
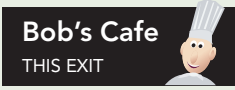





THE THREE RULES OF GOOD COMMUNICATION

There are only three rules that professional communicators really need to know. Everything else—the magazine articles, the pronouncements by the experts, and the rest of the bidlack.com web site—are just useful accessories.

Here's all you really need to know:

Rule	An example of the rule followed	An example of a traffic sign employing this rule	An example of the rule broken
1 SAY SOMETHING MEANINGFUL. It must be important or it is nothing.	I Have A Dream speech by Martin Luther King		"Hey, folks! Let's think outside of the box!"
2 DON'T SAY TOO MUCH. Don't let your main point get lost in the details.	 This Billboard		 This Billboard*
3 BE BOLD. Compete for your audience's attention.	There are over 30 online book sellers. Can you name the other 29?		All three big office warehouse stores use the same colors: red & white.

* A billboard (aside from the fact that 95% of them are a blight on the landscape) is the purest form of communication, because it forces the communicator to think in extremely succinct fashion.

BIDLACK CREATIVE GROUP
DESIGN STRATEGY FOR ARTS & EDUCATION

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Communicating with the Black Dog™

You can't see a black dog on a black night. But if it's your dog in the yard, you know he's out there. If you want him to come in, you call him or offer him a dog treat. But you don't know your message worked until the dog appears. Marketing communication is like communicating with the black dog. It's one-way with an unseen audience. Communicating with the black dog is also recognizing your audience is never initially interested in your message. That is, until you reach them with a sincere, relevant approach worthy of return contact. Like a treat. At Bidlack Creative Group, we're experts at Communicating with the Black Dog.