



**STOP  
MARKETING**

**YOUR CUSTOMERS ARE  
DYING TO DO IT FOR YOU**

**HOW TO BECOME  
“REMARK” able™**

**BLAINE W MILLET**

From the Author of *“Creating and Delivering Totally Awesome Customer Experiences”*

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This book will let you create a truly differentiated business your customers love and your competitors hate! It shows you how to turn your audience into your Advocates and Marketing Agents™ who are anxious to tell others how incredibly awesome and amazing you are and literally Do Your Marketing For You. You get the recipe and formula to become "REMARK"able by being Customer Obsessed...changing your business forever!

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# My Passion... My Why

“

*The presence of passion within you is the greatest gift you can receive Treat it as a Miracle.*

WAYNE DYER

”

*What is your "Passion" for "WHY" you are in business...for what you do...for what gets you up in the morning?*

My WHY...My Passion...I don't want any organization to ever have to market again...ever. I want to help them become so incredibly unique and differentiated (in the eyes of their audiences) that their audiences will happily and gladly market for them.

**T**his is what causes me to leap out of bed every day! Often I get introduced as "This is the guy you need to talk to if you want to build your business faster and stronger. He will help you do something we all want to do but never seem to make happen...getting our customers doing our marketing for us. He'll show you how you can become truly differentiated and unique in your market. He does this by helping you transform your company culture into being Customer Obsessed so you can become "REMARK"able™."

While this might sound great, it isn't my "WHY." It's "WHAT" I help companies do, "HOW" I help them do it, and some of the benefits they will receive...but not "WHY" I do what I do. "WHY" I do what I do is pretty simple.

It's why I wrote this book. I want this for you and your organization. Together, we can make that happen...I have the formula. But I also have a PASSION and WHY that relates specifically to you and me as a customer.

**I want every Customer on the planet to feel incredibly important and special with every interaction they have with any organization.**

We deserve it. We pay our hard-earned money to organizations for their products and services (or a donation)...don't we deserve to feel special and important? I think it should happen for all customers. It should be a given.

I love seeing companies become "REMARK" able™. Helping them along "their Journey" is exhilarating and rewarding. And I absolutely despise and hate being "pimped" by companies. I'm tired of being manipulated through their marketing and other communications just for the privilege of spending my money with them. I want to feel like I matter and that they genuinely appreciate my business. Is that too much to ask? I don't think so. I think it is how a business should operate...at a minimum.

Also, I don't particularly appreciate it when I'm forced to feel like an idiot and embarrassed if I don't buy their products or services. And I hate getting low value for my investment of Time and money. But most of all, I hate being treated like I am just "another customer" and just another "transaction" to them. Are you with me? And I want the hamburger they show me in the ad, not the one they serve me.

I want to help every company I can eliminate marketing...the "pimping" marketing we all hate. I want your customers (and all of us) to love you and rave about how incredibly awesome and amazingly you treat your audience. I want your customers to be insanely loyal and passionate Advocates for you and your company that they literally act as your Marketing Agents and do your marketing for you. I want your customers to bring in boatloads of new customers. Is that too much to ask?

**I don't think this is too much to ask...I believe it should be the new baseline for every organization...making us feel like we matter!**

Deep down inside, don't we all want this? Wouldn't it be a much better world if all the companies we dealt with were Customer Obsessed and treated us like we were truly special and important? Why is this the exception rather than the norm? Why do we get so excited when we finally find a company that treats us this way? Shouldn't they all?

Helping organizations understand this, create it, and deliver it to their customers and others is what gets me up in the morning. I hope by writing this book and sharing it with thousands (maybe millions) of business leaders, more will make this happen. That would be awesome!

**I firmly believe customers are dying to be your Advocates and Marketing Agents™.**

We haven't "armed" them with anything to talk about...so they don't talk about us. I'm talking about giving your audience an incredible, over-the-top rock your world experience, specific ways to help them improve their life and/or their business, and you keep your promises, building enormous amounts of Trust. When you do this, you eclipse your competitors...catapulting your company ahead of everyone!

