

**How To Give Your  
Organization  
That X Factor It Needs  
To Boost Sales  
& Brand Awareness**



**BUILDING YOUR  
ORGANIZATION  
ON AUTOPILOT**



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# INTRODUCTION

Starting your own business is an achievement that you should be excited about, but it is only the starting point. The next thing you must do is find a way to make it stand out from the crowd. Ask yourself what is different about your business and what you can do to make it remarkable. A genuinely impressive company must be your aim!  This guide will explore tips and ideas for making your business stand out from the crowd. We will also look at bringing the WOW factor to your business. This will, in turn, give you an edge over your competition. Are you ready to get started?



# Chapter 1:

The Purple Cow

# THE PURPLE COW

Seth Godin came up with the concept of the “Purple Cow.” After looking at cows for a while, he observed that they all looked the same. They all become familiar, ordinary, and dull. But a purple cow is something that would be very different and indeed quite remarkable. A purple cow would attract attention; it would be the start of many conversations and a draw for people everywhere. You would not forget it almost immediately. That is what you need to stand out from the crowd and rise above the rest- your version of the purple cow.

The purple cow gives rise to remarkable marketing. It is the art of building something into the product or service that you sell that will be taken notice of by customers. How you market your product is not enough. You can use the fanciest advertising you can think of, but without a purple cow, it will remain invisible. You need to color it purple to get it to jump out and say (or scream!), “HERE I AM!”

Many business owners do not put the principle of the remarkable purple cow to work in their businesses because they do not know how to come up with that magnificent idea that will blow everyone away. This takes work, and a few people are putting their heads together and coming up with some ideas.

Another reason you see so few purple cows in the marketplace is that people fear criticism, success, and being disliked by others. If you are remarkable, you will receive criticism, which will hurt. There will also be whispers behind your back, and everybody will not like you. But really, who is anyway? Those who stand out in any manner are always more open to ridicule and scrutiny. It is the price you pay to be truly remarkable.

However, according to Seth Godin, the creator of the concept of the purple cow, “*In a crowded marketplace, fitting in is failing.*” He says, “*In a busy marketplace, not standing out is the same as being invisible.*” Being invisible may be safe, but it will not lead to you reaching the top of the mountain. To take a stab at true greatness and excellence, you must resist the urge to play by the rules and be safe. You must be brave, bold, and not afraid to be unique. Remember the saying, “*No guts, no glory*”? It is right on the money!



