



Deep & Simple: How Mister Rogers Makes Us Better at B2B



Cliff Lewis

*Executive Creative
Director*
Godfrey

@Cliff_Lewis

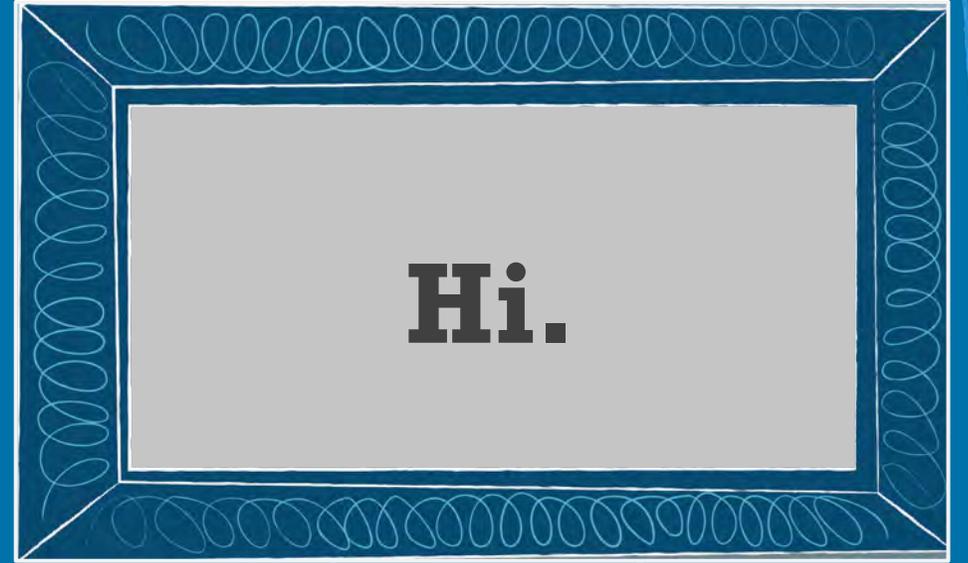
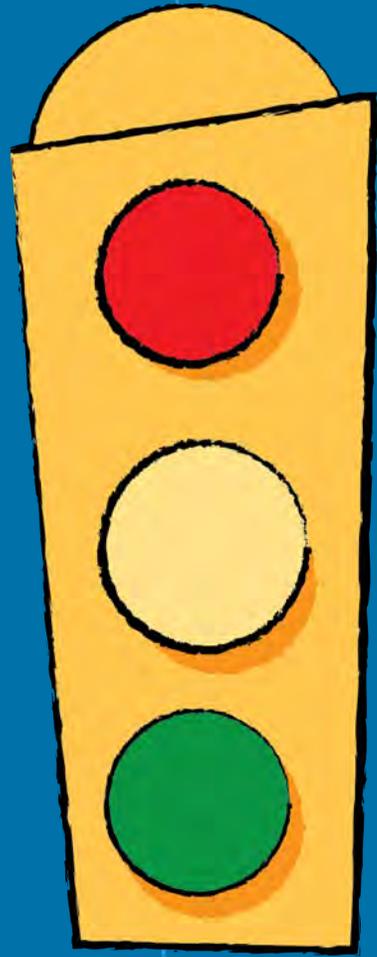


Scott Trobaugh

*Vice President
Executive Creative Director*
Godfrey

@CapnSkot

www.godfrey.com/#mpb2b



We're lucky.







$$\beta \leq \epsilon \rightsquigarrow C^1 \text{ neg.}$$

$$\lambda(t, x) = \frac{1}{t^2} \lambda(\Omega, \frac{x}{t}) \quad x \rightarrow \frac{x}{t}$$

$$\omega \leq \epsilon$$

$$\omega = \max_{\Sigma' \Delta \Sigma \subset B_{\rho}} \frac{\Delta}{\rho^2} \int_{\Sigma'} |\nabla u|^2 = 1$$

$$\rightarrow G + b \leq F$$



$$u(x_0) - \varphi(x_0)$$

$$(x_0, t_0) \max u - \varphi + \int_0^{t_0} b$$

$$|u'| - 1 = \epsilon \Delta u$$

$$|u'| - 1 \leq 0 \text{ tocco da Sop}$$

$$|u'| - 1 \geq 0 \text{ tocco da Inf}$$

$$\rightarrow \exists (x_n, t_n) \rightarrow (x_0, t_0)$$

$$\max u - \varphi + \int_0^{t_n} b$$

$$G_n + b_n \leq F$$

$$G + \bar{b}_n \leq F \text{ intorno } (x_n, t_n)$$

$$\int_{\mathbb{R}^n} (\varphi(x) - u(y)) d\gamma \circ \bar{b}_n \rightarrow b$$

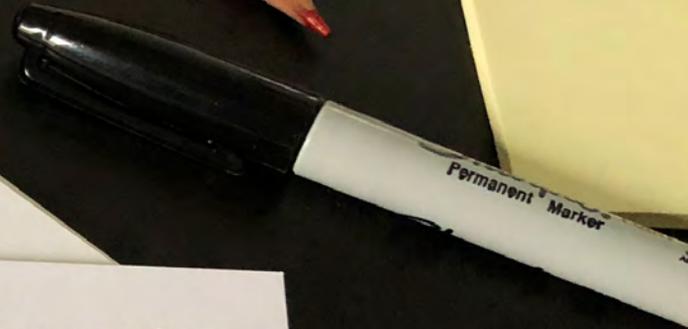
$$\partial_t \varphi(x_0, t_0) + G(\partial \varphi(x_0)) \leq F$$

$$\frac{1}{2} \int_{\mathbb{R}^n} \int_{\mathbb{R}^n} J(|x-y|) (\varphi(x) - \varphi(y))^2 dx dy$$

$$= \int \int J(|x-y|) \varphi^2(x) dx dy - \int \int J(|x-y|) \varphi^2(y) dx dy$$



B2B MARKETERS
DESERVE
A
PATRON SAINT!



**There's a saint
for everything.**



Saint
CHRISTOPHER

Saint FRANCIS





Saint JUDE

Saint MALO





Saint ROCH

**Saint
JOSEPH
of Cupertino**





**Saint
CASSIAN
of Imola**

**Saint
PHILIP NERI**



**The patron saint
of B2B marketers?**



**Saint FRED
of Pittsburgh**



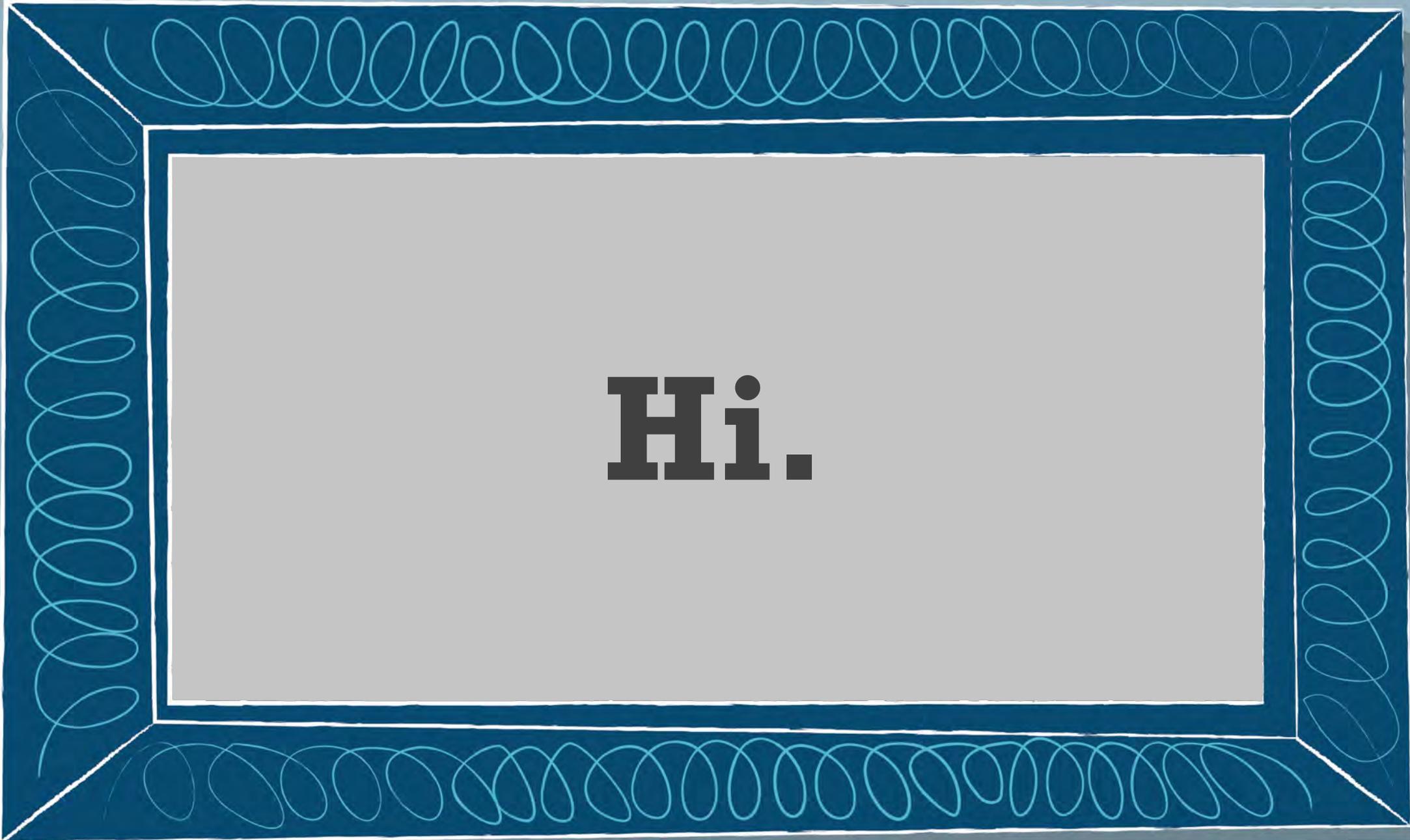
**He simplified
the complex.**



**He perfected
the factory tour.**



**He was a
master of
persuasion.**



Hi.





**Saint FRED
of Pittsburgh**



5 ways to
LIVE LIKE FRED
in the world of B2B



**Keep your sense
of wonder.**

MISTER ROGERS' NEIGHBORHOOD

Family Communications, Inc. 4802 Fifth Avenue Pittsburgh, PA 15213 (412) 687-2990 FAX (412) 687-1226

July, 1991

Dear [REDACTED]

Your letter arrived during a very busy time here, and I'm sorry I wasn't able to answer sooner. It's an honor to be included in your book about what people read, and I hope you will receive this letter in time for your publication.

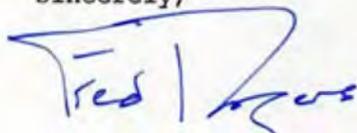
Here are the books that have influenced me the most:

- 1) Le Petit Prince by Antoine de St. Exupéry
- 2) Childhood and Society by Erik Erikson
- 3) The writings of Henri J.M. Nouwen
- 4) The Secret Garden by Frances Hodgson Burnett
- 5) The Vegetarian Times Cookbook
- 6) The Angry Book by T.I. Rubin, M.D.
- 7) Collected Poems by Robert Frost
- 8) The Works of William Shakespeare
- 9) The Old Testament of the Bible
- 10) The New Testament of the Bible

If you want to know which one book I consider as the greatest, my answer would be The Bible.

Thanks again for thinking of us. And, thank you for your kind wishes. I hope you have a nice forever, too!

Sincerely,



Dear [REDACTED]

Your letter arrived during a very busy time here, and I'm sorry I wasn't able to answer sooner. It's an honor to be included in your book about what people read, and I hope you will receive this letter in time for your publication.