I want you to be the organization with an army of Advocates and Marketing Agents™ who can't wait to tell others about you. The beauty of it all...not many are doing it today. What an INCREDIBLE OPPORTUNITY! And I want you to seize this opportunity. That's my WHY... that's my PASSION.

**Utopian? Possibly...but not unachievable. Why not you?**

Helping you become "REMARK" able™ is my "beacon on top of the hill," "my guiding light," "my pinnacle." It's what I strive for every single day. If I can help move you to wanting this for your organization by the time you turn the last page, I will consider this book a success and well worth the time and effort it took to develop the model and write it.

My goal is to see your business change. I would be thrilled if you bought one book, dog eared all the pages, passed it around to all your employees to read, and implemented it in your organization. I would rather sell this one book than have you buy 100 books that sit on the shelf.

I hope you get as excited when reading this as I have been writing it over the past five years. I hope you get all "jacked up" and energized to the point of saying, "This is exactly the type of company I want to lead...we need to get started...yesterday."

**Thank you for starting the Journey with me... it's going to be AWESOME! Let's get things kicked off...**

# The END...in the BEGINNING

“

*The end is in the beginning and lies far ahead.*

RALPH ELLISON

”

*What would your business look like if you had the majority of your audience (including customers) telling thousands of others you are THE ONE they should be doing business with...every single day?*

I don't want to waste your TIME. After all, it is our most valuable asset today. I'll talk more about that in the upcoming chapter, "**Our Most Important Asset**." Time is something I am very conscious of in everything I do...I **Promise** not to waste yours.

I want you to know precisely what you will have when you finish reading this book. In essence, I want to tell you the ending before you begin reading, so you are excited to turn the pages. I want you to know what this book is about BEFORE you invest your valuable Time reading it.

I use the word "end" loosely since I refer to it only in the context of where you will be when you finish reading the book. The "Journey" to becoming "**REMARK**" able™ has no ending...it just gets stronger and stronger as you continue to do more of what you will learn in this book.

**Being Customer Obsessed and becoming "**REMARK**" able™ isn't a "project."**

Becoming "**REMARK**" able™ is a continuous process, only getting better each day you obsess over your customers. It may start out feeling like a project because there are activities, milestones, goals, and accountability, but you will soon find out it is truly a Journey. You will learn much more about this in the chapter, "**What is Customer Obsession**."

The END I refer to is giving you a specific recipe and formula, along with a vision of what your company could look like if you are Customer Obsessed, and you become "**REMARK**"able™.

I'm sure you have noticed the word "**REMARK**" able™ looks and feels a bit different. "**REMARK**" able™ is simply the result of what happens for Customer Obsessed organizations. When your company is so incredibly awesome and amazing that people can't wait to tell others about you, you've become "**REMARK**" able™...they are "**REMARKING**" about you to others. To me, that's the ultimate end game...having your audience telling everyone else they know why they should buy from you.

**I want your entire audience to become your Trusted Advocates and Marketing Agents™, who do your marketing for you...period.**

I wrote a specific chapter on this, "**Becoming "REMARK" able™**," which will help you learn more about it. The keyword is "**becoming**." It describes the reward you get when you implement the three "cornerstones" of the model I will share with you. You will learn what it means to **BE Customer Obsessed**. And when you being Customer Obsessed, the end result, the reward, is **BECOMING "REMARK" able™**. Reaping the rewards of becoming "**REMARK**" able™ is the book's entire objective and goal. **I want you to become "REMARK" able™...period.**

**Getting talked about, or I should say, "promoted," by your customers (and others), is the envy of every company on the planet!**

Regardless of their industry, every organization would love to have their entire audience telling other potential customers about them...**doing their marketing for them**. The result we all want is to have our organizations "**remarked**" about to as many people as possible who are relevant to our business...period.

