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innovation From Magnetic To Irrelevant The greatest threat Wild for CB
radios Dogs are loyal. Customers aren't Think again Never Stop
Improving You could just do this, and you'd succeed Lip service A daily
ritual Without a process it's just a slogan You have to get specific If it's
worth doing, it's worth doing wrong All sorts of things occur It can
always be better The Magnetic Mindset Common threads The St. Paul
Saints--It's All Word Of Mouth Not your usual case study Fiercely loyal
customers year in and year out The most spectacular experience you
can have "A Whole New Ballgame" A Magnet Needs A Market It seemed
like such a good idea at the time Who's going to pay you for it?
Spreadsheets don't buy anything. (Friends usually don't either.) A great
idea in the wrong market Just follow your passion. If. "I'll put it on the
internet." The most crowded market in the universe Lessons From A
Start-Up Magnet Looking at your business with new eyes David and
Goliath Lessons for all of us What if I were starting over? Who Moved My
Market? Who would you call? The opportunity of a burning platform. We
print checks. Now what? Who moved my market? We live in interesting
times You're Fired! The Common (And Fatal) Mistakes That Businesses
Make Joe Calloway fired a phone company Mark Sanborn fired a
restaurant Larry Winget fired the garage door company, the air
conditioning company, and his doctor Randy Pennington fired the lawn
service Scott McKain It wasn't the lack of a "WOW" factor Famous last
words Magnetic Connections Go retro Get face-to-face Practice retail
politics The lost art of the handwritten note Losing Your Magnetic Mojo
Can A Magnet Lose Its Strength? Losing the Magnetic Mojo Rave
reviews. Amazing French food It's not as good as it used to be That's
just table stakes The Big Lie Good to great to gone The Amazing,
Simple, Overlooked Advantage Stories about how amazingly responsive
you are Brian will get back to you immediately A new standard of
performance I loved them Until I didn't Too little, too late Real time
response Sorry. That won't work for me Tomorrow's Magnetic Business
Sell me stuff I want. Don't appeal to a demographic. Appeal to me .

Sommario/riassunto

"Magnetic: The Art of Attracting Business is a look at how consistently successful businesses are able to attract a steady and ever-increasing flow of customers. This innovative text examines a range of simple, powerful strategies that businesses of any size or type can use to attract new customers. The key is to do those things that harness the power of the single most important factor in buying decisions: positive word of mouth and referrals from happy existing customers. Magnetic businesses are intentional, strategic, and focused on creating positive experiences that become the stories their customers tell about them. Whether on the internet or face to face, it's what satisfied customers say about you that is the most powerful driver of growth for your business. Becoming Magnetic and attracting business, truly is an art, rather than a science, because every business is different, and uses a unique combination of strategy, people, and purpose to achieve success and growth. There is no one-size-fits-all formula, but with creativity and focus, any business can create a powerful revenue growth engine that continuously works to build and sustain success. Learn how to match successful growth strategies with your people, purpose, and culture to create your own unique 'magnetism' to attract business. Discover the simple, powerful keys to growth used by a range of market leading businesses, from a snowboard manufacturing startup company and a website design professional to a minor league baseball team and an family owned upscale grocery store. All of them utilize ideas that you can put to work immediately in your business to become Magnetic. Create a magnetic mindset in your people that leads not only to happier customers who refer others to you, but to more satisfied

employees who help attract and recruit great new employees to keep your momentum going. Simplify and clarify how you think about your business to have your entire team become more focused, efficient, and effective in doing those few vitally important things that matters most in driving growth and sustaining success. "--

"Personal recommendations are the number one driver of purchasing decisions; your new revenue growth engine is based in your existing customers. Magnetic is about creating and executing a simple, powerful strategy that will get your customers to drive a steady stream of new customers to you through personal recommendations and positive word-of-mouth. The Customer Driven Growth Strategy derives much of its effectiveness from its simplicity, which enables everyone in the business to focus and execute with excellence. You begin by identifying the three things that you want your customers to be saying about you. Next, you think through what the three things are that you should do every day, with every customer. Businesses that adopt the Customer Driven Growth Strategy as their core business philosophy benefit from the incredible power that comes with simplicity and focus. When you focus on the three things that you must get right every day, you begin to be the best at what matters most, and that's what gets more customers, increases sales, increases revenue, and grows the business"--