Here are the books that have influenced me the most:

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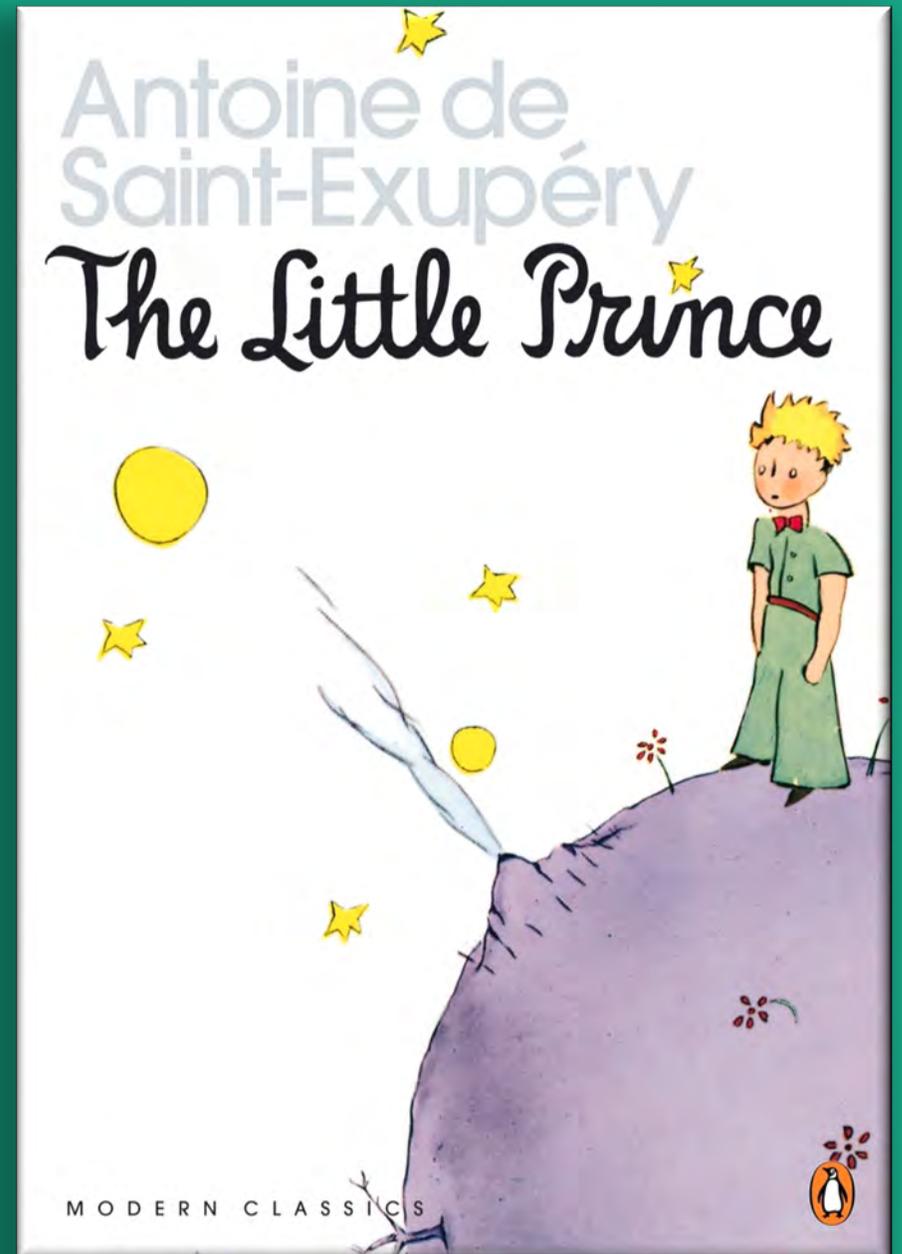
Thanks again for thinking of us. And, thank you for your

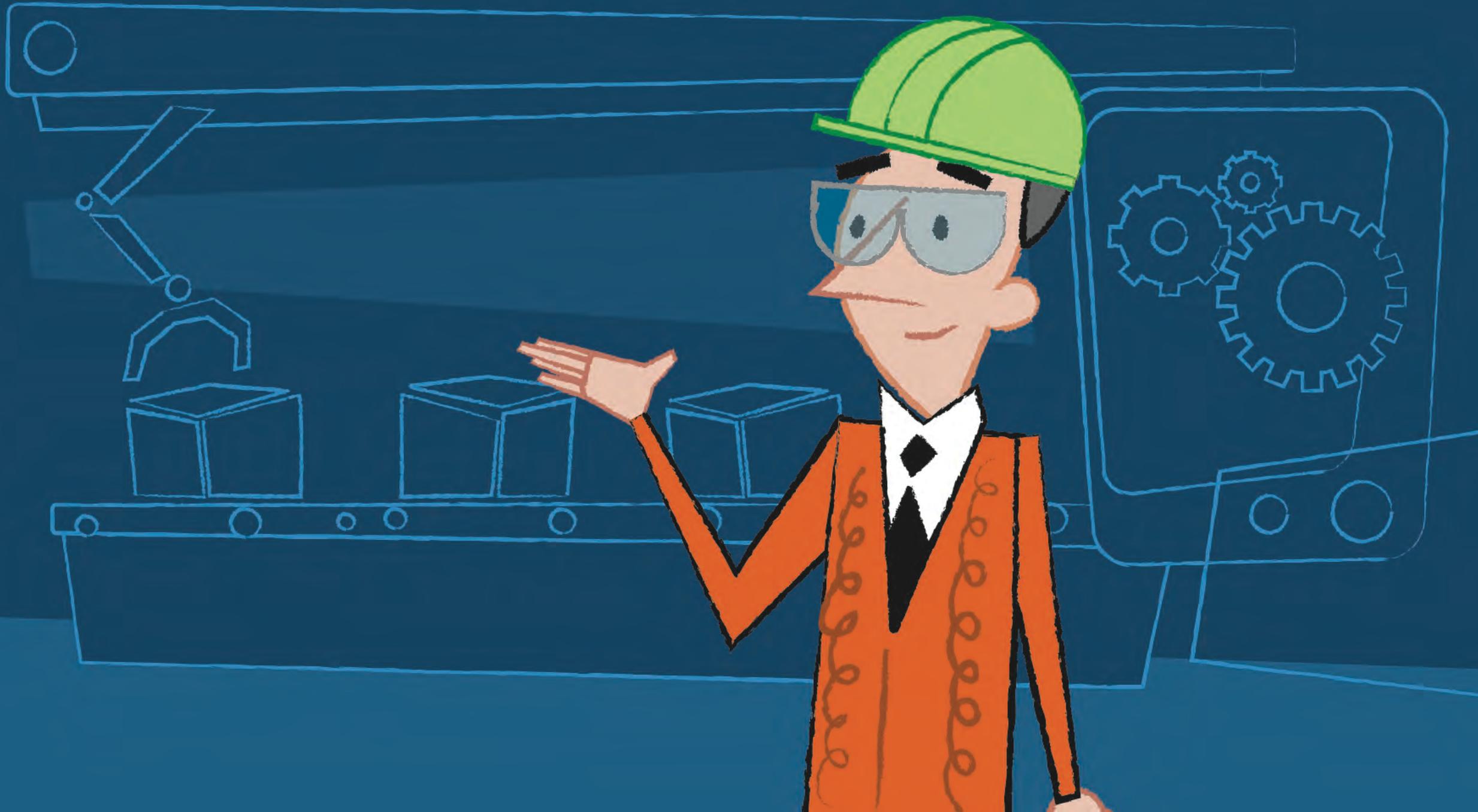
Antoine de
Saint-Exupéry
The Little Prince

