's too good to be true..."

The words died in his throat as the building began to shake. Not the gentle tremor of passing trucks, but something deeper, more primal—a rhythmic pounding that seemed to emanate from the very bones of the earth itself. The windows rattled in their frames, and Ralph's coffee cup slid across the desk in perfect time with each thunderous impact.

**THOOM. THOOM. THOOM.**

The sound grew closer, more intense, until it seemed the very foundations of reality were being tested. Then, with a sound like

tearing fabric and crashing thunder, the far wall of Ralph's office simply... parted. Not destroyed, not demolished, but parted like curtains before some cosmic stage manager.

Through the impossible breach stepped a figure that defied the laws of both physics and common sense. Mark, the Marketing Mammoth, stood nearly eight feet tall, his massive frame covered in thick, russet fur that seemed to shimmer with an otherworldly energy. Upon his great head sat a pair of distinctive black glasses with orange lenses that caught the flickering fluorescent light and transformed it into something magical.

The Mammoth's tusks, once small and mocked by his brethren, now curved magnificently from his jaw, inscribed with glowing runes that pulsed with ancient marketing wisdom. He stood upright like a man, but with the bearing of something far more primal—a creature that had walked through time itself to bring enlightenment to the overwhelmed.

"Ralph Reed," Mark's voice rumbled through the office like distant thunder across tundra plains, "I smell the stench of desperation and the bitter taste of broken promises upon you."

Ralph's jaw dropped, his mind struggling to process what stood before him. The proposals scattered across his desk suddenly seemed laughably insignificant in the presence of this magnificent, impossible creature.

"You... you're..." Ralph stammered.

"I am Mark, the Marketing Mammoth," the great beast declared, his orange lenses glinting as he surveyed the chaos of Ralph's desk. "Bearer of the wisdom of Tyler Williams, guardian of the sacred marketing truths, and your guide through the treacherous landscape you now navigate."

The Mammoth's massive form moved with surprising grace as he approached the desk, his great head lowering to examine the



scattered proposals. A sound that might have been laughter—or perhaps the rumble of an approaching avalanche—emanated from deep within his chest.

"Ah, the siren song of the false prophets," Mark observed, his trunk delicately lifting one of the proposals. "Thirty leads for pocket change, promises of kingdoms built on foundations of sand. Tell me, Ralph the Plumber, what dreams do these paper merchants claim to fulfill?"

Ralph found his voice, though it cracked like a teenager's. "They all promise the same things. Leads, revenue, growth. But every time I've tried working with an agency before, they disappear after a few months with my money, leaving me with nothing but regret and a lighter bank account."

The Marketing Mammoth's eyes, visible through those mystical orange lenses, seemed to peer directly into Ralph's soul. "You seek not just leads, mortal plumber. You seek something far more precious—a true partnership in the building of your empire. But these scavengers offer you fool's gold while the real treasure lies buried beneath layers of understanding."

Mark raised his great head toward the ceiling, and when he spoke again, his voice carried the weight of ancient wisdom learned in the depths of time itself.

"Listen well, for I shall reveal the truth that Tyler Williams inscribed upon the sacred tablets: An agency is not a vendor to be hired and forgotten, but a companion to walk beside you on the long journey toward your dreams."

The Mammoth began to pace, his massive frame somehow fitting within the confines of Ralph's modest office, reality bending slightly to accommodate his presence.

"In the frozen wastes of my youth, I was small and weak among my brothers. They called me Mini Mammoth, for my tusks were

stunted and my frame diminutive. I believed their mockery defined my worth, just as you believe these paper promises define your options.”

Ralph leaned forward, captivated despite his bewilderment.

"But when the earth opened beneath my feet and cast me into the abyss of time, I discovered that true strength comes not from size alone, but from wisdom, partnership, and the patient cultivation of genuine relationships.”

Mark's trunk swept across the scattered proposals, gathering them into a neat pile.

"These agencies promise you leads like merchants hawking trinkets at a country fair. But leads without relationship are like seeds scattered on barren ground—they may sprout, but they will not flourish. What you truly need is an agency that understands not just your business, but your dreams.”