# Chapter 2:

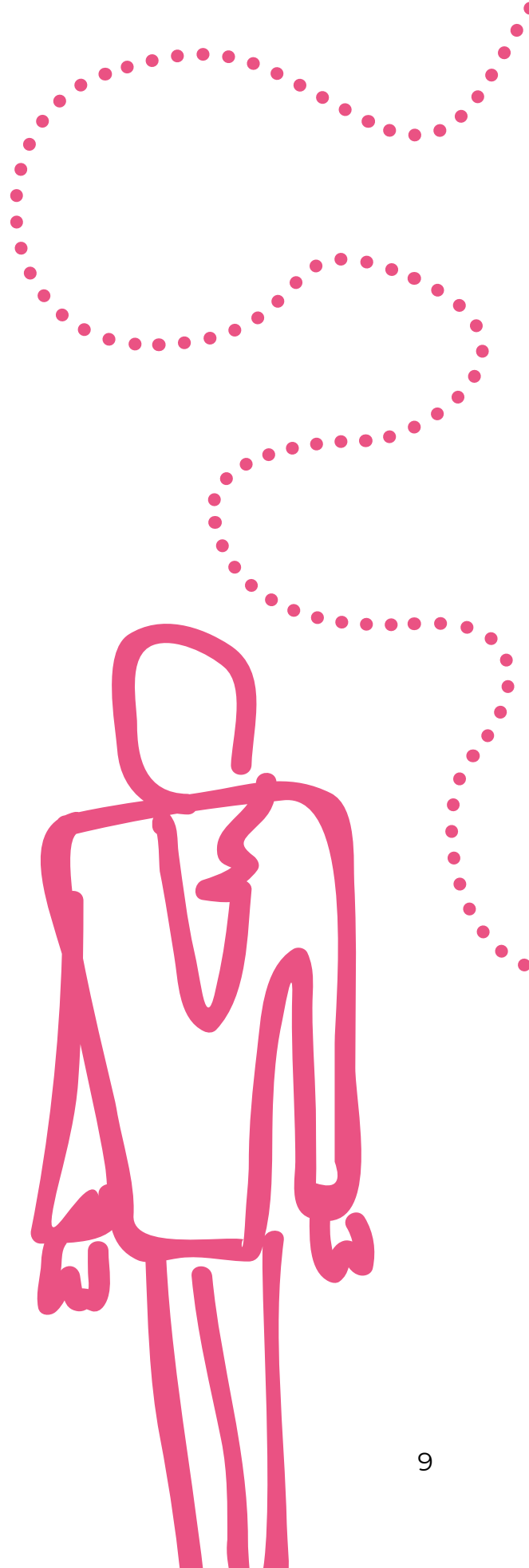
Set Yourself Up as Different



# SET YOURSELF UP AS DIFFERENT

You need to figure out what makes you different to stand out from the crowd and be a little taller than your competitors. From there, you focus on that and find ways to celebrate it. Your differences will then be the foundation for your unique selling point. To figure out this, you must have a vision for your company. To brand your business, you must be as transparent as possible about your idea. Ask yourself what is different about your products or services? Once you know what that is, you can find ways to package your products differently, making other people say WOW!

Your business plan must include a way to be remarkable. Every business can do this. Don't be lazy or make excuses—put work and plenty of forethought into this. After all, practically anyone can open a business or offer a service, but you must go one step further. It would be best if you went the extra mile and put in the extra effort. Don't put in 100 percent effort but 200 percent. Find your niche and then take the initiative to be you but a you that is different from everyone else. You can sell the same products as 50 other businesses in your area, but you will have the hook that draws customers in.





# Chapter 3:

Put Yourself Into the Heart  
of Your Business

## PUT YOURSELF INTO THE HEART OF YOUR BUSINESS

- You are the business owner but are you recognizable to the patrons you serve?
- Do people know who you are?
- Are you hands-on in your business, or are you rarely on the premises?
- Do you offer a unique personal touch that people cannot find elsewhere?

Emotional connection is essential.

People like to feel that their business matters and that they matter when they walk through the door. Cathy and Joe can go anywhere for their Sunday morning coffee and bagel. However, if you are visible in your coffee shop and greet customers and learn their names, you will set yourself apart by having that extra special touch that makes them want to come back again and again.

Many customers also like comfortable predictability. They want to know what to expect, and they like consistency. You must put yourself in your own business and show your customers that they make a difference. Don't hide away in your office because that will not endear anyone to you and will not make your business remarkable. You are the heart of the company so give it the beating heart it deserves.





# Chapter 4:

Wow Your Customers

# WOW YOUR CUSTOMERS

The WOW factor is the quality that makes something surprising, impressive, or unique. You do not have to break the bank or do something totally outrageous to have the WOW factor in your business. You aim to provide your customers with a fantastic experience that will make them exclaim, “WOW!” This will bring them back time and time again, and it will encourage them to tell others about their utterly unique WOW experience at your place of business. Kudos to you!

The WOW factor does not have to be huge or involve constant or extreme change. It could be as simple as offering your customers a delicious treat to enjoy while they browse through your business. It could be returning telephone calls faster than other companies do. It could be free offers, contests, or raffles. It could be handing out flowers to mothers on Mother’s Day or candy canes (or hand-wrapped chocolates) at Christmas time. To get the attention of your demographic, you need to find a way to wow people.

