

## **The Masonic Marketing Scam**

The following are the notes for the lecture given by Bro. David Gray, International masonic Lecturer. in Cairns on Sunday 8<sup>th</sup> June last. David considerably enlarged on the notes over a period of some 40 minutes and then continued for this time again in response to questions and also Prince Hall Freemasonry.

You ask what does Freemasonry and Marketing have in common with each other? Freemasonry is to Marketing that a common man is to a bicycle in a box on Christmas Eve. The man knows what the bicycle should look like when its all put together, because after all, there's picture of what the bicycle is SUPPOSE to look like on the box that it came in — right? Not much need to read the instructions, or at least not until his wife leaves the room or when he thinks the bicycle is put together right, but there are still twenty screws that haven't been used yet.

Freemasons in many countries have broken every rule to marketing that there has been in all the history of commerce. We've even broken some rules of marketing that existed before man started buying and trading goods. Even beast of the Earth know the most basic of all marketing rules, that we seem not to have grasped yet. A dog in heat during mating season knows that he must have some sort of appeal to a female dog if he's going to have a successful mating round.

So what do dogs know that the Masonic Marketing Wizards don't? They know Marketing 101%.

- I. Know what you're selling and to whom you want to sell it.
- II Market to your Strengths not your Weaknesses.
- III. Price your product according to its value.
- IV. Keep the demand for your product high.
- V. Return on investment.

### **STRENGTHS & WEAKNESSES:**

How do you sell something that is unheard of? Our institution doesn't have immediate name recognition. Many non-masons who do know us, often times perceive us incorrectly, based merely off of things they've heard. Millions know us as the club their Grandfather and Great Grandfather belonged to or an old boys network. Most have never heard of a Freemason and those who have don't know what to make of us.

We lack product name recognition, but this is what we already know and we have attacked the problem totally the wrong way. We've attacked it by throwing up billboards, radio and television commercials, one day Master Mason festivals and even the Ronald Masonic mascot episode. These types of programs only give us more members, instead of more Freemasons. Contrary to popular belief, more is never better. Freemasons should always temper themselves and guard against excess. We seem to have forgotten that basic principle when it came to new membership.

What if our true Marketing Strength is in our public perception. We have them (the general public) thoroughly confused! No one knows exactly what we are, and when we try to explain it, we confuse them even more! Transparency doesn't attract millions to Egypt every year, but mystery does.

We're the 1985 Suzuki Samurai — What is that thing? A car? A truck? A jeep? Suzuki didn't even know, but they marketed it to everyone on the basis that it has four wheels and that it moves forward, reverse, and it looks fun to drive. Later on we found out the Suzuki sometimes flipped too, but the point is that confusion and mystery sells and it's very attractive. Mystery is our Market Strength and we have to use it to our advantage.

### **PRICING & DEMAND:**

Freemasonry is the Rolls Royce of Fraternities — It is the structure upon which all the others have been built. In the way of our teachings, history, brotherhood and as an aid to popular religion no other fraternity can come closer to what we have to offer. So if we are if are top shelf product, why do we price ourselves like a penny?

In our lust of making more members instead of masons, we made it very easy for anyone to meet the monetary requirement to become a Freemason. This in turn made Freemasonry a cheap and easily acquired commodity and unattractive.

People don't buy a Rolex because it keeps time any better than a Timex or Swatch. They buy the Rolex because those wearing the Timex or Swatch typically can't afford a Rolex. If Rolex all of sudden started selling for \$19.95 at the Grocery Store, everyone who was wearing a Timex or Swatch would go buy a Rolex, because now they could afford to wear the name, but those who were originally wearing the expensive Rolex would probably throw them away. They'd throw it away, not because it stopped keeping good time, but because it wasn't special anymore since everyone could have one. This is the same lesson BMW discovered when they roiled out their "affordable" BMW. Their prestige as well as their sales of their top BMW lines dropped significantly.

For what our Order has to offer, the bar should raised significantly on the monetary price of becoming a Freemason or on the ritual comprehension requirements. As it is now, anyone can easily become a Freemason and Freemasons want everyone to become a Freemason. The cheapness has to end if we want our institution to be respected and ones membership with us cherished as something special and unique.

If we raise the bar and temper our preparation room, the demand will become high for our product. Humans have a tendency to want more of what few can have. There is no reason in the world why Freemasonry should be an easily acquired commodity like bread or milk.

#### RETURN ON INVESTMENT

When people go to the restaurant and order a meal guess what? They generally have one key expectation, and that expectation is to enjoy the meal and fill their tummy. When a person buys a raincoat guess what? The expectation is for that raincoat to keep them from getting wet on a rainy day. When a person joins the Masonic Order, what do they expect? We don't know unless we ask them!

When Freemasonry is viewed as product, it becomes very clear that it's not simply a product you put on a self and dress up to entice people to buy. Not only should we interview the candidate, but we should expect the candidate to interview us, and if he doesn't then theirs a problem. Freemasonry isn't for everyone and everyone shouldn't be a Freemason. The best way to insure our members get a return on their investment is for us to do an exercise called 'Expectations Matching'. This is when the Lodge investigating Committee as the potential candidate, *"What do you expect to get out of Freemasonry and what do you want to get out of Freemasonry?"* The Committee then caters their response to his answer, by letting him know whether his expectations are able to be achieved and how or why not.

#### KNOW WHAT YOU'RE SELLING

You ever went to the store or car lot and the sales person couldn't tell you want you needed to know about the item you were interested in buying or didn't seem confident in what he/she was saying? What's even worse is when they tell you something you know is wrong or when you buy the item based off the information they gave you, which you find out later was incorrect.

We can't do 'Expectation Matching' in Freemasonry if we don't know our product. Our product is called 'Freemasonry' and it's a practice. It acknowledges a Fatherhood of God and a Brotherhood of Man and its tenets are Brotherly Love, Relief and Truth.

Yet, how is the candidate actually suppose to believe what we say Freemasonry is, if it is obvious that we don't use or practice the product ourselves. You ever notice that the woman who sell Mary Kay cosmetics also use Mary Kay products themselves?

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