The Marketing Mammoth's glasses seemed to glow brighter as he continued his teaching.

"When I studied the sacred tablets of Tyler Williams, I learned the fundamental truth: marketing is not a series of tactics to be deployed, but an ecosystem to be cultivated. Your agency should not be a stranger executing a checklist, but a partner who breathes the same air as your business, who feels your struggles as their own, who celebrates your victories as shared triumphs.”

Ralph found himself nodding, the weight of recognition settling upon his shoulders.

"The agency you seek," Mark continued, "will not promise you the moon with silver words. Instead, they will ask you about your vision for the future. They will want to know what success looks like not just in leads and revenue, but in the life you wish to build.

They will understand that your plumbing business is not just a source of income, but a vehicle for your freedom.”

The great beast turned his attention to Ralph's computer screen, where several agency websites were still open in browser tabs.

"Observe the language they use, Ralph the Plumber. Do they speak only of what they will do for you, or do they ask what you hope to achieve? Do they promise instant miracles, or do they acknowledge that building something meaningful takes time? Do they treat you as a client to be managed, or as a partner to be supported?"

Mark's massive paw gestured toward the proposals.

"These paper merchants promise thirty leads as if leads were the goal itself. But a true marketing partner will help you understand that leads are merely the beginning of a conversation. They will work with you to build systems that not only attract potential customers but nurture them into loyal advocates for your business.”

The Marketing Mammoth's voice grew more intense, filled with the passion of hard-won wisdom.

"Your agency should be your guide through the ever-changing landscape of marketing technology and strategy. The digital realm shifts like the northern winds—what works today may be obsolete tomorrow. Your partner should not only keep pace with these changes but help you navigate them wisely.”

Ralph interrupted, his curiosity overcoming his amazement. "But how do I tell the difference? They all sound good when they're trying to get my business.”

Mark's great head nodded approvingly. "Wisdom begins with the right questions, mortal plumber. Ask them not what they will do, but how they will do it. Ask them not for promises of results, but

for their process when results falter. Ask them not for their successes, but for their failures and what they learned.”

The Mammoth moved closer, his presence both intimidating and somehow comforting.

"Most importantly, ask them about their other clients. A true partner will speak of their relationships with pride, sharing stories of challenges overcome and victories won together. They will not guard their methods like state secrets but will educate you, empowering you to make informed decisions about your marketing future.”

Mark's trunk swept up one of the more expensive proposals, examining it with evident disdain.

"Beware the agency that promises everything while delivering vague reports filled with impressive-sounding metrics that mean nothing. Your partner should translate the arcane language of marketing into terms you understand, showing you not just what happened, but what it means for your business.”

The Marketing Mammoth's voice took on a prophetic quality, as if channeling the spirit of Tyler Williams himself.

"The relationship you build with your marketing agency will be tested by time and adversity. There will be months when the leads are thin, when the market shifts, when new competitors emerge. Your true partner will not abandon you in these dark times but will stand beside you, adapting strategies, trying new approaches, and fighting for your success as if it were their own.”

Ralph felt a stirring in his chest, a recognition of truth that resonated with his own experience building his business.

"When your business flourishes," Mark continued, "your partner will celebrate with you, but they will also prepare you for the challenges that growth brings. They will help you scale your

marketing systems, refine your messaging, and build the infrastructure needed to support your expanding empire.”

The great beast gestured toward Ralph's modest office, but somehow conveyed the sense of vast possibilities beyond its walls.

"Communication, Ralph the Plumber, is the lifeblood of any true partnership. Your agency should not be a mysterious entity that sends reports and invoices. They should be accessible, responsive, and transparent. When you have concerns, they should address them promptly. When they need something from you—photographs, feedback, access to your systems—you should prioritize these requests, understanding that their success is inextricably linked to your own.”

Mark's glasses seemed to peer directly into Ralph's future.

"The agency you choose will become part of the story of your business. They will witness your struggles, share in your triumphs, and help write the next chapters of your success. Choose wisely, for this relationship, properly cultivated, can last for years—growing stronger with time, more valuable with shared experience.”

