

Title:

Netflix Teaches Hollywood The 'Everyone' Myth

Word Count:

434

Summary:

We all know what happens when companies try to position their latest greatest new product as t

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Keywords:

Kim Klaver, Klaver, Marketing, MLM

Article Body:

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Americans have VERY different tastes. There's nothing for everyone. Or even, most everyone. To

Of the 60,000 titles Netflix has on DVD, how many do you think are rented at least once on a t

Those who think that everyone likes the same movies guess low - 1,000, say.

But this is not even close to the real story. Americans are broken up into many little market

"35,000 - 40,000 [different] titles are rented out at least once on a typical day."

Talk about the non-existence of 'everyone' from the movies perspective.

So, yes, find people like you. The community of like-minded people that you're already part of

Kind of like finding people to play tennis with - don't you look for the ones who already play

We are not all the same. Sounds obvious, doesn't it?

Companies: Get over it. Everyone will not go nuts about your latest new products or that new d

Reps: If you have babies, encourage them to lead with the products THEY are excited about. Ski

Remember - after someone else likes your favorite product too, you can count on them to ask yo

So let's get over everyone, think?

After all, even Ford Motor finally did.

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