

A templative tale from
Mischief Marketing

Mischievous Mother T Yet Again

[excerpted from Chapter 7 (print edition) ...]

... probably earned several thousand dollars, if not for Mother T directly, then at least for charitable causes in general. So we can say that, over the course of perhaps an hour, Mother T turned a small lunch into thousands of dollars.

👉 **Mischievous Sourcing Tactic (“*The Pasteur Tactic*”): Be prepared at every moment to take advantage of a chance marketing opportunity.**

Mischief marketing involves being constantly prepared, constantly ready to act on the spur of the moment. That way, you can instantly take advantage of lucky breaks and chance opportunities.

Chance favors the prepared mind.

— Louis Pasteur

In the story [previously told; not in this online excerpt], notice that Mother T was prepared to work for her cause twenty-four hours a day, seven days a week. She didn't stop being prepared just because she happened to be on a plane.

Does this mean you have to work all the time at marketing your offering? Of course not! Working all the time is certainly not a good thing. It isn't even effective. If you do nothing but work, you'll burn out. And not only will your family and friends suffer, your work will, too.

No, this tale certainly does not suggest you should work all the time. But it does suggest you may want to be *prepared* at all times to work. And by work we mean what?

Market, sell, or present your ideas, products, services — and yes, like Mother T, your deepest religious, spiritual, or social values. Your offering.

Here's a related tale about raising capital. You might now want to go quite this far, however.

Mother Teresa Holds Up Grocery Clerk

Her quest to serve the poorest of the poor sometimes brought Mother Teresa close to breaking the law while conducting her mischievous, ah, marketing.

Once, having bought \$800-worth of goods for the poor in a supermarket, she refused to move from the checkout until someone else in the queue paid for them. A fundraiser of Mother Teresa's virtuosity could not merely decline into the peaceful embrace of God she recommended for her patients; she had a duty to survive.

— "Mother Teresa (Obituary)."
The Economist 13 Sept. 1997. InfoTrac. Online. 16 January 1998.

Timing the Launch of Your Campaign

When is the right time to launch a campaign? If you've planned it meticulously and all systems are go, how quickly should you act? If you're writing an introduction to the topic of timing, how soon should you stop asking idiotic questions and instead present a templative tale that gives you an insight into timing?

The following templative tale gives us an insight into timing.

[... Chapter 7 (print edition) continues at this point ...]

Know anybody struggling to get started on a shoestring budget?

Why not help them get started?

Tell them about *Mischief Marketing!*