Use your imagination. Ask yourself what wows you. Maybe you can choose a way to wow people that has nothing to do with the products or services you sell. Perhaps the element of total surprise is what will work for you. Be original. Be creative. Think WOW, and then make it a reality in your business.

## ACTION STEP:

1. Set up demonstrations of your products in your store.
2. Offer balloons or small trinkets to the children.
3. Remember special moments about your customers.
4. When possible, think about ways that “surprises” them.
5. Offer prizes for the best-dressed customer.
6. If you sell hair items, then offer prizes for the best-dressed customers.
7. Have staff on hand to assist customers in any way that they need help.



# Chapter 5:

Develop a Personal Style

## DEVELOP A PERSONAL STYLE

You don't get brownie points in the marketplace for repeating a tired old idea or being a copycat. You must be true to your authentic self in every aspect of your business. This includes how you answer the phone to how you want your employees to dress. Your personal style can be your purple cow. You are special because there is only one you in this world, so take that with you and take it wherever you need it to go.

Your personal style should shine through loud and clear in every way, from the design on your business cards to your letterhead to how you dress at work to how you conduct business and how your business is laid out. Don't look at the company down the street that is doing well and try replicating it. Your potential customers will see right through that and never become regular customers.

You already have your style in your personal life, so transfer it into your professional life. Be yourself and let that become evident to others. Communicate your unique special style to everyone you deal with in your business, and the (good) word will start to spread. Wow, people, by not being afraid to be who you are. By being honest upfront with your customers, they can decide whether your business is where they want to spend their money or not.





# Chapter 6

Use Creative Imagery to Appeal  
to the Eye

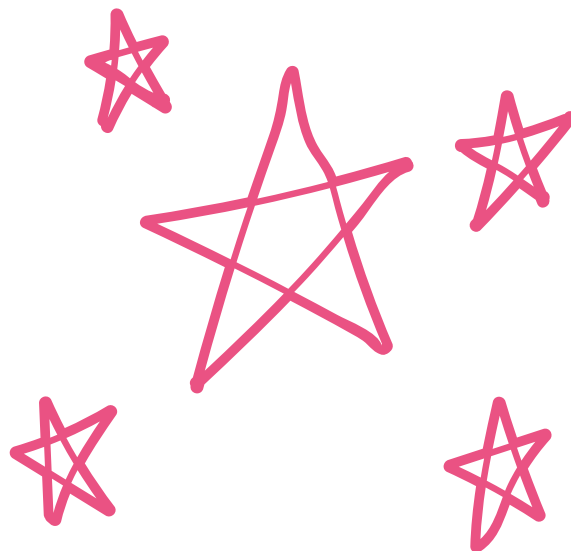


## USE CREATIVE IMAGERY TO APPEAL TO THE EYE

Imagery is a powerful tool that can help keep a steady stream of customers happy to walk through your door. It is also a way to stand out from the crowd. Take imagery and use it creatively and uniquely. Please bring it to every aspect of your business, whether online, offline, or a bit of both. Use it to create your business cards, flyers, and marketing materials. Make your advertising items as fun and as appealing to the eye as possible. This will get people talking, which is what you want. To be remarkable, people need to know that you are out there and doing things a little differently than other businesses of your kind.

Colorful murals can also speak volumes. If your business sells aquatic items, then a giant mural of a whale would look terrific in your industry. Or perhaps you would prefer a school of fish to welcome your customers and get the children smiling and pointing excitedly? It could work wonders for your sales. Seasonal murals can also be very festive and can give your customers pause.

These convey that you care about your business and, therefore, your customers. Think of the companies that you have enjoyed and appreciated over the years. Did they use color, design, and imagery to please you? These are the elements that stay with you. Your business can work the same.





# Chapter 7:

Be a Traditionalist,  
Not a Fad Chaser

## BE A TRADITIONALIST

### NOT A FAD CHASER

Sometimes going the extra mile for your customers makes you unique. Standing out from the crowd means offering rare treats that customers do not get anywhere else. Fads come and go, but you must strive for something different that provides the traditional touch. Not all restaurants offer old-fashioned milkshakes to their customers. Be the first one that does that. All of your customers will not want to drink soda pop so offer them something they cannot get down the street.

