

## TAKEAWAY, RESOURCES, AND ASSIGNMENTS

### Chapter 9, Takeaway:

- You must focus on building a **customer-focused brand**, the core of your brand must start from the customer wants and desires, and supported by your product.
- Think strategically in terms of **complete systems and processes** that need to work together to accomplish a specific outcome in the market, instead of broken pieces and tactics.
- Always think in terms of **one customer at a time**, ask yourself, how can I sell them more stuff, more frequently, and make them bring and refer friends.
- Great marketing can help you attract new customers, but poor service will make you **lose everything**.

- Make the customers "**feel**" they are right; people spend money to be happy, get away from life struggles, and be treated nicely, and the more comfortable you can make them, the more they will spend with your business.
- Business is all about mutual **trust**, always deliver on your promise, don't oversell yourself if you don't have the right **systems, process, and capacity** to fulfill at the **best quality**.
- Focus spending your effort and resources on making the customer **satisfied**, which means investing in the quality of your products, expanding your distributions channels, making it more **convenient** for the customer to get your product, and **superb overall experience**, rather than focusing on your competition.
- Always have a **benchmark**, a starting point, as an inspiration. You don't have to reinvent the wheel, take the time to study successful brands, and learn from them.
- Treat your customers as the **most intelligent people** on earth, care about their money,

serve their self-interest, respect their time and investment in your products.

- **Be patient** with your customers, and with your marketing, building a brand is a lifetime process, **trust**, and great relationships take time to evolve.

- Start small, one product or a small collection, start local, **practice** your marketing and sales skills, get to know your customer on a deeper level, with time, and the right strategy and effort you will naturally evolve and grow.

## **Chapter 9, Assignment:**

For the last week, your homework is to:

- Come up with a complete marketing plan for your small business, you already have done most of the work, but now you have to tie them together into one cohesive strategy.

- Create an action plan of small steps and a timeline for executing your marketing plan starting from next week.