Today, you probably have some people in your audience "remarking" about you to others...this is common. For most, it's around 5% - 20%. If you have an audience of 1000, that's 50 - 200 people out there telling others how wonderful you are. Congratulations... that's fantastic.

But what if that number was, say, 60%? What if you had 600 people out there telling others how incredibly awesome and amazing you are to work with? How would that change your business? How would that improve your bottom line? How would that impact the culture and happiness of your employees? My bet is your company would significantly improve.

What if there were 800 - 900 people in the market telling others how they completely trust you and recommend you without question? How would that change your business? My bet is it would elevate your company to a completely different level from where you are today. This is what happens when you **become "REMARK" able™**. Together, we can make that happen.

**How can you become "REMARK" able™?**

I will be giving you a "Formula" and "Recipe" that is simple to understand. It is a thing of beauty if I do say so myself. It will make complete sense to you because you are also a customer, in addition to being a business leader. I know you will say, "***This is exactly how I would like to be treated and feel as a customer.***" My model is how you, a customer, would want to feel if you were going to "**REMARK**" about an organization.

The real question I hope you ask yourself continuously throughout the book is, "***How would this make me feel if I was a customer of my own organization and I was being treated this way by our employees?***"

I designed the model, **The "REMARK" able Triangle™**, to be simple and straightforward so everyone in your organization can understand it, internalize it, and execute it. Your audience will become your Advocates and Marketing Agents™. They are more than happy to tell others about you and create **unique and powerful differentiation for your company.**

You will have everything you need to start building your Customer Obsessed foundation. I won't hold anything back...you get it all. The magic is in the model...simple, straightforward, and common sense.

I will also give you a variety of "Tools" and "Exercises" to use with your leadership team and employees to help you implement **The "REMARK" able Triangle™**. You will end up with the knowledge and recipe for what is needed to become "REMARK" able™.

Are you in? If becoming "REMARK" able™ sounds like a Journey you would want your organization to be on, then let's GET STARTED!



# Getting Started...

**“** *We are at our very best, and we are happiest when we are fully engaged in work we enjoy on the Journey toward the goal we've established for ourselves. It gives meaning to our time off and comfort to our sleep. It makes everything else in life so wonderful, so worthwhile.*

EARL NIGHTINGALE **”**

*Why should I care about being Customer Obsessed? Why do I need to become "REMARK" able™? Do my customers really care?*

**Y**ou have just started your Journey to getting talked about more in the market and leveraging your audience to do it for you...CONGRATULATIONS! This book will be incredibly uplifting and encouraging for you and your entire leadership team while learning how to become "REMARK" able™.

**This book is for the top leaders in any organization who have the ability and authority to change their business. It is for those who can make it happen, build culture, and drive change when they see a significant opportunity to differentiate their business.**

It is for the CEOs, Presidents, Business Owners, C-level suite leaders, Innovation Team Leads, and anyone else who can "influence" or "drive change" within an organization. It is for the individuals who have the foresight to see a vision of something incredibly powerful and different and execute on it. But most of all, this is a book for visionaries, not naysayers.

Let's start with some questions I hope you are asking yourself as you begin to read this book...

- ◆ "WHY should I care about Customer Obsession?"
- ◆ "WHY do I need (or want) to become "REMARK" able™?"
- ◆ "WHY would I want to transform my company into a Customer Obsessed business?"
- ◆ "WHY do my customers really care?"
- ◆ "HOW do you become a Customer Obsessed organization?"

- ◆ "HOW can I turn my customers into my Advocates and Marketing Agents™, so they are not just passively telling others about us but are proactively (and passionately) telling others about us?"
- ◆ "HOW can I leverage (and change) my marketing in today's crowded and noisy world, so my audience actually notices us and looks forward to hearing from us?"
- ◆ "HOW can we make more money being Customer Obsessed?"
- ◆ "HOW will this truly differentiate my business from my competitors and give me a significant competitive advantage?"
- ◆ "WHY is this such a "game-changer" and not just another "shiny object" or a short-term quick fix?"
- ◆ "WHAT can we specifically do to become "REMARK" able™?"
- ◆ And many other WHY, HOW, and WHAT questions...

