



Circle Reader Service No. 68

The Trickle-Down Effect

In the bestselling book *The Tipping Point*, author Malcolm Gladwell identifies the three types of people who are important to starting popular trends: salesmen, the people who sell products; mavens, people who search out specialized knowledge that benefits the general public, and connectors, who spread the information to a large number of people.

With his specialty restoration parts business, Bob Horton of Trademarking Resources Inc. is actively targeting the mavens of the automotive restoration world. His theory? Target the big boys, who will tell their friends, who will tell their friends — and you'll have a bona fide trend, with the average Joe reaching for your licensed products in favor of Brand X. "They are the information source for others. There is probably not a more important segment of the market to support and keep brand loyal than that segment," says Horton.