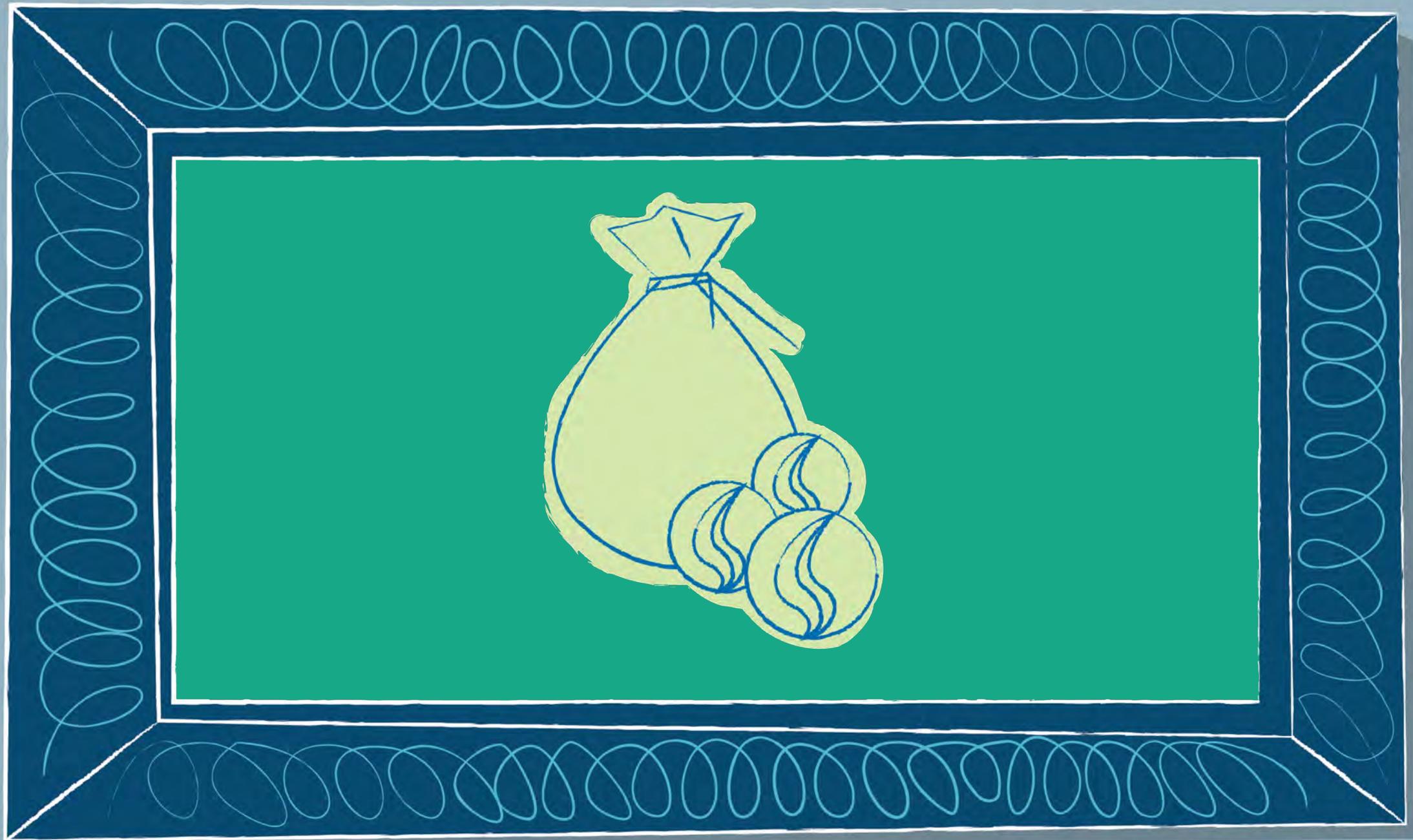


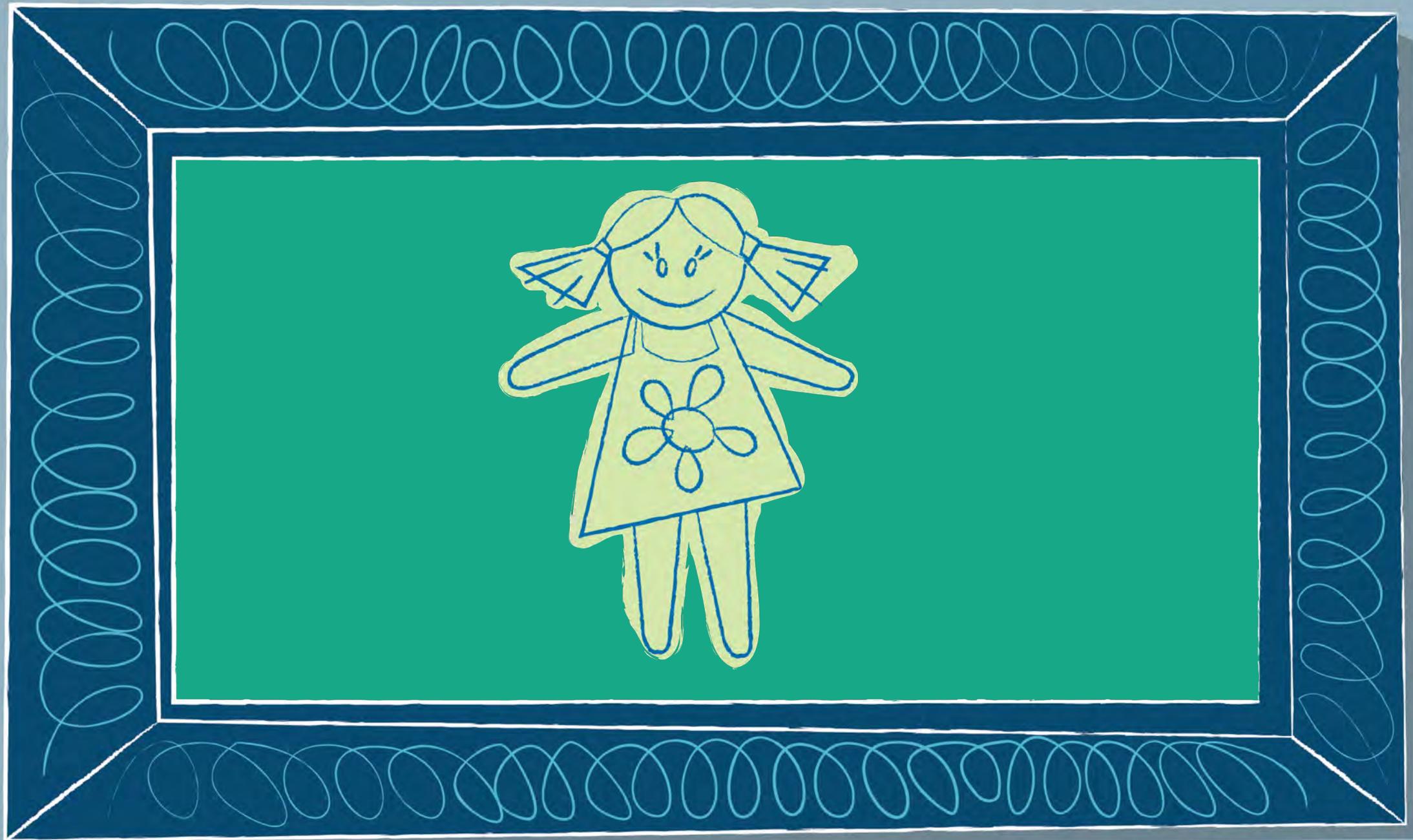
MODERN CLASSICS

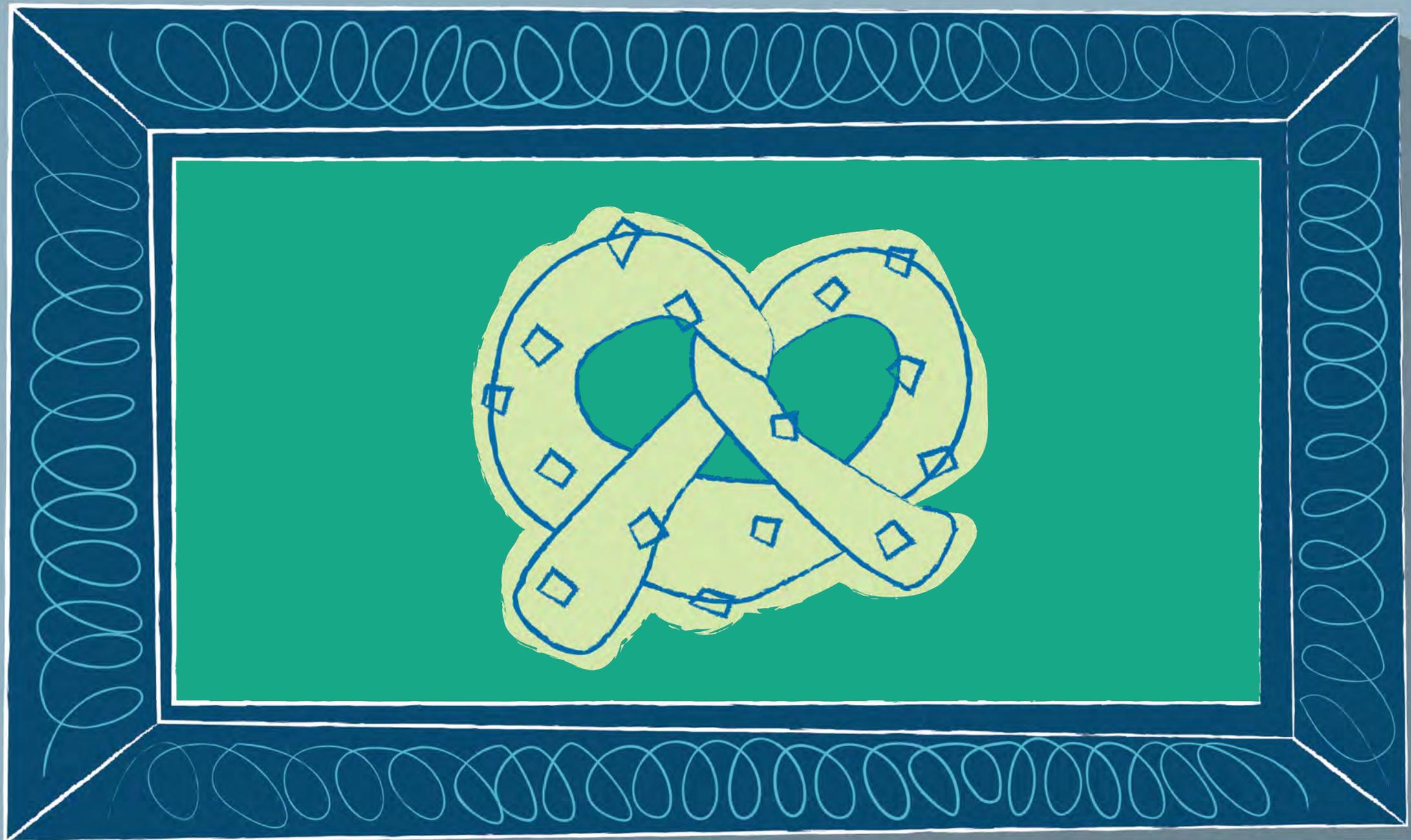
“It is only with the heart that one can see rightly; what is essential is invisible to the eye.”

