



So, What's The Bottom Line?

76 Proven Marketing Tips & Techniques for building your business and personal brand

- Yitzchok Saftlas

So, What's The Bottom Line? is not a heavy volume. Yitzchok Saftlas isn't given to restating the same idea in various ways to fill a book. The book, like the man, is straight and to the point. Mr. Saftlas has packed 260 pages with 76 clear action steps, one after each two- to three-page chapter.

Zman talked with Mr. Saftlas, who is also founder and president of Bottom Line Marketing Group, to hear the story behind his useful and entertaining new book.

Zman: There are thick tomes that have been written about business management and marketing and we come away remembering a few important points. In your book, the reader finishes two to three pages and you summarize the powerful lesson in a few words. That's very unique! Why did you do it this way and how does the title connect to that?

Saftlas: *First of all, I'm really touched by your compliments, so thank you for that. The book's title is a famous expression and usually refers to a project's monetary value. In the context of the book it also means keeping focus on the no-nonsense solution to the issue at hand. My style is to have each topic lead to some kind of real takeaway. Instead of just a few long chapters, each one is bite-sized and takes five minutes. It's very focused and doesn't belabor a point. For example, I can take the same issue and come at it from different angles in five separate articles. Straight, up-front -- to be honest, I don't even have the patience to be long-winded. It's not me.*

Zman: Someone might think your book is only designed for a big business engaged heavily in marketing and advertising. It is loaded with tips for these types of businesses, but it covers so much that every business can benefit. Every business is

marketing something even if it doesn't yet have an advertising budget. Every time you see a customer or talk on the phone, you're marketing. If you're a businessman who talks to a client or who sells a product -- buy it.

Saftlas: *That's actually why the subtitle of the book is "for building your business and personal brand." This is not meant to be a heavy marketing textbook. It's really for anyone who cares about getting ahead.*

I've gotten a lot of positive feedback from people outside the business world -- rebbeim in yeshivos, for example. They say it really helps them to have effective interactions with students, parents and senior hanhala. There are many chapters that are not about the most powerful words to use in an ad (although we have plenty of those), but are inspirational, talking about the power of a thank-you, and things like that.

Zman: I was so interested in your chapter on the miners from Chile who were trapped underground. We had an in-depth article on that incident (Nissan 5775 / April 2015), and as I read it I was wondering: How is Yitzchok going to find marketing in this story?

Saftlas: *That is my favorite chapter. It takes place in 2010. The miners have been trapped for a very long time. Each day their chances for survival were getting dimmer. They were in danger from the poor air quality and the potential for flooding or a collapse of the mine. Finally, rescue workers are able to lower a capsule and*

raise the miners one by one. The men haven't eaten normally or showered for 69 days, and you could forgive them for not necessarily being in the greatest mood, despite the euphoria of finally being saved.

The Chilean president is there, of course, greeting each miner. And up comes this one guy, Mario Sepulveda, and he says to the president with a big smile, "Wait, I have a present. Here you are!" and hands him some rocks he brought up from the mine. Then he walked over to the barricades and started hugging and shaking hands with many of the people who had been working so hard to save them.

The media immediately took to him; he was a "natural"! There was even talk of him running for office. The lesson is that everything is marketing and a person has to market himself; to realize that he's always on display. Even if he goes to the supermarket and he's tired -- put on a tie, have your shoes shined. You never know who you're going to meet and when an opportunity is going to come up.

Zman: The book has a very positive feel sprinkled with humor. There are a lot of do's, not many don'ts. Was that by design?

Saftlas: *I appreciate the compliment, but that's me. My motto is, always go with the positive.*

Zman: Why was your foreword written by former Congressman Bob Turner (R-NY)?

Saftlas: *We were fortunate to run his campaign for the Jewish demographic in 2011. He had run once previously against Anthony Weiner, a strong incumbent, and although he lost he still got 40% of the vote. After Weiner stepped down, Turner ran in the special election. There was polling data from the respected McLaughlin Group that the orthodox Jewish community preferred a Republican over a Democrat -- even a Jewish one -- who would capitulate on Israel to a strong White House. Turner and his campaign manager "OB" Murray asked us to help*

them reach that demographic. We strategized and did various kinds of advertising.

We were told he had little chance to win the election, and when he did win it was a big upset victory. Congressman Turner was very appreciative and when I asked him if he would honor me by writing the foreword he said absolutely.

Zman: It's a very personal foreword. He says he read the whole book, and that wise people will read the appropriate chapters before approaching any important decision. "Read it, then put it on your desk for easy reference." I'll add my two cents -- it's already in my drawer. From the biggest business to the lone entrepreneur, it pays to pick up this book.

Let's touch on one last thing. You do a radio show now on 77 WABC every Sunday night from 11:00 PM to midnight. If people like the book, what can they expect on the show? And how can people listen if they're not up during that time slot?

Saftlas: *Early this summer I was reached out to by a representative of WABC to host a weekly business show. It's proven to be a great resource and success, breaking into the top 10 shows for males aged 25+ during that time slot. That's actually ahead of 1010 WINS, and it's a testament to my team.*

AM 770 is a very powerful channel and on Sunday night it can be picked up as far away as Boston, Baltimore and Pittsburgh. As 11 to 12 is a little late, we also have our programs at WABCbizradio.com as well as an iTunes podcast that is listened to by thousands.

We have featured notable guests such as Captain "Sully" Sullenberger of "Miracle on the Hudson" fame; Joshua Mohrer, General Manager at Uber; Stephen Sadove, former CEO of Saks Fifth Avenue, and many more. We focus on the takeaways and how people can focus on their business and getting ahead in life.

Zman: Thank you, first of all for writing such a valuable book, and also for sharing your time with us today!

Saftlas: My pleasure.

