

# Lies # 10 and 11:

Lie #10:

## **Build it and they will come!**

"The best way to have a good idea  
is to have lots of ideas."

**Linus Pauling**

This is the field of dreams lie. Many small business owners put all the work in getting their doors open, getting their business physically and legally ready for business, and then hoping for the best.

If you have done this, too, you have left out the most important part. The unique, compelling and cool appeal of your business to customers!

What have you created that sets you apart? What are you offering that has your customer say, "Wow! Cool!" when they hear all about you. What's the urban legend about your business? What's the buzz?

Once you've gotten yourself excited....and we mean truly *excited* about your business, you're ready. (Customers and prospective customers can't get excited if you're not).

It's not enough to just open the doors and wait. You need to add value to your offer. And you need to keep doing this.

Keep reinventing, over and over. Start your business over every Monday by asking (during your creative thinking time, your MOST IMPORTANT time you'll ever spend) *what can I change or add to my product or service that will make this even more attractive and compelling and irresistible??*

Most new business owners think in linear, logical order: "I'll get my customers after I open." But we are asking you to think backwards. So you can get your customers *before* you open.

Some health clubs have achieved mastery at this. Prior to their facility being ready, they will have a kiosk or desk in the mall open for months registering people into new memberships.

They know it's not true that all they have to do is "build it and they will come."

Think "PRE!" Pre-market, pre-sell, pre-mail and pre-enroll people into being excited about your business when it opens. Do as much as you can ahead of time.

Sam has opened small businesses in small towns wherein he pre-marketed and pre-publicized so dramatically that when the business was finally opened, it was a community event, with the mayor there to cut a ribbon! (Mayors, being politicians, actually enjoy this kind of thing. And it gets you some nice coverage in the local papers.)

Remember the psychology of the customer in all of this. Customers make their buying decision long *before* any money changes hands. When you are buying your new car, your decision is made long before you sit down for the paperwork. You picture yourself in that car, and it's over.

So, give your customers some pictures to live in to before you open.

Another thing you can do to pre-sell the universe on your success is to personally go around to neighboring businesses and introduce yourself *before* your business is open. Make the first move. Show them what kind of person you are, caring for their businesses as much as you do your own. Start forming alliances early. Don't make them learn about you and just wonder about you, watching your new place get signs in the window, not knowing who you are. Get yourself out there so you can start telling your story early. Before you build it.

Your whole goal is to sow the seeds of caring and quality ahead of time. Even before you open. Introduce yourself to the community. So you won't have to offer some kind of cut-rate "introductory" prices. Nine out of ten people don't buy on price even when they say they do. They buy because you can solve their problems for them faster and in a more comfortable way than the competition. So remember: sell first.....open second.

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Lie #11

## **Bigger is better!**

"Size is not a strategy."

**Sam Beckford**

Don't be too quick to expand or add satellites. Your small business has many advantages over your bigger competitors....you don't have to get huge to get rich.

If you do expand, keep your advantages. Know your advantages and never lose them.

We had a friend who had a nice little I.T. training company, and the minute he turned his business around from failure to success he started thinking that bigger would be even better.

Remember that bigger is not better. Bigger is just bigger.

Our friend, and call him Pierre, started plotting the purchase of a massive building. Instead of taking great care of current customers, he got hooked on fantasizing about expansion. When you went to see him about a customer concern, you saw that he had architects' drawings spread out across his desk and all over his office. You tried to bring him back to the present moment but his head was always in the future. He took his eye off the ball.

Instead of making the most of his current I.T. master trainers, course creators and consultants, he began hiring mediocre surrogates who would learn quickly to parrot the words of the original trainers so his business could get bigger, faster.

For Pierre, bigger was not better. Bigger became a disaster. The quality of training dropped dramatically. Soon his top trainers were leaving (as they witnessed all the company's money going into all the new expansion) and customers were complaining and not coming back. It wasn't long before Pierre was right back into the failure he had started with. His best people were gone. His best customers were gone. All because he thought bigger was better.

You have huge advantages being a small business. You can move faster. You can pay more special attention. You can get to know your customers on a more thorough basis. The list goes on and on. If you expand, be certain you lose none of those advantages! Because bigger is just bigger. It's not always better. In fact, most of the time it's worse!

Remember the law of supply and demand. When you get bigger, you run the risk of violating this law, and having more

supply than there is demand for. To be truly successful in your small business, you want to reach the point where demand for what you offer is greater than the supply you have of it. That is the road to riches because it allows you to adjust your price upward to meet the demand.

Make *sure* you keep supply and demand in mind at all times. It's a law that will serve you. But forgetting it is like taking a walk on a skyscraper's rooftop and forgetting the law of gravity.

Supply and demand is why ocean front property is so expensive. There is only so much supply of ocean front, and there is increasing demand. (Bought a house in California on the coast lately?) It is why diamonds cost what they do. There is only so much in supply.

If you grow bigger too fast you are no longer a diamond. You are no longer ocean front. You have too much supply, and that will actually turn your business away. You don't want all that availability. You want limitation. Limitation sells.

The bigger you get the faster you lose that advantage.

There is excitement when there's more demand than there is supply. There's excitement in the words "SOLD OUT!" or "STANDING ROOM ONLY!"

What if you took your family to Disneyland and there was no one else there to ride the rides with you? Would the experience be the same? As much as people "hate" those long lines, they still call Disneyland "the happiest place on earth!" and part of that feeling is because it sure feels like the whole world wants to be there at once and Disneyland can barely handle the demand.

Harley-Davidson motorcycles' profit soared when they ran out of motorcycles and had to put prospective buyers on a waiting list!

There's another reason....equally important....why bigger is not better. That reason is your own personal quality of life. Keep asking yourself, *Why did I want my own business?* And your answer will probably center on control and freedom.

The bigger you get, the less control you have over your business. Soon you are taking on partners and lenders and people looking over your shoulder every day watching their money. Pretty soon your independence is gone and you spend all your time answering to others! Why? You thought bigger was better.

So stay as small as you want to. Always be full and always be crowded with customers who want your services, so you can keep your prices high and select the customers you want and not just accept any customer because of a *need*. When you get blindly bigger, you generate all kind of new needs.

Base your business on wants not needs, and you'll realize that small is beautiful.