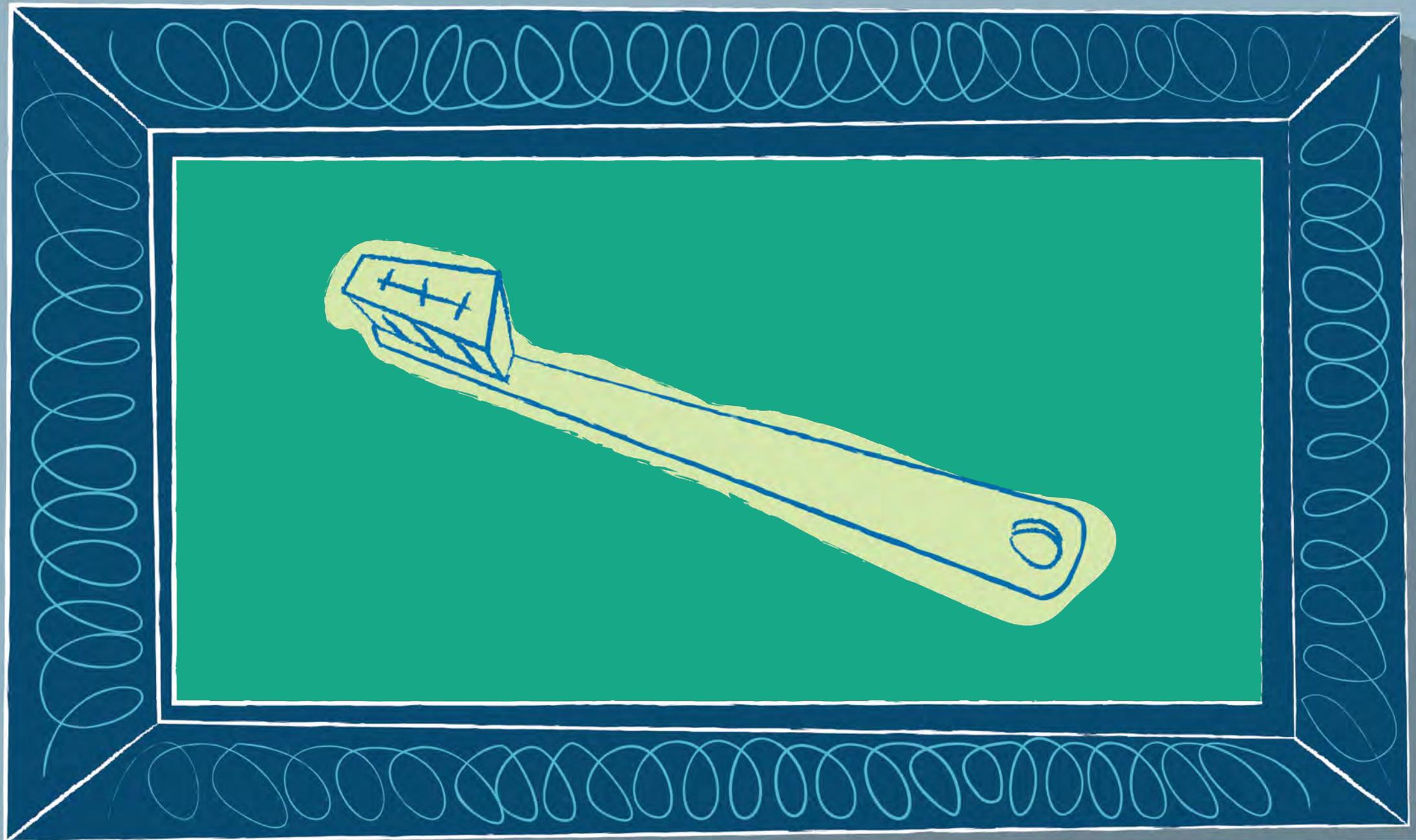


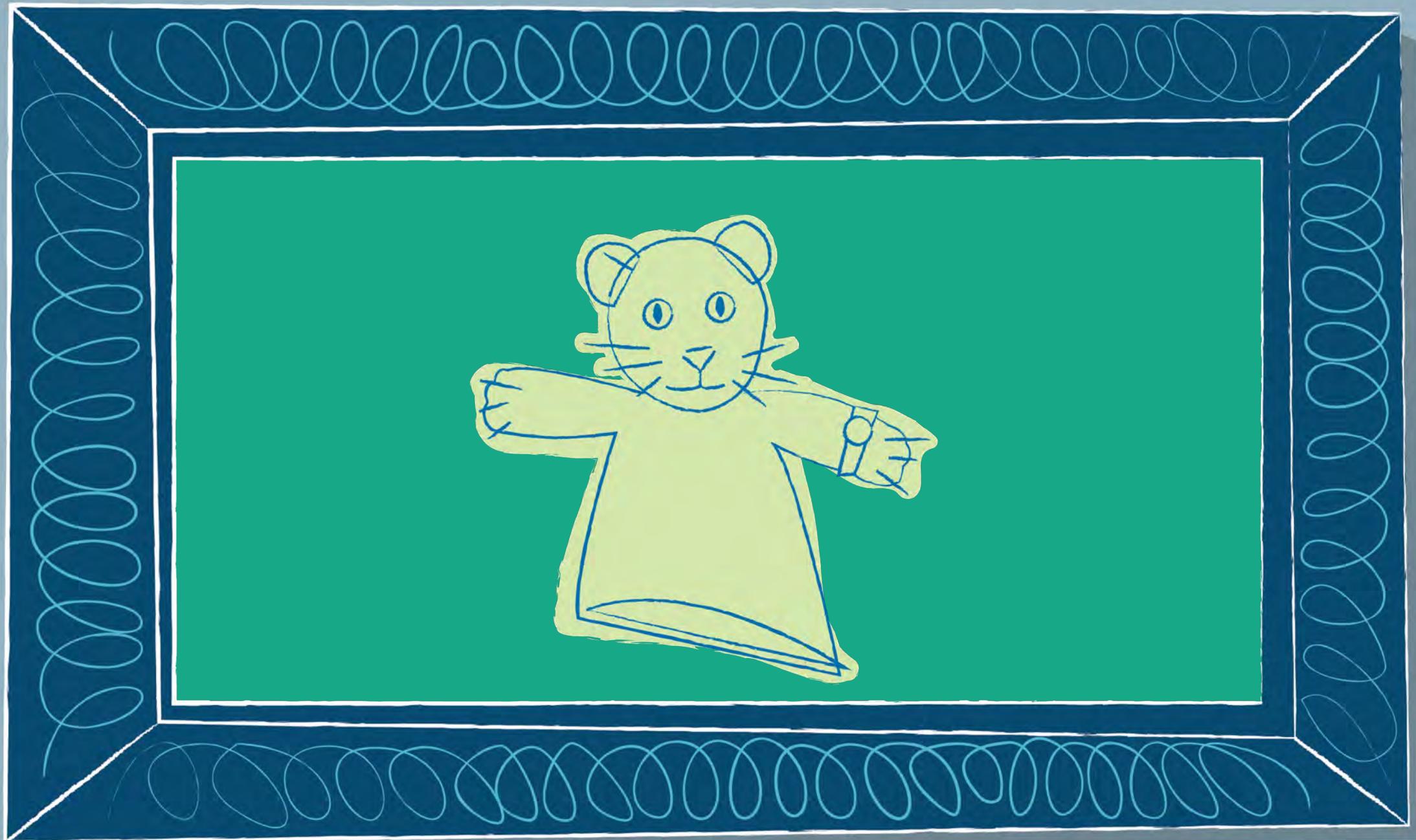


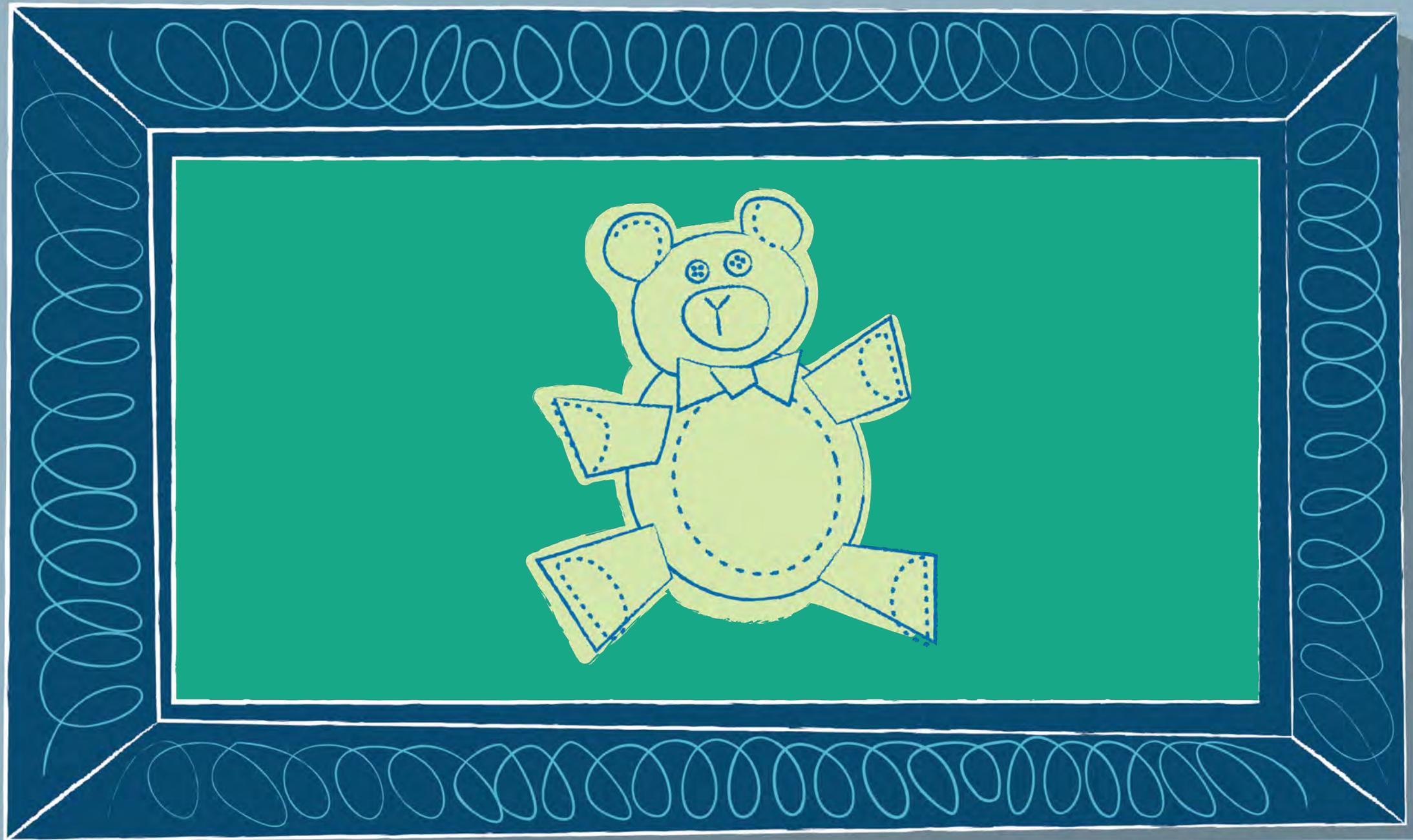


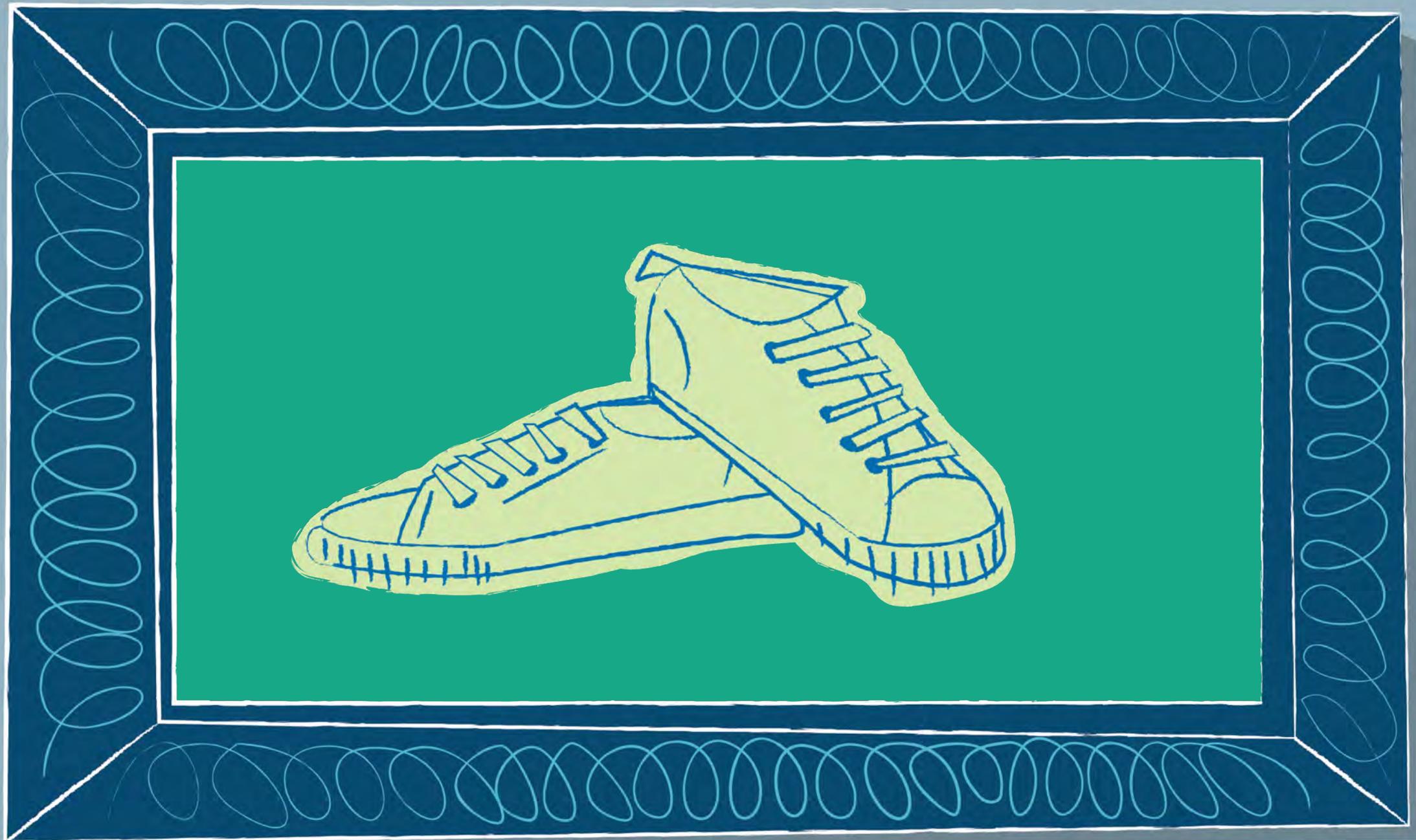


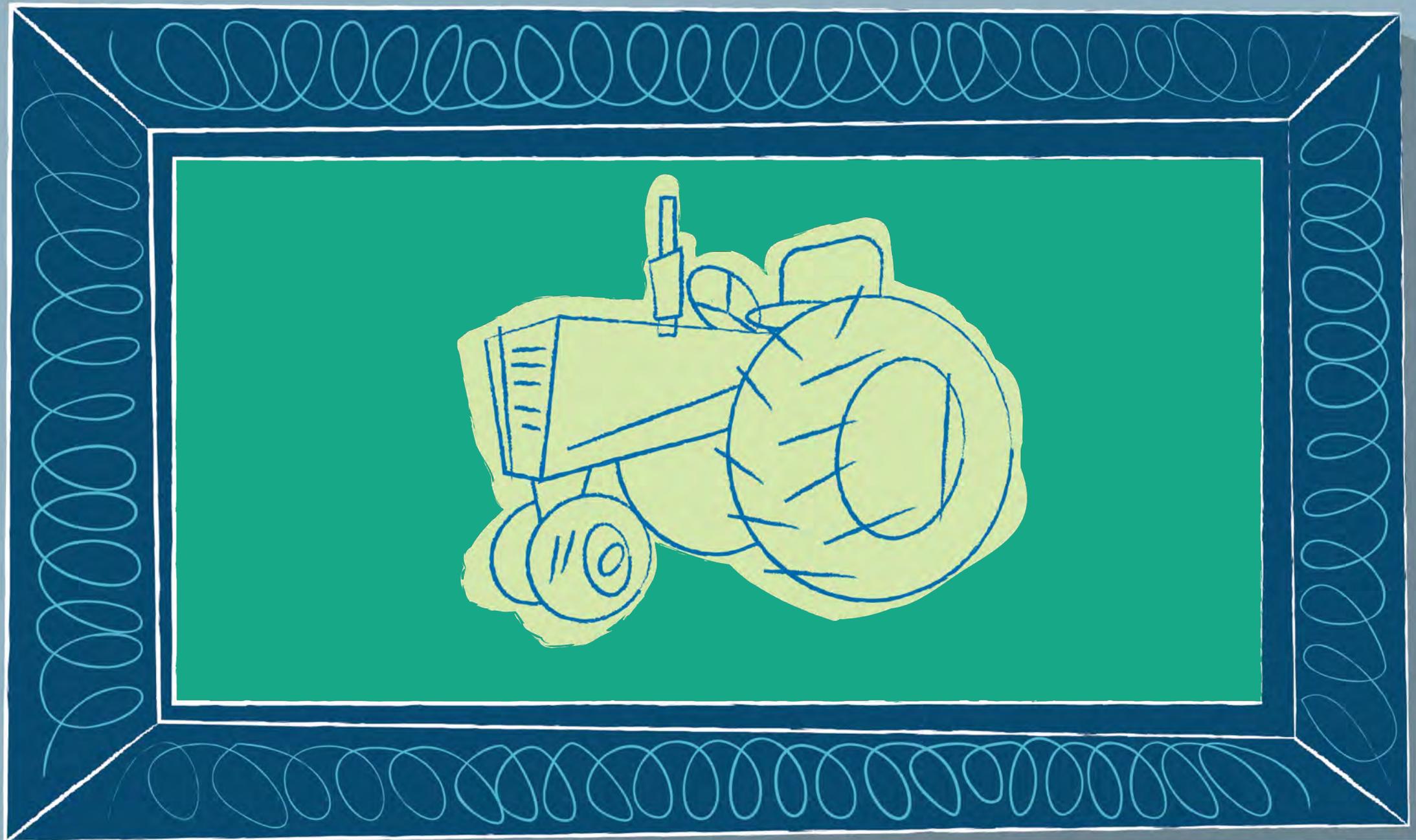


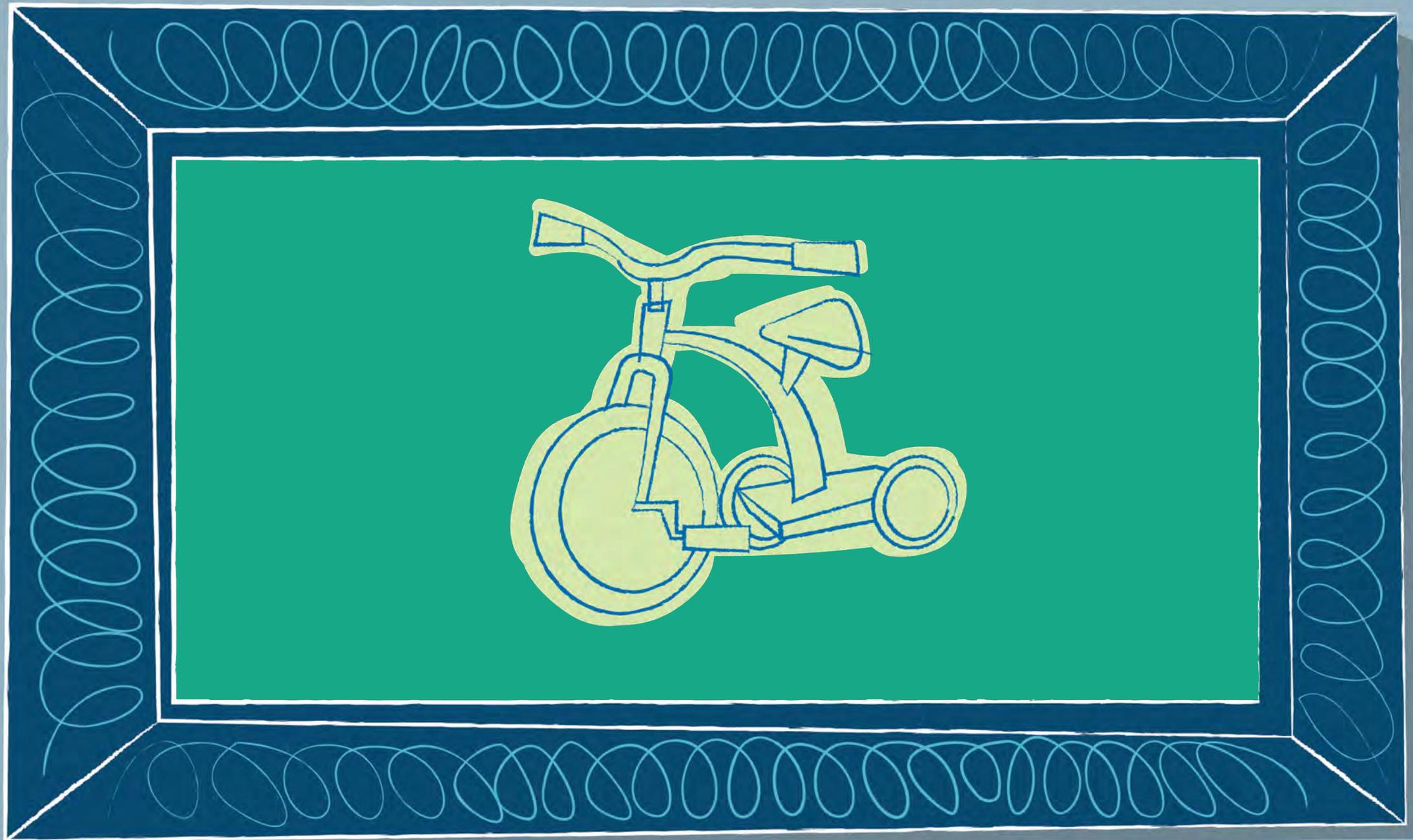


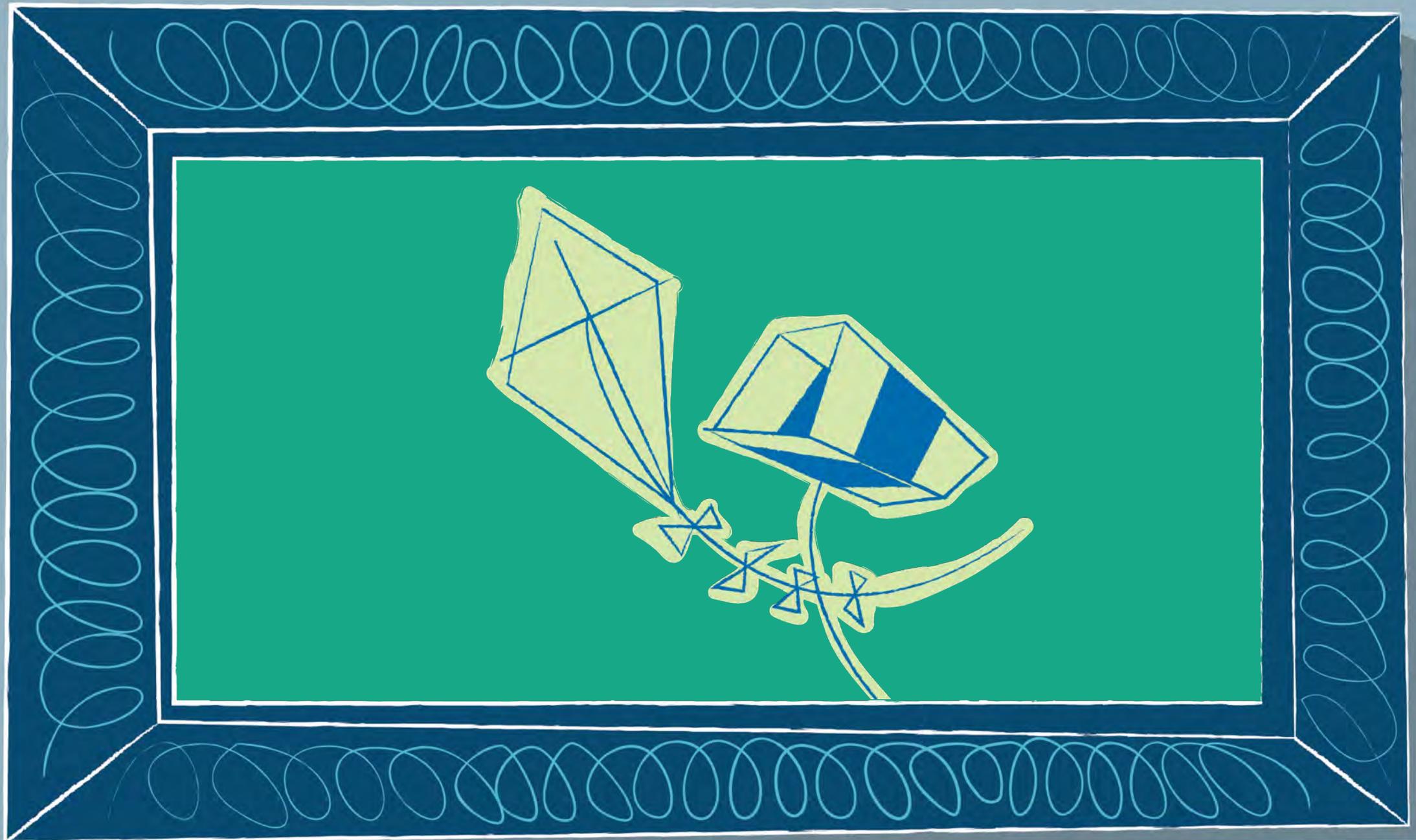


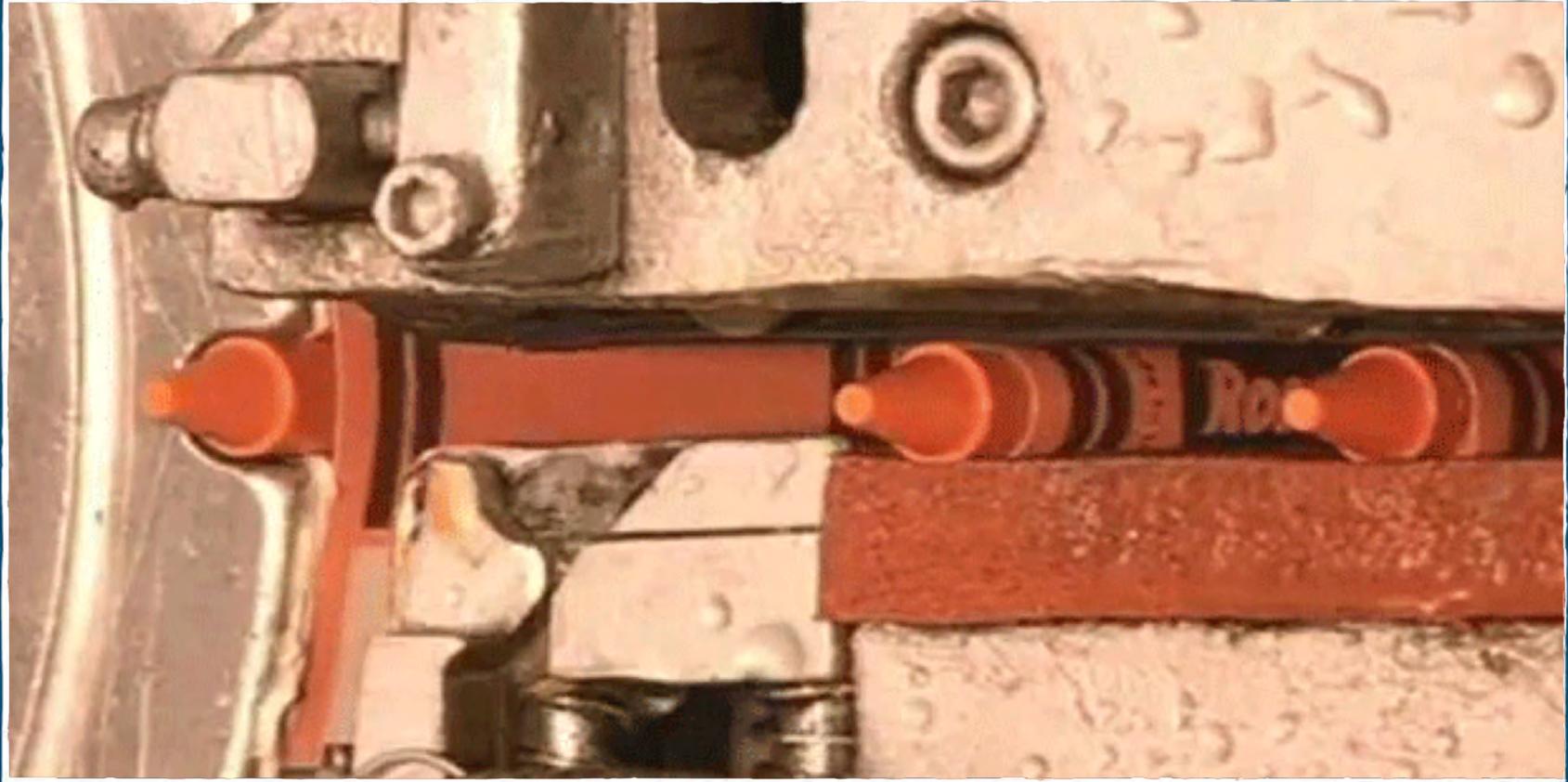


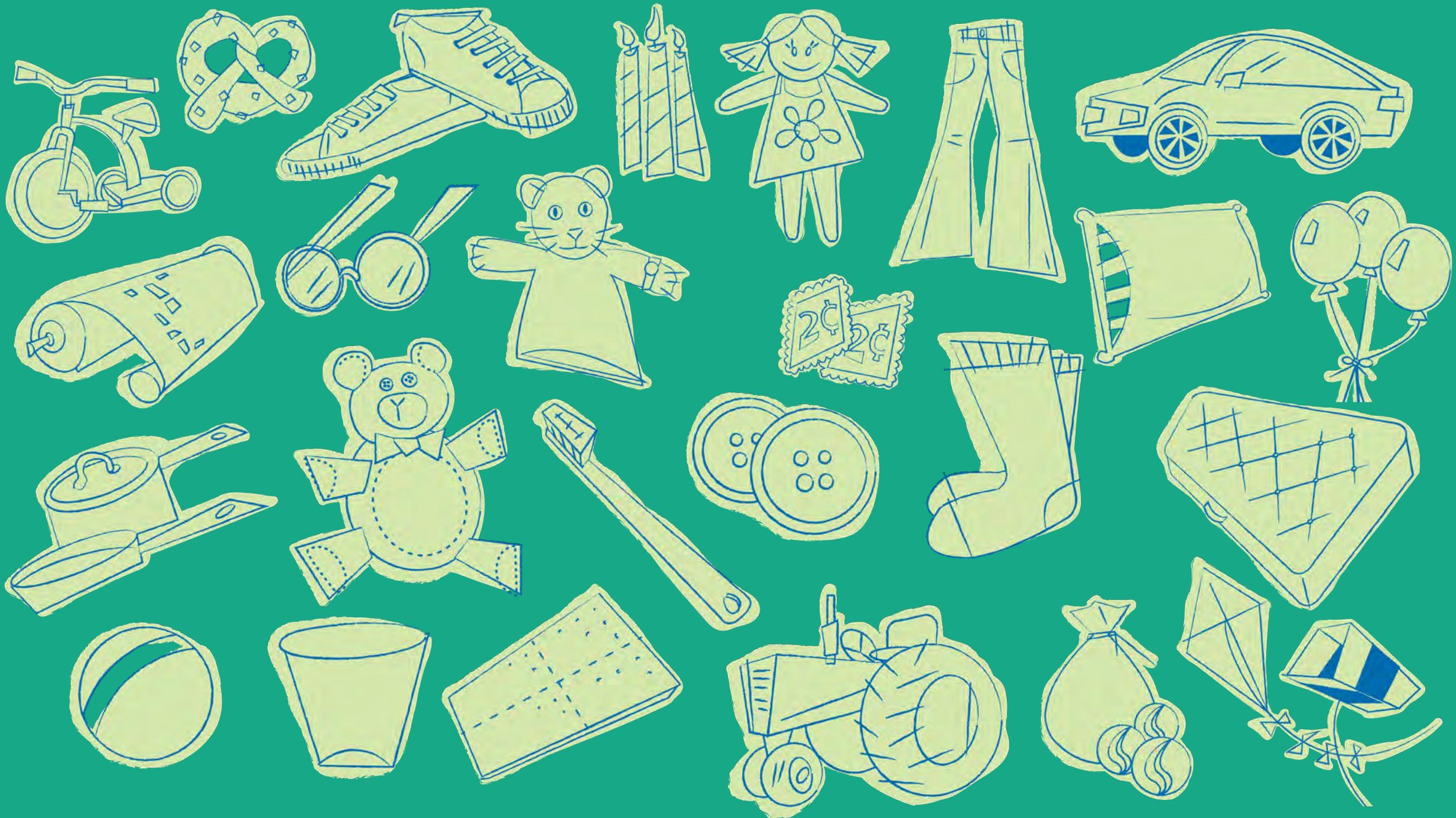














**Visit your
production floor
neighbors.**



