

Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Millionaire Charlie Webb uses unique marketing tactics to make his business stand out. He utilizes SEO and other typical marketing strategies but they are not the foundation to his company. He believes that you need to use your story, have added value, look to the past for inspiration, and avoid being stagnant. Above all he believes that if you are extraordinary people will find you.



02 Unique Marketing with Charlie Webb

□ TELL YOUR STORY

Charlie explains that one of the key elements to marketing should be telling your story. Your story is what sets you apart from your competitors and makes you unique. Your story is as important as your product yet is often overlooked. Charlie points out that you will even be surprised at how well google algorithms will work. Your story is what makes you unique and will set you apart from your competition.

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TAKE ACTION NOW:

Set aside an hour and write down your story. Get down on paper what makes you and your business unique.

□ ADDED VALUE

One way Charlie sets his company apart from others is by added value. He provides some free services with his products which makes him more attractive to customers. Think about the services or products that you have. Is there a way to add value to each customer purchase?

04

TAKE ACTION NOW:

Brainstorm a list of 15 things you can do to add value to your customers' purchases.

□ INSPIRATION

We are constantly looking ahead and trying to figure out the next great thing. Charlie encourages us to look to the past for inspiration. He says that everything new has already been done. Take an idea from the past and update it with today's technology to make it new and fresh. He uses the example of doctors that make house calls. In the past this was normal. Today some doctors are breaking away from offices and staff and are now making house calls. The lack of an office and staff make this a more profitable business strategy. Charlie points out that this kind of “come to you” service and customer experience is on the rise and is going to be huge in the next few years.

TAKE ACTION NOW:

Take a sheet of paper and make two columns. Make a list of how your product has been delivered in the past. Now, think of ways that you could take those methods and update them for use in today's market.

□ AVOID STAGNATION

One thing that Charlie warns us about is stagnation. Once you have found what works in today's market you cannot simply rest and never change. The market is ever changing and you always need to keep innovating to keep up or your company will fall behind. You need to always be looking for ways to reinvent and add new life to the company. Action is what it is all about.

TAKE ACTION NOW:

Look at your calendar and set aside time every few months to review what you are doing for marketing and brainstorm ideas to keep things new and exciting.

FINAL THOUGHT

People tend to be very habitual. We have done what we have always done. In enterprise this gets stale fast. Always be thinking, always be reinventing, but remember to be true to who you are and your story.