



The Contrarian
Entrepreneur Show

Episode Notes

Episode 018

Snippets of Wisdom # 2

Note: this document contains the essential content of this episode but is not a complete verbatim transcript. It may also contain other content that was not included in the video or audio versions of the episode.

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Page 01 – Duplication Is Not Creation

Entrepreneurs create new things. That's what entrepreneurs do. They do not COPY existing things, or existing methods or processes. They are not interested in doing something in the same way it's always been done. They may make improvements to existing things, but that is creative, and copying is not. Make sure your business is actually creating a new thing, or a new way of doing an existing thing, and not merely mimicking what someone else has already done.

It's a common trap to look at someone else who is "successful" and think, "Well, they're successful, so I'll do it the same way they're doing it and I'll be successful too." Don't fall into that trap. They're unique, and so are you. What worked for them will not necessarily work for you. Make sure what you're doing is unique and original.

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Page 02 – Wisdom for Entrepreneurs

Don't Be Part of the Crowd

Being an entrepreneur is not about being one of the crowd or following the crowd.

It's about setting yourself apart from the crowd.

It's not about working within the confines of somebody else's system.

It's about creating your own system.

It's about doing it your way, for better or for worse.

And it might turn out to be either.

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Page 03 – Business Wisdom

10 Things Successful People Never Do Again

1. Repeat something that hasn't worked.
2. Do anything that requires them to be someone they're not.
3. Try to change another person.
4. Believe they can please everyone.
5. Choose short-term comfort over long-term benefit.
6. Trust someone or something that appears flawless.
7. Take their eyes off the big picture.
8. Neglect to perform due diligence.
9. Fail to ask themselves how they ended up where they are.
10. Forget that their mindset ultimately determines everything.

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Page 04 – Marketing Wisdom

Keep Marketing Forever

Once you've gained a new client, you can stop marketing to them, right? No! You **keep** marketing to them. Forever. Why? Because they might buy more from you in the future? Maybe, maybe not. But they certainly might refer someone to you. But they'll never refer anyone to you if you let them forget you.

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Page 05 – Website Wisdom

Begin Your Website Plan with the PAMAP Process.

P = Purpose

What is your business purpose? Why are you in business? What do you sell - products, services, ideas? Some people balk at this one because they argue that it's self-evident. Do it anyway. Restating your business purpose only serves to clarify your thinking. The legendary usability guru Jakob Nielsen says that most companies still can't describe what they do in one paragraph.

A = Audience

Who comprises the audience, the market, for your site? Other businesses? Individuals? Certain types of businesses or individuals? Who is your ideal customer? The more clearly you can define this, the better your website will be.

M = Message

After you've lured some people to your website, what would you like to say to them? What's your message? What do you want them to know and remember?

A = Action

You've delivered your message, stated your case. So what do you want the user to DO? Call you? Email you? Place an order? Subscribe to your newsletter? Any or

all of these? You don't want users to merely "remember" you (because they probably won't) – you want them to DO something. If you can't define what action step(s) you want them to take, then you're wasting your time on this whole subject.

P = Presentation

The final P is **P**resentation, which describes what the website will look like and how it will work. **P**resentation is where you decide how your business **P**urpose will be reflected in your site. **P**resentation is where you decide what words to use in your **M**essage so that your target **A**udience will understand and respond positively. **P**resentation is where you decide how to request the desired **A**ction from your users. This is where it all comes together, but **P**resentation cannot be gainfully discussed until the first four steps are completed. Unfortunately, most people start with this step, skipping the first steps, and end up with an ineffective site constructed in a haphazard fashion.

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Page 06 – Upcoming Episodes

- Why-What-Who-How
- A Few Million Other Details
- Love and Fear
- Why Businesses Fail
- Awareness - Internal and External
- The Thrive Scale
- Become Remarkable

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THINK

Think for yourself. If you don't think for yourself, then other people will do your thinking for you, and that's not a good thing.

LEARN

Read books. Read blogs. Watch videos. Watch TED Talks. Listen to podcasts. Learn something new every single day. Never stop learning. You cannot foretell when a piece of knowledge will become useful to you.

CREATE

Create something -- something good -- something that wasn't there before and would never have been there if you hadn't shown up.

Think - Learn - Create Be Brave - Be Bold



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