**How does my
company make
the world work
better?**

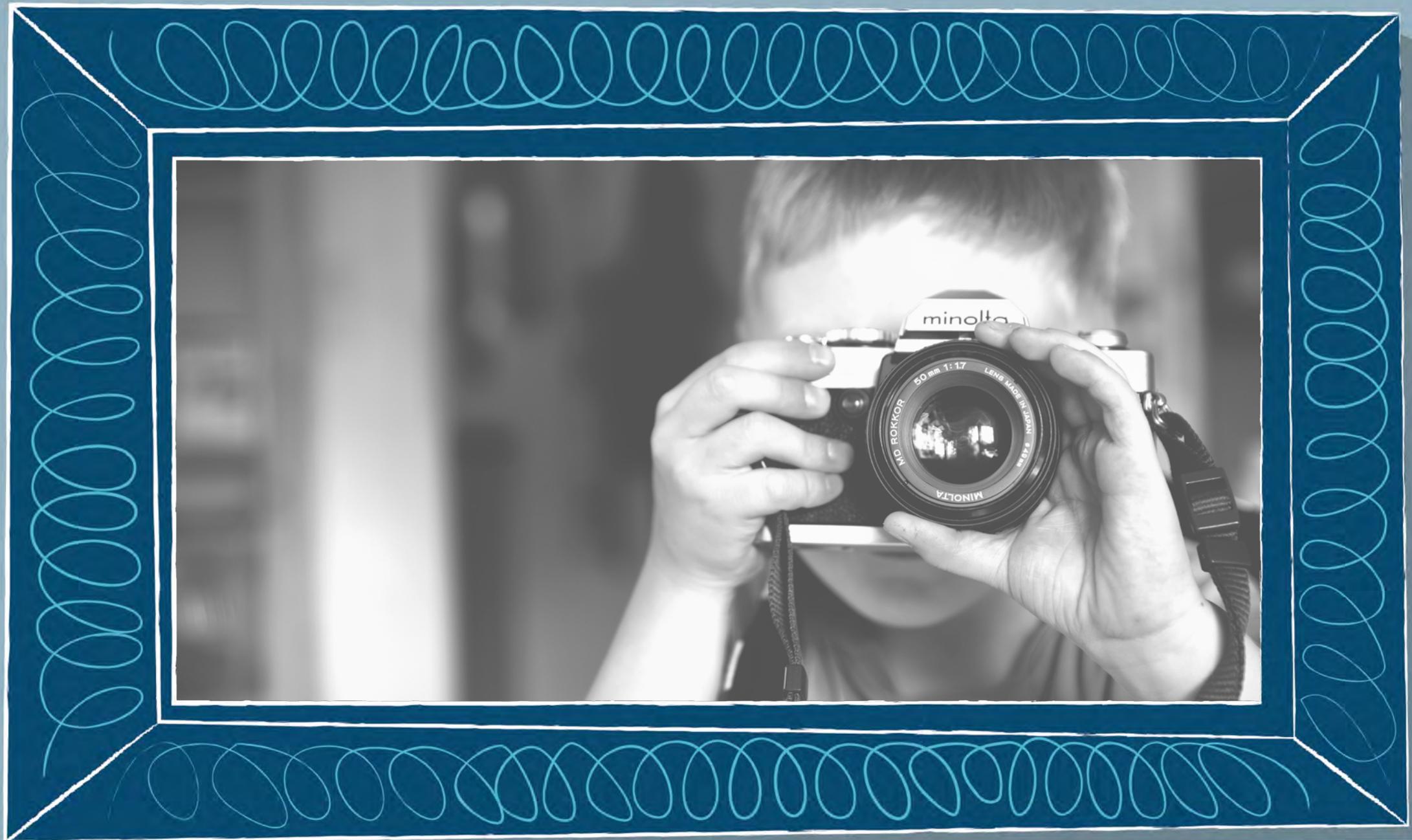


**Keep your sense
of wonder.**

2

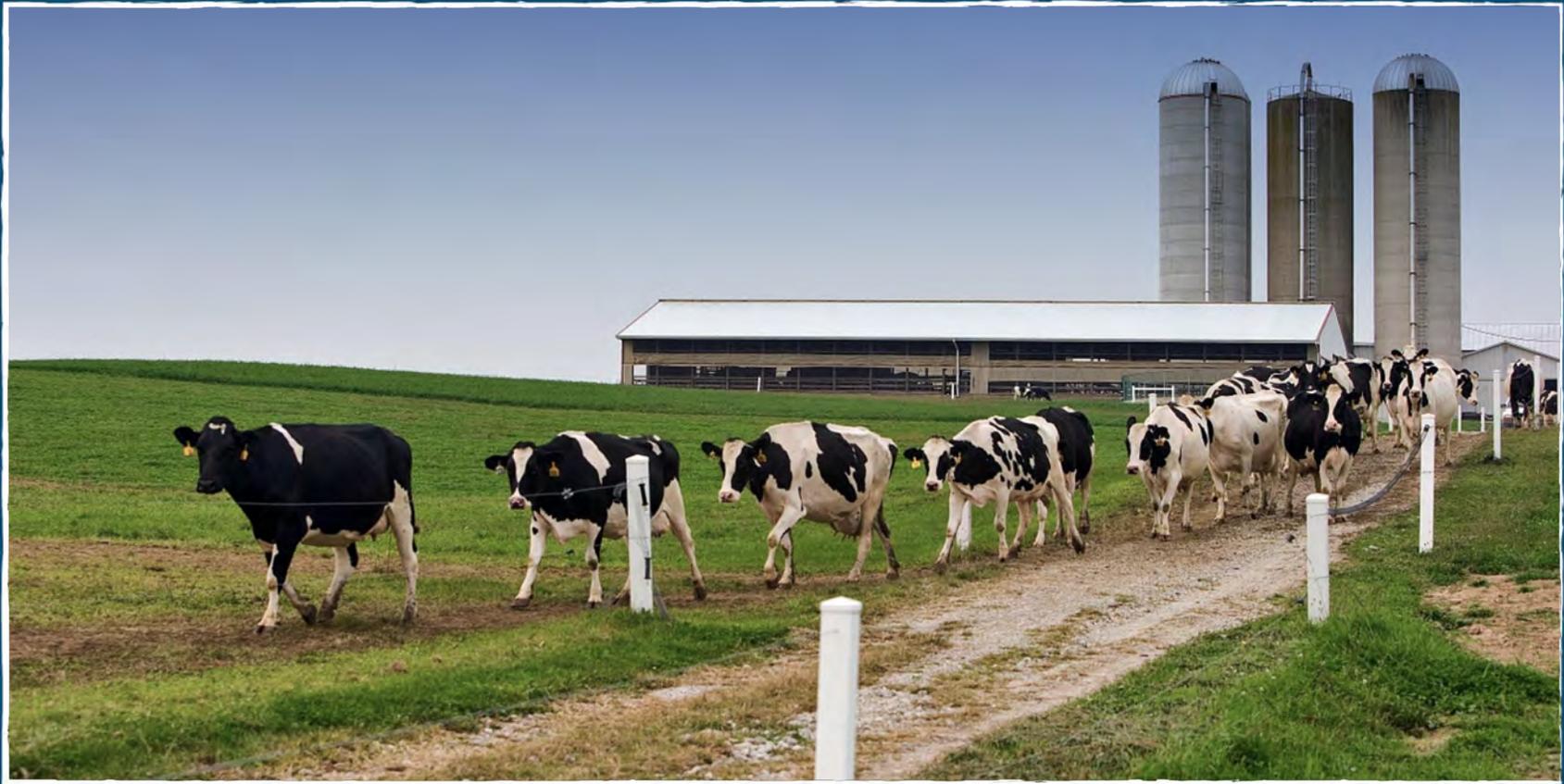
**Find the people
behind the machine.**

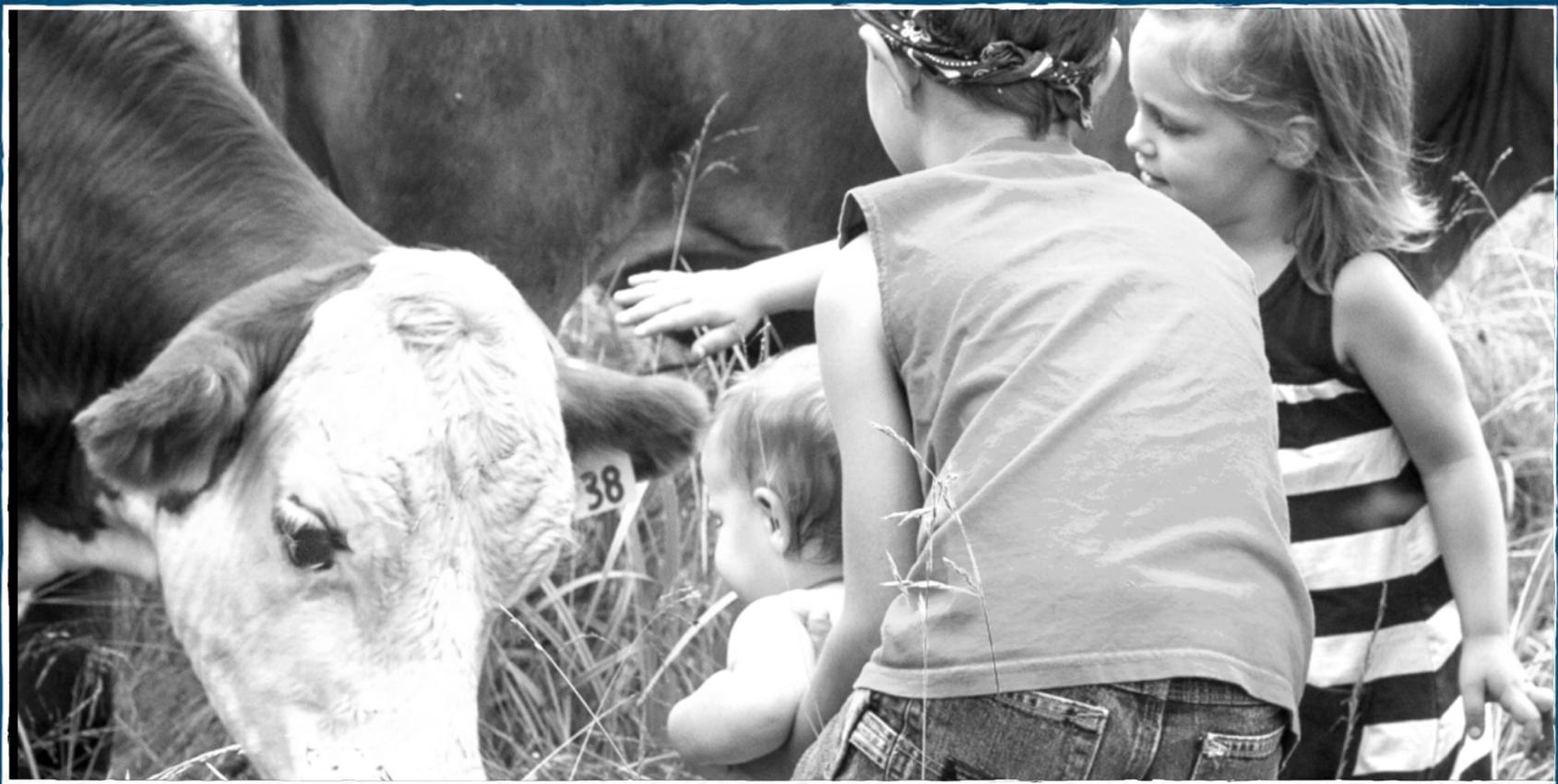




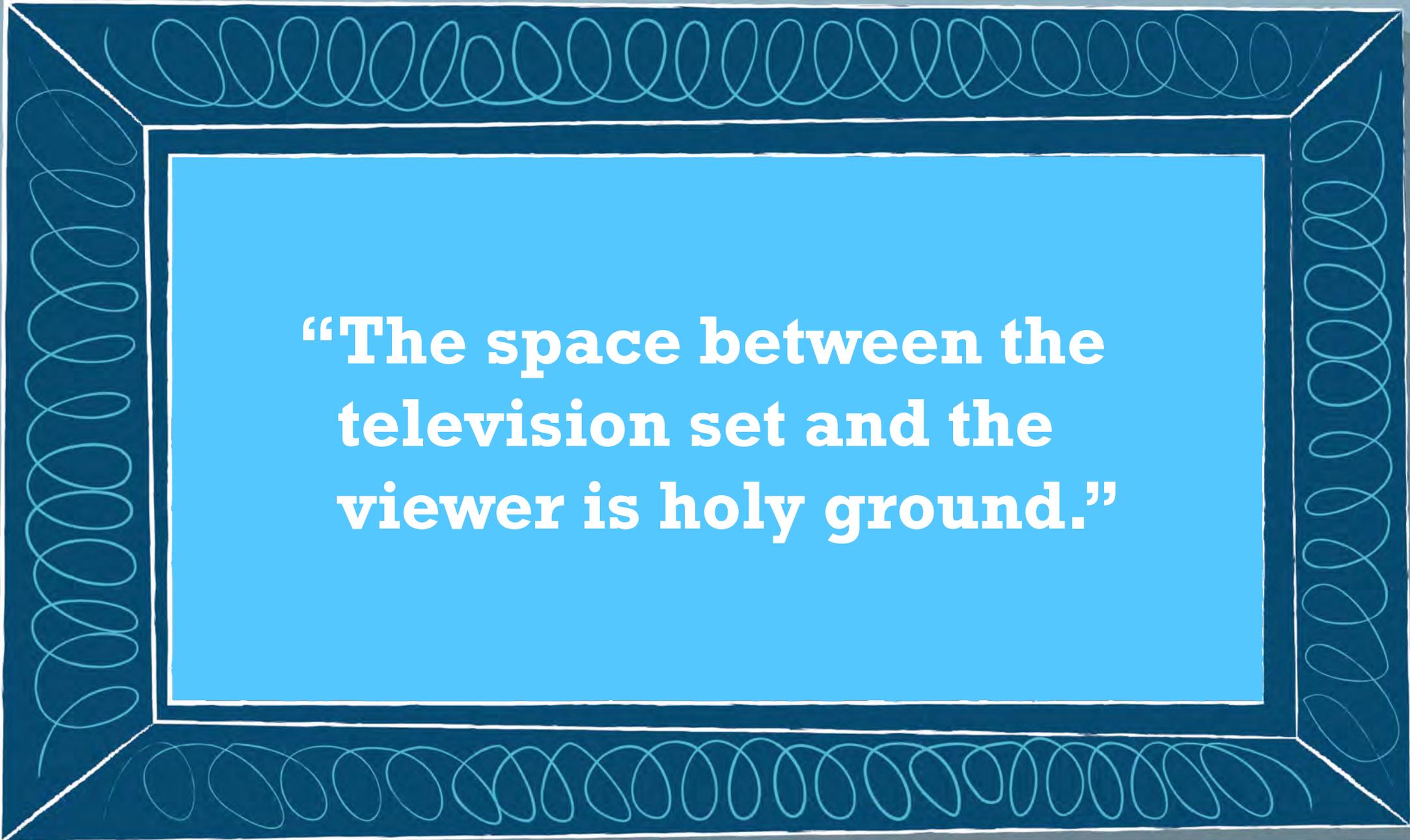












“The space between the television set and the viewer is holy ground.”





**Correct
your
Fridays**

2

**Find the people
behind the machine.**

3

Listen closely.





15 letters per day

The background consists of a stack of envelopes and letters, all tinted in a deep red color. Some envelopes have visible text and a flag. One envelope in the upper right has the text 'M/F DANMARK' and 'RØDBY-PUTTGAARDEN' above a Danish flag. Another envelope in the lower left has a circular logo with the word 'DANMARK' and a crown. The overall composition is layered and textured.