These (and many others) questions will all get answered as you read through the book. Once you get the answers to these questions, then YOU can decide if the benefits of becoming "REMARK" able™ by being Customer Obsessed are worth it to you. I think you will see pretty quickly how it will change your business forever...more than you could have imagined. I hope you will want to jump in with both feet and drive hard to reach the desirable state of becoming "REMARK" able™.

I also want to **Change your mindset** to one of "investing in your customers," not spending more money in marketing and other low return activities designed to attract and keep your customers. The concept of "customer investment" should be in the front of your mind throughout this book. Only then will you truly see why you need to...

**Stop "SPENDING" in marketing and start "INVESTING" in your customers (and others) so you can create more ADVOCATES AND MARKETING AGENTS™ who are DYING TO DO YOUR MARKETING FOR YOU.**

When you start "investing" in your customers, you are on the path to creating a powerful "leveraged" return on your investment. The more you put into it, the more you will get out of it. It isn't spending again and again and hoping to get a better result. You treat it like any other investment you make in your business (plant, equipment, or people) where you invest in getting a more massive return. Customer Obsession operates exactly the same way. Like all the other investments you make, this one can also create a significant increase in "Enterprise Value." Your business's value will go up when you are Customer Obsessed and become "REMARK" able™.

**Here is how I organized the book, so you know exactly what to expect as you read it...no surprises.**

**FIRST...**I will give you some "FOUNDATIONAL ELEMENTS." These are areas every organization needs to know about, regardless of whether they end up being Customer Obsessed. I believe these areas should be top of mind for every business leader as they run their business. I have zeroed in on two that are so "mission-critical" you can't ignore them, regardless of your particular industry. These two are incredibly powerful. If you focused on just these two elements and nothing else, your business would improve...guaranteed. These foundational areas will help set the stage for answering the question of "WHY you would want to be Customer Obsessed to become "REMARK" able™.

**SECOND...**We will look at the **PROBLEMS and ISSUES** I consistently hear from business leaders like you. Many of these have evolved because we now live in the new **Customer Economy**. I'm sure you will identify with one or more of these in your own business. If you can, you're in luck...you will be getting answers which will help you improve in every one of these areas and significantly reduce or eliminate these problems and issues.

**THIRD...** Once we recognize the issues and problems we all face, I want to open your eyes to see the vast **OPPORTUNITIES** waiting for you when you overcome them. Becoming "**REMARK**" able™ allows you to take full advantage of these many opportunities...quickly and well into the future. There are six primary opportunities I will share with you for **WHY** you would want to be **Customer Obsessed and become "REMARK" able™**. These opportunities are available to you when you have an army of **Advocates and Marketing Agents™** telling others they should be buying from you...it is a real "game-changer."

**FOURTH...**Since I am asking you to **STOP MARKETING**, it's only fair to talk more about why I believe **marketing is broken**. I want you to see **HOW** you can use "**Customer Marketing**" in a completely different way to get significantly better results. I will give you a better understanding of how marketing "should be done" in the new Customer Economy, where the Customer is in complete control.

**FIFTH...**This is where the fun really starts...we jump into the deep end of the pool, and I share with you my **RECIPE AND FORMULA** for how you can be Customer Obsessed and become "**REMARK**" able™. These chapters make up the bulk of the book. I will give you a very simple and straightforward model for **HOW to transform your organization to become "REMARK" able™**. It will help you look beyond how you are doing things today and how incredibly awesome and amazing they could be tomorrow. I don't hold anything back...you get it all. Your role is to understand it, adopt it, internalize it, and execute it.

**FINALLY...**We end our Journey together with some **TACTICAL ACTIONS** you can start doing tomorrow to move forward on your own Journey to becoming "**REMARK**" able™. I will give you some very specific actions you can take almost immediately to move forward on your Journey. Regardless of whether you decide to jump "all-in" on being Customer Obsessed and becoming "**REMARK**" able™, these will help you improve your company overall...guaranteed.

