



PRACTICE
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POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **WORLD FAMOUS** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



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POWER STRATEGIES



WORLD FAMOUS

POWER STRATEGIES: WORLD FAMOUS

Making your practice world famous... now there's a power strategy for realising the potential of your practice!

Surely, however, it is a goal for only the select few out of the millions of practitioners that are in practice? Besides, how would I do it? What would I do? Where would I start?

To that I answer... **Fish!**

No, that's not enough. *John Yokoyama and Fish!*

There you have it, the answer to your questions... the realisation of becoming world famous.

What do *John Yokoyama and Fish!* have to do with being world famous?

John Yokoyama is responsible for the World Famous Pike Place Fish Market in Seattle, Washington in the northwest United States of America.

The World Famous Pike Place Fish Market is the inspiration for the New York Times Bestseller *Fish!*, written by Stephen C. Lundin, Harry Paul and John Christensen, and the multi-million dollar business training franchise Fish Philosophy.

When *John Yokoyama* was facing the desperate situation of the closure of his business, he turned to a long-time friend, Karen Bergquist, who suggested that her business consultant husband, Jim Bergquist, could offer some guidance.

Without going into detail, the emphasis of the direction that Jim Bergquist provided *John Yokoyama* was that his vision for his fish market was too small, that he needed a bigger purpose, a bigger gain.

When one of the fishmongers threw out the challenge to become world famous... the ball was set in motion.

While the initial response was, "World famous? Us? What does that mean? It seemed like a ridiculous idea. We are a 1200 square foot fish stand just recovering from financial disaster. The only way I was going to go for being world famous was if it didn't cost me any money. We had no money to market ourselves; how could we be 'World famous'? But rather than give up on the idea we decided to explore it further."

At the end, having contemplated what the meaning of world famous was and how it related to a fish market and a collection of fishmongers, they made a decision to become world

famous... they were going to make a world famous difference by having a positive impact upon each person they encountered.

Yokoyama shares, "With a declaration of World Famous Pike Place Fish Market, we evolved from a company that existed totally to sell fish to one that was interested in extraordinary service to our customers and our world. Selling fish was no longer the main reason we were open for business. Don't get me wrong — when you visit the market, we will provide you the highest quality fish and in turn, take your money and put it in a cash register. Like all small businesses, an important part of our game is to make a profit. But making a profit is not enough... when the game goes beyond profit to a greater purpose, work is of value for the ability to create profit and serve others. As a result of our vision, the fish are only a means to an end. Selling fish gives us an opportunity to make a world famous difference."

Yokoyama says that of his fishmongers, "They are not simply fish salespeople; they are agents of change. Anyone can sell fish — few can make a world famous difference while doing it."

How did John Yokoyama and the fishmongers of the World Famous Pike Place Fish Market achieve this status?

They made a commitment to:

1. Making a world famous difference in the lives of everyone who comes into their business.
2. Empower the creative people they work with so that they can make a world famous difference for each person, the customers, the community, and beyond.
3. Demonstrate what is possible when you empower your employees.

This was the beginning intention of creating the World Famous Pike Place Fish Market... however, what did the journey look like?

John Yokoyama in his book, *When Fish Fly*, authored with Joseph Michelli, says "I began first with deciding to be world famous. They put world famous in front of the business name, Pike Place Fish Market, and had the intention of being world famous from the outset. World famous in the service they provide, world famous in their genuine care and interest of the customers."

The sign stated they were world famous. Their intent was to make a world famous difference... perhaps that was going to be enough?

However, they also needed to differentiate themselves. Rather than taking the time to carry the fish from the front area of the store into the shop to wrap it, they began throwing the fish from the sales person to the fish wrapper. This is where the term 'When fish fly' originated from. This became an amazing spectacle that people enjoyed observing, participating in and even the occasional customer, throwing the fish themselves.

Equally, they began chanting while throwing the fish, magnifying the spectacle, creating even more joy and atmosphere.

