
ARK Market Leader Education Series

Marketing ABCs

It's Not Magic: Emerging Manager Reality Check

Managers have a habit of comparing themselves to the largest firms in the industry and asking 'why them?' and 'why not me?' Through many years of watching managers and investors in the marketplace, most marketers, whether internal or external, will agree that the process and results are not magic. In almost all cases what has made the largest firms in the industry so successful is not their performance, although this must be a factor at least from time to time to ensure ongoing success. What we believe matters most is that perfect mix of investment in marketing, time in market, consistency of messaging, and timeliness of great ideas. While each of these topics could be its own white paper and surely has over the years, we would share with you our 'top ten' list of reality checks that emerging managers must keep in mind in order to maintain their perspective and focus throughout the marketing and sales process. Ultimately good things do generally come to those who not only wait..but who show up time in again, and invest in their long term success.

The 'It's Not Magic' Top Ten

1. **Not All Performance is Created Equal**
2. **Presence Pays**
3. **Your Peer Universe Exceeds Your Wildest Expectations**
4. **Investors Often Have Herd Mentality**
5. **Large Consultants are Low Probability**
6. **Don't Marry Your Fee Matrix**
7. **Success Is Measured in Years...Not Months**
8. **Consistency, Consistency, Consistency**
9. **Focus Is Rewarded**
10. **It's Not Magic: Successful Firms Invest In Marketing**