**I hope that you would read through the book in its entirety to fully grasp how everything fits together, like pieces of a puzzle. If you are open to exploring a new way of thinking, a new way of differentiating yourself, and a new way to be a leader in your industry, you will love this book.**

I see the world a little different than most. I look at it well into the future and through the eyes of the Customer. I hear what Customers want that makes them feel special, important, and valued. I listen to what they think makes memorable and differentiated companies. And I want to help you become one of those companies. Sadly, not every leader gets it. I hope you are one that does. The ones that get it stand out and are differentiated and unique in the eyes of their customers. And since customers are the only ones who pay us, I think we need to listen.

**SPOILER ALERT:** One thing this book isn't is another rah-rah book full of pithy quotes, feel-good phrases, and hollow promises. It is a book of substance...a model, to be exact. When followed, my model will help you create an army of **Advocates and Marketing Agents™** who want to do your marketing for you. This book won't leave you

hanging, not knowing what to do next. It is full of actionable items and a formula, not platitudes that won't create any change. It is a book on transformation, not hype.

**Telling your employees just to smile more, be happier, and be more pleasant won't change your business. Providing beer on Fridays, bring your pet to work days, free food, and other perks will build your culture...but in the wrong direction. Being a Customer Obsessed company will change your company, your culture, and your employees...period.**

I don't believe in dressing up the pig, so everyone thinks things are better when they aren't. I don't believe in superficial fixes that don't stand the test of time and give you improvements today and well into the future. Customers are super smart and can see right through these hollow promises and actions...just like you can see through them when you are a customer. They don't work...and they don't last.

**This is a book about change...transformation...tough stuff.** It is a book for those who want to invest the time and resources to make the Journey. Those who want to reap the rewards of being at the top of the mountain. The model for becoming "REMARK" able™ will, without a doubt, catapult you ahead of your competitors so you can win...and win big! I'm going to give you the plan. It's up to you to execute it.

If you are the type of leader who is genuinely open to change and can support it throughout your company, you will love this book. It is for leaders who want more **innovative ways to differentiate** and rise above the competition. It's not for the mild, non-action oriented faint of heart leaders...**it's for bold leaders who want to be at the top of their industry.**

The mind shift that takes place inside your company will not be subtle...it will be loud and bold, and every Customer will feel the change...and LOVE IT! Competitors will be jealous and try to copy what you are doing. They can't...they won't have the formula you have.

Often companies operate in 'organized chaos'...like a hockey game. They react to the latest urgent matter in react mode, like chasing the puck on the ice. Customer Obsession, as opposed to a hockey game, is a well-orchestrated symphony. Everyone's part is well understood, and the end result is a thing of beauty...and your customers get an incredibly awesome and amazing experience with every interaction. You and your employees will earn buckets full of trust from your audience when they see how you help them improve their lives and/or their businesses. The "combination" of everything you will learn in this book is what creates beautiful music for your employees and your audience.

Before we dive into talking about the **PROBLEMS** almost all businesses face today in the new Customer Economy and the **OPPORTUNITIES** you have sitting in front of you, I want to share with you two critically important "**foundational elements**" to keep in mind throughout the book and beyond. These two areas exist RIGHT NOW in virtually every organization.

The **first foundational element** focuses on what our customers (and everyone) consider their "**Most Important Asset.**" If we are aware of this in everything we do, we will do better at what we do. It is an absolutely critical ingredient to get your arms around, regardless of your industry.

The **second foundational element** is what I call the "**Silent Killer.**" I can guarantee this is happening in your organization today. I'm sure you will see it clearly once you learn more about it. The "Silent Killer," as well as your "Most Important Asset," are critical ingredients to

understand as you embark on your Journey of being Customer Obsessed and becoming "REMARK" able™.

After we discuss these two foundational elements, we'll jump in...talking about WHY this could be the most incredibly awesome and amazing game-changer you may have ever experienced as a business leader.

Are you READY?