The Marketing Mammoth began to pace again, his massive form somehow conveying both power and patience.

"Remember the wisdom inscribed upon the sacred tablets: success is built upon trust from both parties. Your agency must trust you to provide them with the resources and information they need to succeed. You must trust them to act in your best interests, even when their recommendations challenge your assumptions.”

Ralph felt the weight of understanding settling upon him like armor forged from experience.

"But Mark," he asked, "how do I know if an agency truly cares about my success, or if they're just better at hiding their true intentions?"

The great beast's laugh rumbled through the office like an earthquake of mirth.

"Time, mortal plumber. Time is the revealer of all truths. Begin with small engagements, test their responsiveness, observe their dedication. Do they return your calls promptly? Do they ask insightful questions about your business? Do they propose strategies tailored to your specific situation?"

The Marketing Mammoth's voice grew softer, more intimate, as if sharing a sacred secret.

"Your business, Ralph the Plumber, was built on your dreams of freedom, of providing for your family, of creating something meaningful in this world. Your marketing partner should understand and honor these dreams, helping you build not just a customer acquisition system, but a legacy."

The great beast moved toward the impossible breach in the wall through which he had entered, but paused to deliver his final wisdom.

"When you find the right agency—and you will know them by their questions rather than their promises—you will discover something profound: marketing becomes not a necessary evil to be endured, but a collaborative art to be mastered. Together, you will build something greater than either could achieve alone."

Mark's form began to shimmer slightly, as if he were becoming part of the very air itself.

"Go forth, Ralph the Plumber. Seek not the loudest voice or the cheapest price, but the truest partnership. Your future—the future

you have dreamed of since you first picked up a wrench—awaits those brave enough to choose substance over spectacle.”

With a final thunderous stomp that seemed to shake the foundations of reality itself, Mark, the Marketing Mammoth, stepped back through the breach in the wall. The opening sealed itself with a sound like whispered promises, leaving behind only the faint scent of arctic air and ancient wisdom.

Ralph sat in the sudden silence, staring at the now-solid wall. The proposals still lay scattered across his desk, but they seemed different somehow—less impressive, more transparent in their shallow promises. He understood now that he had been asking the wrong questions, seeking the wrong things.

He reached for his phone, not to call the agency with the lowest price or the highest promises, but to begin a different kind of conversation entirely—one that would lead to the partnership his business truly needed.

Outside, the autumn wind continued to howl, but it no longer sounded like a lament. To Ralph's ears, it now carried the whisper of possibilities, the promise of a future built on wisdom rather than wishful thinking.

The legend of Mark, the Marketing Mammoth, had touched another soul, transforming not just understanding but destiny itself.

## **Lessons for a Mammoth Plumber:**

- **Seek partnership over promises** - Look for agencies that want to understand your dreams and long-term vision, not just deliver short-term tactics
- **Question their questions** - The best agencies will ask insightful questions about your business rather than leading with bold promises and guarantees

- **Test communication and responsiveness** - How an agency handles initial conversations reveals how they'll handle the relationship long-term
- **Prioritize relationship-building** - Marketing success compounds over time when built on trust, communication, and shared investment in your success
- **Look for educational partners** - Your agency should help you understand the marketing landscape, not guard their methods as secrets
- **Understand that true partnership requires mutual trust** - Be prepared to provide your agency with the resources, feedback, and access they need to succeed
- **Focus on shared investment in your future** - The right agency will celebrate your wins and stand by you during difficult periods, adapting strategies rather than abandoning ship
- **Value substance over spectacle** - Beware of agencies that promise everything while delivering vague reports; seek those who translate marketing metrics into business meaning
- **Remember that great partnerships take time to develop** - The most powerful agency relationships are forged over years of shared challenges and victories



The legend of Mark the Marketing Mammoth  
now lives within you.

What you do with this sacred knowledge is up to you.

If you need help.  
Seek me out.

-Tyler Williams

The long perished marketing wizard lost to time.  
But due to paradoxical timey stuff is still alive in your time.

And has a website.  
[www.mammothforplumbers.com](http://www.mammothforplumbers.com)