



**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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# Introduction

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*That's been one of my mantras – focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.*

STEVE JOBS

”

Here's the deal...I have one purpose and only one purpose for this book...to get you more Advocates and Marketing Agents™ who are anxious to tell others how incredibly awesome and amazing you are as an organization so they can do your marketing for you...period.

**T**here's a better way to market. There is a better way to GROW your business. A better way to build awareness, demand, gain new customers, keep existing customers, and grow profits. There is a better way to create a culture that sets your company on fire with excitement and enthusiasm, unlike you have ever seen before. And there is a better way to truly and completely DIFFERENTIATE your company from your competitors.

**All this happens when you become "REMARK" able™.**

You see, this book isn't actually about **MARKETING**. It is a book about your **ENTIRE BUSINESS**. Since marketing is a significant pathway to building your business, it's something that needs to change...and fast. Change the way you market and change your overall focus on your audience, and you'll change your business forever!

I believe the way many companies market today is dead...it just hasn't been buried yet. We've been duped into believing that marketing is working today. I'm afraid I have to disagree completely...it is not. It is broken and not delivering anywhere near what it should. And I believe it is impeding companies from growing and scaling, it is lowering their enterprise value, and it is stifling the culture we truly want.

**Marketing affects more than your advertising and communications with your audience...it affects your entire business enterprise!**

I want to offer you a different solution. A solution that is so simple, so common sense, I challenge you to tell me it won't work. In a world where we overcomplicate most things, I want to go back to simple, "dirt simple," actually. You will see this permeated throughout this book...dirt simple.

I don't have all the answers...not by a long shot. What I do have are two things...experience and insights. And I know two other things for sure...

**First...complex models dazzle leaders but don't work.** The more complex the model, the more people think you are super smart, so they should follow a model they don't understand. They try working with the complex model for a while, wasting Time, energy, and financial resources, only to find out it doesn't make sense or work the way they thought it would. I used to be that way...not any longer...I stopped doing that many years ago. I grew up and realized it didn't work. You won't find any of that nonsense here. I focus on two factors we all know work...**simplicity and common sense.** Complex models don't pass the "**Common Sense Smell Test.**"

We have "gut instincts" for a reason...it's our common sense kicking us in the gut and telling us this doesn't make sense. You know this...you operate this way. We use analytics to confirm our gut instincts...and they're more often right than wrong. When we use analytics and other fancy

tools to prove our gut wrong, we usually pay...I know I have many times. Maybe you have as well. Everything you will read here is simple...it is going to pass your "Common Sense Smell Test" in everything you read. No smoke, no mirrors, just simple, common sense put into an easy-to-understand model you can implement. Which brings me to the second thing...

**Second...there is no model out there worth a grain of salt UNLESS EVERY EMPLOYEE embraces it, internalizes it, and can execute it...none.** The reason models (and change) fail isn't because the model won't work...it just can't (or won't) get implemented (and supported) by the entire organization. The model is so complex that most don't understand it and just told to do it, or they just don't see how it will help...so it fails. It is not embraced, internalized, or executed.

**You can't fix these two issues by throwing money at them.** I created some of these complex models in my early consulting days, and they stunk. They were intellectually stimulating and correct, but they stunk up the room. They were never going to get implemented because of the two factors I just mentioned above.

One day I had an epiphany. I realized that no one wants complex models, other than the ones who build and sell them. Employees (and leaders) hate them. And if they hate them, there isn't a chance they will ever get executed. They're doomed before you even sign the consulting agreement.

Marketing is the same way. The campaigns, models, programs all stink up the room. They don't work...which is why we get excited when we get a .05% return on something...really? Common sense tells us this isn't going to work, but we do it anyway...I want to help you STOP that.

**The bottom line is this...you have an INCREDIBLE OPPORTUNITY in front of you...today...to be different...to become the envy of your industry. I want you to seize this opportunity...and I'll tell you how you can do it.**

Ask yourself, "*What would our company look like if our entire company culture focused on simplicity and common sense? What would our customers think?*" You would have one hell of a competitive advantage since your company would eclipse everyone in your industry. You would have a line of people waiting to work for you and buy from you, not to mention the army of people who couldn't wait to **TELL OTHERS** how incredibly awesome and amazing you are as a company. That is what I want for you and your company...and it is **the entire purpose of this book.**

Ask yourself another question, "*If we implement a solution that is easily understood by everyone in the company, and they know what their role is in making it happen, would our chances of it being executed and implemented increase or decrease?*" Probably rhetorical...you know the answer. Your chances would skyrocket!!

Marketing is often viewed as manipulative, coercing, high-pressure, misleading, inaccurate, smoke and mirrors, self-serving, bait and switch, and a host of other unpleasant terms. I want you to be in a different place where you leave all this nonsense behind. I want both marketing and your business to be incredibly successful so you can eclipse your competition and rise to the top in your market. I can help you make this happen.

This book is much **MORE THAN MARKETING**...it is about **YOUR ENTIRE BUSINESS**. This book (and model I will give you) will change your company's culture, your DNA, to one that is laser-focused on making your customers feel incredibly special. Your company or organization will be completely different and unique from your competitors.

**My model is a recipe, if you will, for building massive (and lasting) differentiation in your industry...regardless of your industry.**

My model will transform your employees and your leadership team into a company your customers (and others) will rave about and tell others. My goal is simple and straightforward. I will give you the formula and roadmap to be Customer Obsessed so you can become "REMARK"able™.

I truly want you to **STOP MARKETING** the way most companies market today. I want to guide you through a process that will create a **Customer Obsessed culture**. Your customers will welcome it and want to participate in it with you...they are **DYING TO DO YOUR MARKETING FOR YOU**.

When you are "REMARK" able™, your audience can't wait to tell others how incredibly awesome and amazing you are. I want them to go out of their way to tell others why they should be your Customer. **It doesn't get any better than this.** Since the beginning of Time, there hasn't been a more powerful way to generate business...and it's no different today.

Let's get started...turn the page to begin what could be your most extraordinary Journey.