

Balloon Marketing Stunt Gone Wild

Flying Lawn Chair & Aviation Regulation



Michael Strahan's recent comment on *Live with Kelly and Michael* should give some aspiring and emerging entrepreneurs with hot schemes reason to rethink their ideas using a Murphy's Law risk assessment checklist, and possibly consulting a stupidity app for potential ranking.

Strahan noted, after learning about an entrepreneur who devised a stunt to promote his all natural cleaning products company by jumping from a balloon hoisted lawn chair over Canadian skies, and then parachuting to semi-safety...

Paraphrase

I would not want this guy anywhere near cleaning products in my house.

Ouch...

So in addition to facing criminal charges, jeopardizing

his life and possibly that of innocent parties, hit by a flying abandoned lawn chair, the entrepreneur's business competence is called into question

All in all, probably not the reaction the fledgling entrepreneur hoped for.

That the stunt had no relation in any way to cleaning or cleaning products is another major point overlooked in the planning stage.

This stunt is not new...it's been tried before for thrill-seeking purposes.

FAA and other authorities were not amused in either case.

Takeaway: will the entrepreneur sell enough cleaning products to justify the money spent on the PR stunt and the legal fines? Will this stunt help position his company as a go-to resource for cleaning products?

Dee Adams is the author of Finding Your Niche: Discover...

<http://nichecreativity.com/finding-your-niche-ebook/References>

Cbc.ca

Balloon Man describes soaring

Note: Not sure he helped his case with some of the additional details supplied.

USA Today.com

[Man arrested after flying lawn chair over Canada](http://tinyurl.com/qxs6dyn)
<http://tinyurl.com/qxs6dyn>

Mark Barry.com/Lawn Chair pilot

<http://www.markbarry.com/lawnchairman.html>