

# ARTICLE REPRINT

FROM THE

# MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!

## Leonardo DiCaprio Sent Me a Letter Today

BY KELLY ERICKSON

### File Under “I Am Not Making This Up...”

I knew this would be hard for you to believe, that Leo DiCaprio and I are such good buds. So I took a few pictures.

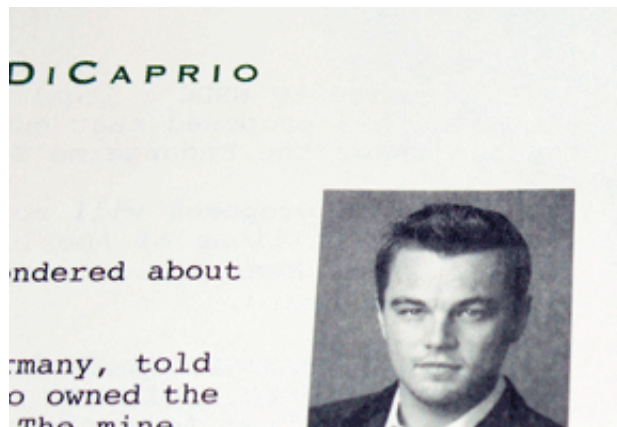


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See, he used his own stationery. How nice.

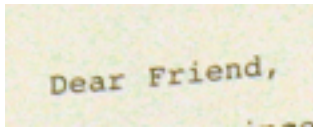


In case I'd forgotten what he looks like since last we spoke, he sent a picture. Now I'm sharing with you, in case you've forgotten.

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## Leonardo DiCaprio Sent Me a Letter Today

Normally, when Leo writes (see, I can call him Leo, because he sent me a letter. If he sends you a letter, too, then you may call him Leo), I do not share it with you. This time, it's all about brand and Positioning and things I love to talk about here, so this time, I will share our intimacies with you.



He calls me “dear friend.” Sweet, huh.

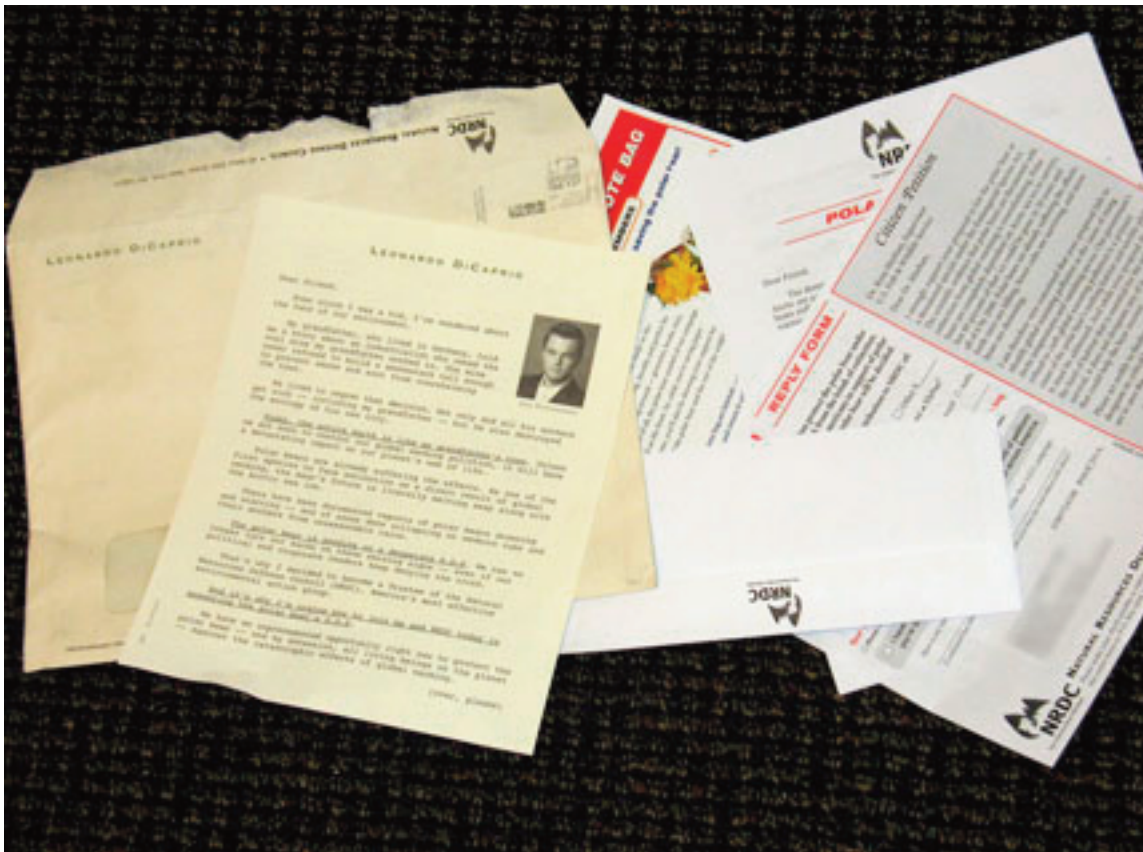
### What is “Brand Leo”?

Before today, Leonardo DiCaprio was positioned as a few things to me, through just living out loud, and through activism.

1. He is an actor. I liked him as Howard Hughes.
2. He is a guy who dates women who are too perfect to be real.
3. Mostly, to me, believe it or not, he is an environmentalist. A guy who owns a fleet of Priuses, and gives them away to friends (hey, where's my Prius? I'm a friend!). A guy who wants to save the earth.

Let's back up just a minute. What did Leo send with his love letter?

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That's right, folks. Leo, who I know as a guy who could possibly have thrown the right hint to Al Gore in 2008, because they're really pals and Leo wants to save the Earth—Leo let some non-profit I never opted in to, send

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me all this junk, waste postage and the USPS's efforts, because he thought I'd like something crunchy to put at the bottom of my wastepaper basket and he was worried I'd have nothing else to do that with, since I am **fanatic** about staying off mailing lists and being *on* Do Not Mail lists. He was just looking out for me.

Now, brand Leo has become muddied. If Leo sent me all the same info in an unsolicited email, I would have been irritated, but I would probably have thought how cute and modern. I certainly wouldn't be telling you. My emails are private, for goodness sake. Leo allowed these people, good cause though they may have, to put a dedicated tree-hugger on a junk-mail list, the ripple effects of which I can not imagine. He allowed them to confuse and even taint brand Leo.

Be careful, dear readers, how you Position yourselves. Take your time! Research! Plan well! Then, make sure your messaging is **true to your Positioning**.

In the meantime, I have to write back. How's this: *"Hey, Leo. Call me."*



Hey, Leo. Call me.

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**What's your company's Positioning? Are you sending messages that are true to your Position?**

Grow and be well,

Kelly Erickson

*For clarity: I mean nothing against the person, Leonardo DiCaprio. Heck, we're just pen pals, I don't even know him that well. He should have thought this out better, though. By the way, in case you were wondering, I checked. Every single item including the envelopes is marked recycled. Score one for Leo, but a simple Internet search will tell you there's plenty of environmental impact for junk mail, from paper to delivery, even when the paper is recycled.*

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### About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

### About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).