4,000 letters per year
15 letters per day



Dear Mister Rogers.

When I talk to you, you don't listen.

Also, I wanted to know, are you real in real life?

Colin. Age 4 ½

Dear Mister Rogers.

I want to know how the world started. I think a star exploded and then it got all the pieces of the star and made the world. Sometimes I see a shape like a circle around us. It makes me think that a star exploded because there looks like there's a circle around us and when you look at stars they look like circles, too.

Benjamin. Age 4

Dear Benjamin,

Many things in this world are hard to understand—even for scientists. Since no one was living on the earth when the world started, people have tried for a long time to imagine what that was like. They try to look and listen carefully to the earth for clues about how things began, but they also imagine.

Imagination isn't just something children need for pretending—it's part of the work of grown people like scientists, too. Different people have different ideas about how the world started. I'm glad to know yours. It's good that you are trying to figure it out for yourself.

That's a healthy way to keep growing all your life.

Qualitative research

=

Quality time



Listen closely.



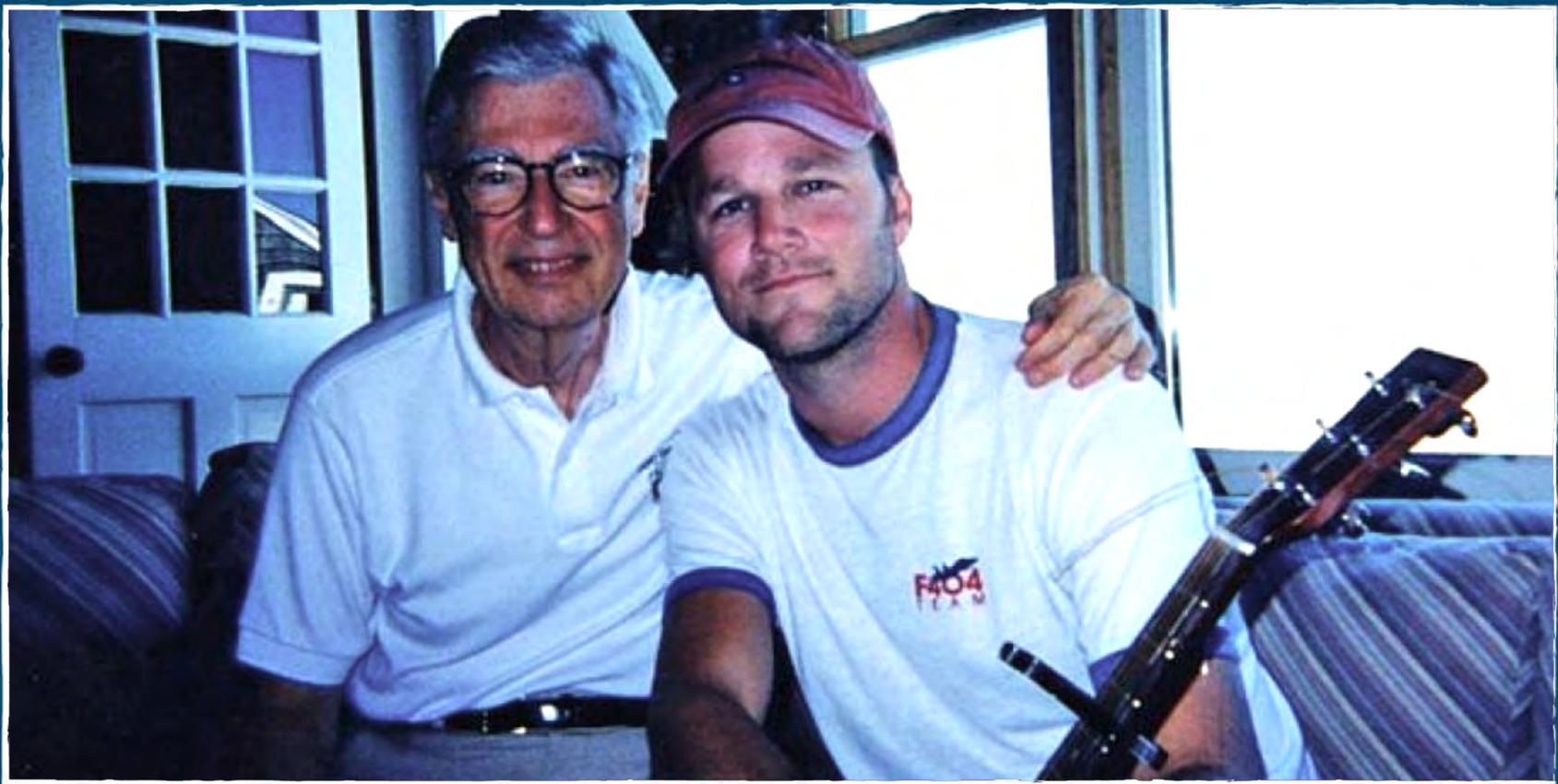
Exercise simplicity.



MUSIC TELEVISION™







DEEP and
SIMPLE
is FAR MORE
ESSENTIAL
THAN SHALLOW
and **COMPLEX.**



B2B can be SCARY-complex.

**It's our job to ease
peoples' minds,
not burden them with
more complexity.**

(not actual cover)

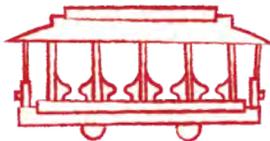


Let's talk about
Freddish

Let's talk about Freddish

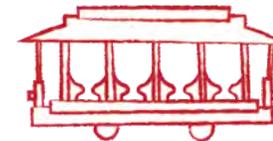
1.

**State the idea
you wish to express as
clearly as possible, and in
terms preschoolers can
understand.**



Let's talk about Freddish

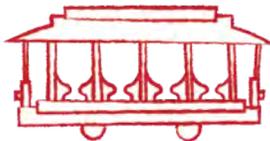
*“It is
dangerous
to play in
the street.”*



Let's talk about Freddish

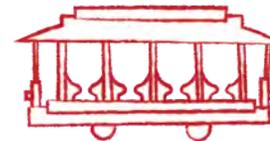
2.

**Rephrase in a
positive manner.**



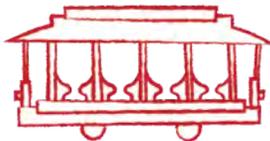
Let's talk about Freddish

*“It is good
to play where
it is safe.”*

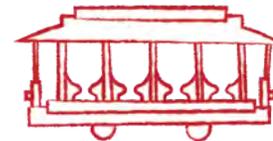


3.

**Rephrase the idea,
bearing in mind that
preschoolers cannot yet
make subtle distinctions and
need to be redirected to
authorities they trust.**

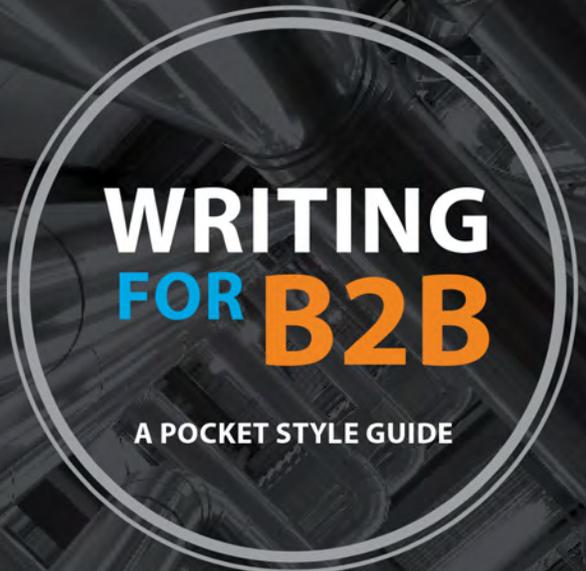


*“Ask your
parents where it
is safe to play.”*





Let's talk about
Freddish



WRITING FOR **B2B**

A POCKET STYLE GUIDE



GODFREY 

GUIDELINES:

- **Sentences** should rarely* exceed **25 words**
- Your **average sentence** should not exceed **18 words** (aim for **15**)
- **Paragraphs** should rarely exceed **100 words** and **3-5 sentences**

** Word-counts can go higher when you're cataloging phrases or connecting independent clauses. But remember: A longer sentence calls for a stronger rhythm. (See rule #3.)*

WARNING SIGN: Multiple-choice sentences

Each sentence should make a statement, not dozens of potential statement-combinations. If your sentence reads like a *Choose Your Own*

Adventure novel, you should either consolidate or divide. Which of these you do will depend on the context.

Multiple choice:

"Global market forces and conditions will often slow down and inhibit the efforts of your distributors, buyers or OEMs."

Consolidated:

"Global market forces will often complicate your customers' efforts."

Consolidated/Divided:

"Global market forces will often complicate your distributors' efforts. This is equally true for buyers and OEMs."



WARNING SIGN: **Preposition farming**

Overlong sentences are often strung together by an excess of prepositional phrases. If you cut down on these, you may find opportunities to reduce your sentence length.

7 prepositional phrases; 28 words:

“Customers can reduce ownership costs by investing in a system with efficient features that ensure consistent output with lower levels of energy consumption over long periods of time.”

3 prepositional phrases; 19 words:

“Customers can reduce ownership costs by purchasing an efficient system that ensures consistent output with lower long-term energy consumption.”



WARNING SIGN: **Five-dollar words**

Never use a five-dollar word when a fifty-cent word will do. Here are a few words that you should almost never utilize:

- *Utilize* (“use” is better)
- *Optimal* (“best” is better)
- *Initiate* (“start” is better)

Dear Ryan,

Your recommendation regarding announcing the product launch via midnight text message blast was discussed by our social media team. Concern was expressed by a number of individuals. An alternative proposition was suggested by Karen, and I am confident that you will find this recommendation to your liking.

We can discuss this in greater detail at the next meeting of our team.

Pam Beesly
Director of Marketing

The Michael Scott Paper Company | Phone: 717-393-3831 | Fax: 717-393-1403
[Facebook](#) | [LinkedIn](#) | [Twitter](#) | [E-newsletter](#)

Dear Ryan,

Our social media team just discussed your midnight text idea. We had a few concerns. But Karen thought of an alternative that I think you're going to love.

Let's discuss at tomorrow's huddle.

Pam Beesly
Director of Marketing

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DEEP and
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is FAR MORE
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THAN SHALLOW
and **COMPLEX.**