Now, with a system to create energy, fun as well as a sign to speak to their world famous status... amazing things began to happen.

Yokoyama takes up the story, "Shortly after we defined our vision, the Goodwill Games came to Seattle. Photographers and news crews from places as diverse as China, Japan, Zaire, Russia and Germany trained their cameras on our energized workers. As our fishmongers threw fish and delighted the crowds, the world looked on. Without spending a dime, stories and pictures of our Pike Place fishmongers were appearing everywhere."

Shortly after the Goodwill Games, a movie producer came to us and told us that he had seen our fishmongers on television during the games. He proceeded to hire three members of our staff to throw fish in the movie *Free Willy*. After that, ABC's *Good Morning America* contacted us to be on their show through a live feed. The staff's world famous efforts were obvious as they came down at four o'clock in the morning to set up the fish market so it could be seen in its full glory.

During an MTV program, he heard that Spike Lee was filming a new Levi's commercial and he wanted to use people with interesting jobs. The fishmonger joined 650,000 other entries and Spike Lee chose us as the location for one of his jeans commercials... and the strangest thing began to happen. Not only were we publically stating our vision, but strangers were communicating it as well."

It became apparent that their intention to become world famous was manifesting in the world. John Yokoyama reflects that he began to hear people saying things such as, "I've heard about these guys. They are the World Famous Pike Place fish guys."

Yokoyama reflects, "At one of their meetings, my brother Dicky, our closet actor said, "It's time for us to have *Pike Place Fish: The Movie* show up." Most of us looked at him and laughed saying, "Yeah right!"

Within a month, John Christensen of Chart House Learning stopped by the market. He was in town doing a video about a poet, David White, who lived on nearby Whidbey Island.

After viewing the energy of the World Famous Pike Place Fish Market, he signed a contract with the fishmongers to make a corporate training video about the fish philosophy. The *Fish Philosophy Corporate Video Training Program* retailed for \$599 USD, and within a year of that video, the book *Fish!* became an international best seller, selling millions and being translated into over 13 languages.

Thus, began the fish franchise, including more fish books including *Fish Sticks, Fish Tails and Fish for Life*.

Corporate training programs of the *Fish Philosophy* are in place in international organizations like Ford Motor Company, Panasonic and Merriott; the *Fish Philosophy* has been featured in magazines such as *Fast Company* magazine and *People* magazine; and has been documented on TV shows including CBS Sunday Morning, *Frasier*, *Real World Seattle* and even *Wheel of Fortune*.

Yokoyama concludes, "And to think all of this came fast by living our vision and maintaining our focus on making a difference, one person at a time."

To get a feel for the fish philosophy, I suggest you read the *Fish Omnibus*, including the books:

- *Fish!*
- *Fish Tails*
- *Fish Sticks*

Then there is *Fish for Life*, taking the FISH! Franchise into the personal development genre!

All by Stephen Lundin, Harry Paul and John Christensen.

Furthermore, John Yokoyama and Joseph Michelli have authored the book, *When Fish Fly*, and there is another book written by Cindy Crother and the crew of the World Famous Pike Place Fish called *Catch! A Fishmonger's Guide to Greatness*.

And what is the core message of all of these books and materials? What is it that creates the world famous experience of the World Famous Pike Place Fish Market?

There are four principles:

1. Choose your attitude... there is always a choice about the way you do your work, even if there is not a choice about the work itself.
2. Play... have fun while you work, it creates energy.
3. Make your clients' day... while you're having a good time, include your clients in the good time that you are having. Engage your clients in ways which create energy and goodwill... find a way to make their day!
4. Be present... be fully present at work. Be fully present with your clients when you are with them. Be fully present with each other in the practice.

It is as simple and difficult as that!

Now, it's your turn... what are you going to do to become world famous? What is your intent about the world famous practice in which you are going to operate and experience?

Begin now!

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*Transforming **your** health care practice **your way***

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