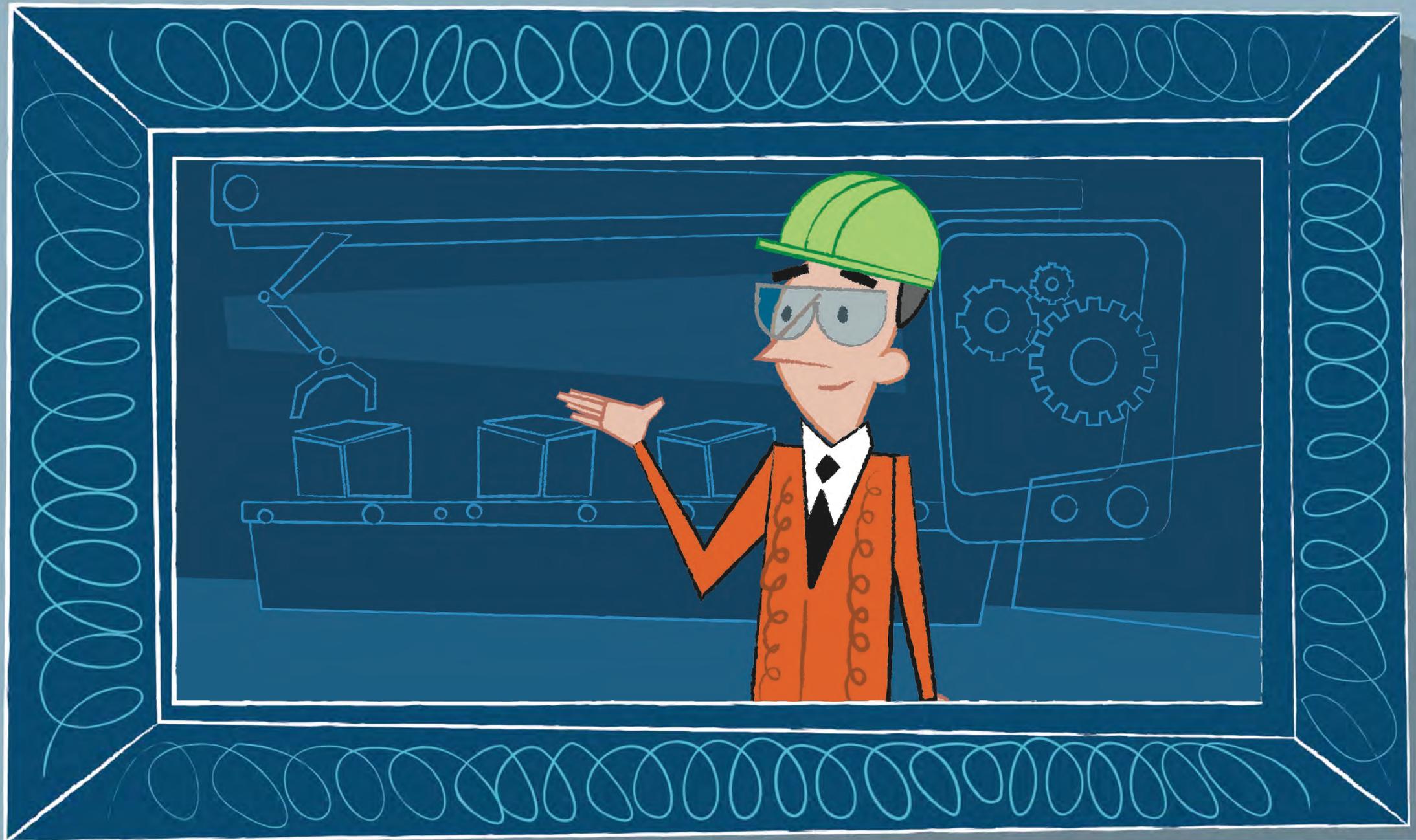


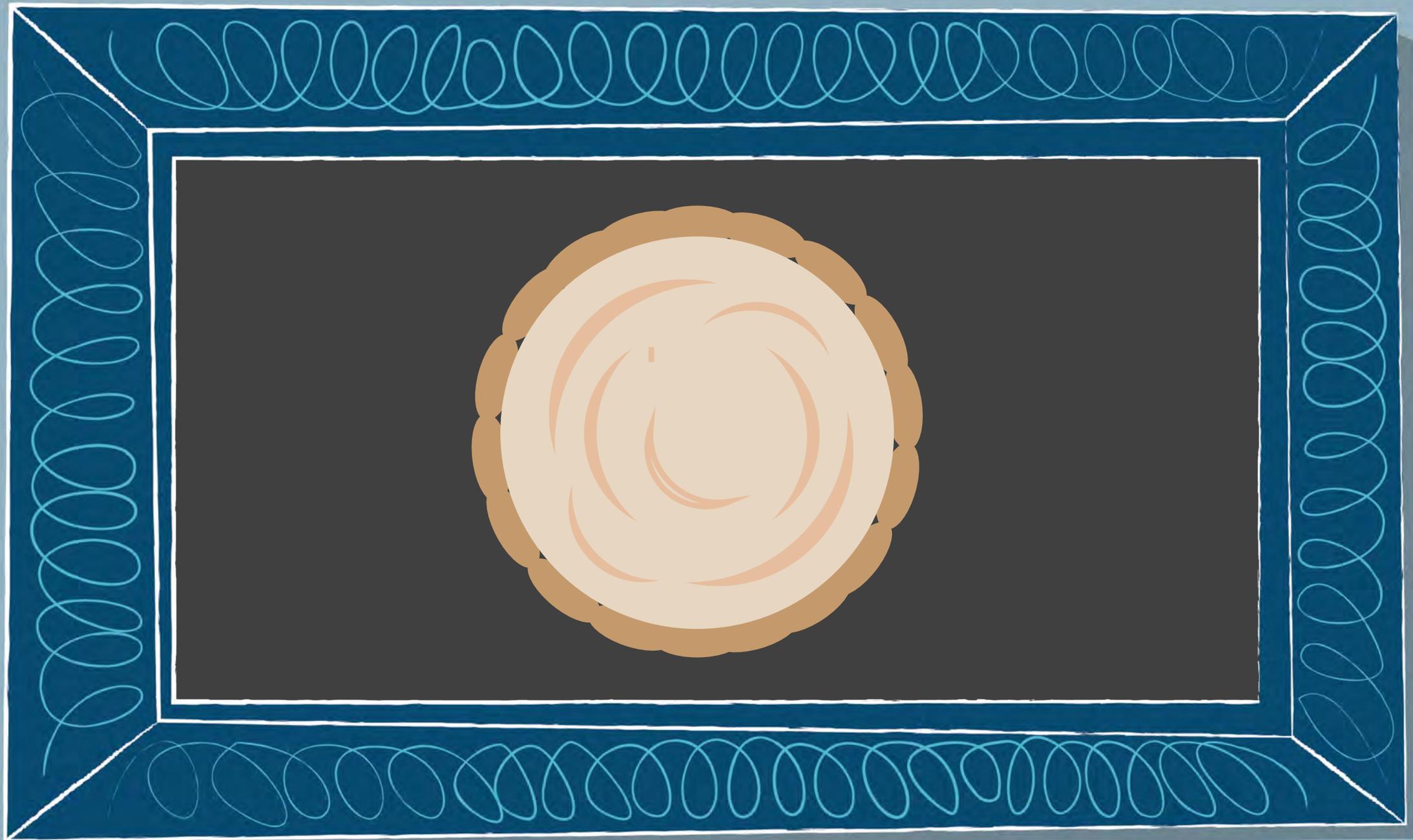
Exercise simplicity.

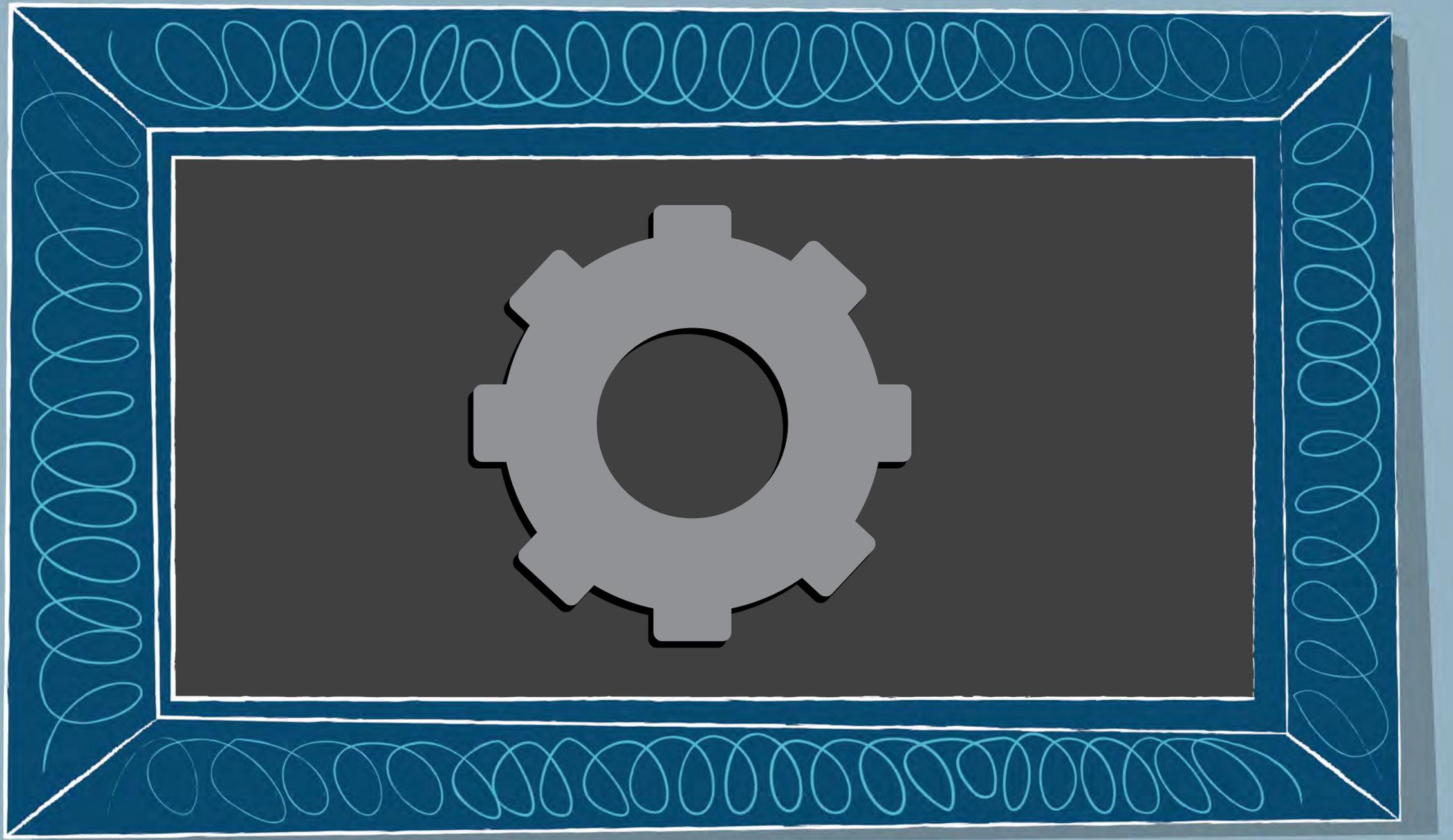


Be your honest self.









**B2B makes
the world
work better.**

We're lucky.

**Put your honesty
to work.**



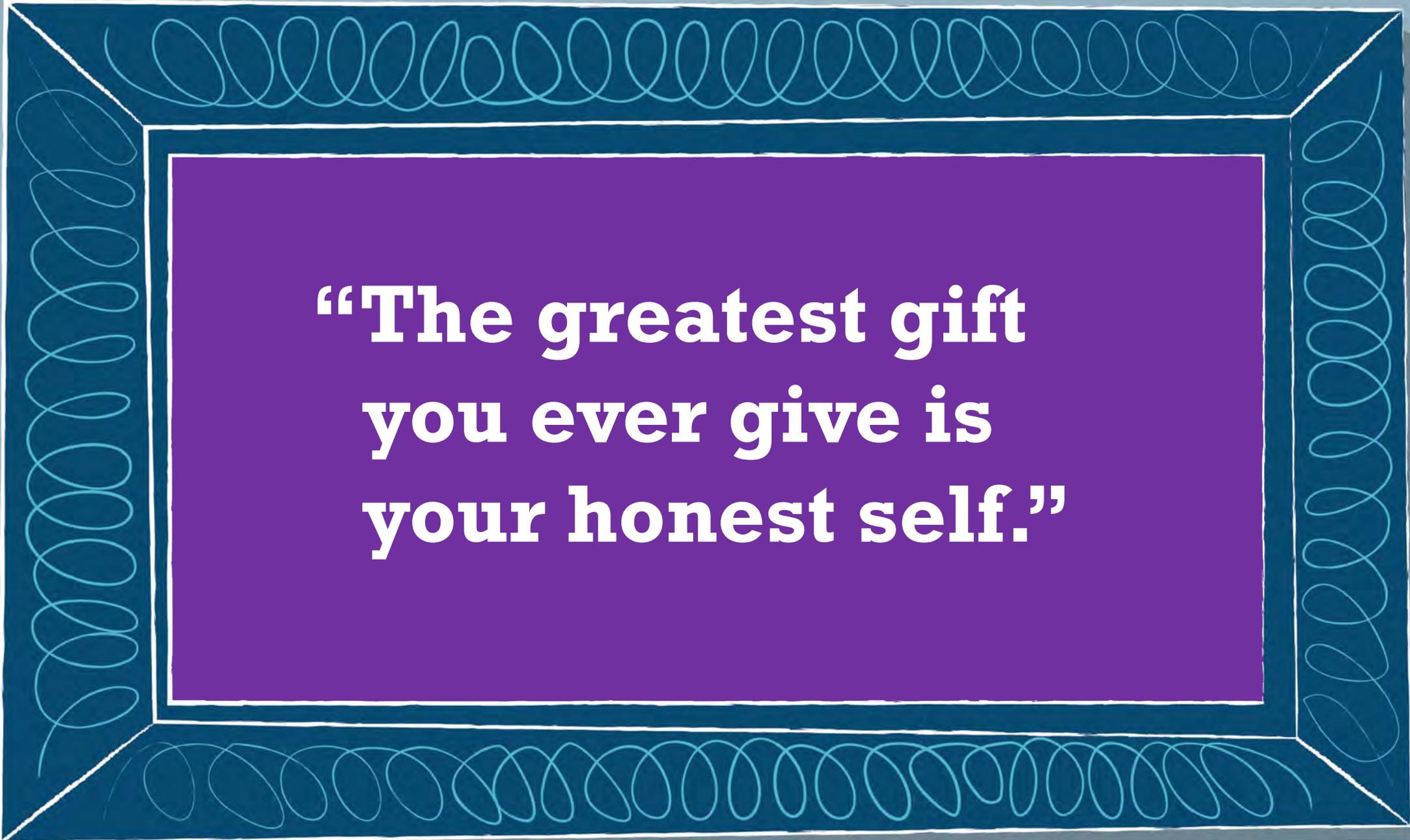
**“How can I be
more truthful
with my
customer?”**



**“How can I be
more candid
with my
coworker?”**



**“How can I use
Transparency
like a
superpower?”**



**“The greatest gift
you ever give is
your honest self.”**

**We are lucky
to work in B2B.**

**B2B is lucky
to have you.**



Be your honest self.



5 ways to
LIVE LIKE FRED
in the world of B2B

1

Keep your sense of wonder.

1

Keep your sense of wonder.

2

Find the people.

1

Keep your sense of wonder.

2

Find the people.

3

Listen closely.

1

Keep your sense of wonder.

2

Find the people.

3

Listen closely.

4

Exercise simplicity.

- 1** **Keep your sense of wonder.**
- 2** **Find the people.**
- 3** **Listen closely.**
- 4** **Exercise simplicity.**
- 5** **Be your honest self.**



It's such a good feeling / A
very good feeling / The feeling
you know / That I'll be back
When the day is new / And I'll
have more ideas for
you'll have things you
to talk about / I will





Bye.

Ask us *anything* at the Post-Presentation Huddle!

@Cliff_Lewis

@CapnSkot

www.godfrey.com/#mpb2b