You can do many things to show your customers that you value their business. Start with excellent customer service, quality products, guarantees for your products, and value for the dollar. These are not fads by any means. They are traditions that you should adhere to in every way. These critical elements will always be in style.





# Chapter 8:

Bringing Out the Purple Cow  
in Your Business

# BRINGING OUT THE PURPLE COW IN YOUR BUSINESS



To make your business remarkable, you must ask yourself the right questions. You need to ask new questions and come up with more unique answers. It would be best if you tried NueWays of doing things. You are probably tired of hearing that you need to think outside the box. Why not redesign the box so you don't have to think outside of it? If you could choose your customers, who would you choose? Identify this group and determine how to market to them and influence their thinking. Develop your business ideas to cater to this group. Forget the rest. Focus on this group. It would be best if you also thought of clever and innovative ways to reward this group for choosing you in return.



The Pareto Principle (the 80:20 Rule) teaches us that it is much easier to hold onto a long-term customer than to find a new one. According to this principle, 80 percent of your business will come from 20 percent of your loyal customers. It would be best if you had a combination of both. Find ways to keep surprising your customers and putting smiles on their faces!



Ask your customers for their email addresses, and then think of what you could send them through email to make them feel as unique as possible. Everyone loves an offer to receive 10 or 15 percent off a purchase. Everyone also likes to think they are in an elite group known as your most loyal and valuable customers.



Being remarkable and standing out does not necessarily mean being the biggest, fastest, or anything. It is about testing the limits and figuring out how much you can push them. It may be as simple as changing the display in your store window more often, letting your employees choose their uniforms, launching a new brand, or slashing prices. It might be doing things on a smaller scale. It may mean giving your customers more choices or being more receptive to their input. It might mean sending out a weekly or monthly newsletter or creating advertisements with a giant print that is simpler to read and understand.

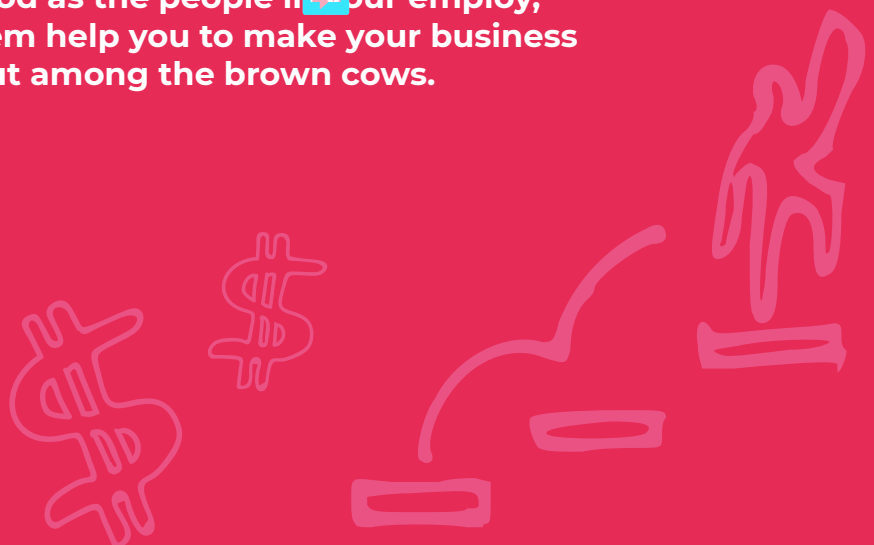


Do your research before you burst onto the scene and seek to declare how remarkable you are. Examine the industry you are in and find out what is not taking place. What is presently absent in the industry? What does it need? Whatever is not being done is exactly what you should be doing. This will give you the edge you need to be a winner in your field. Success can only come if you do not sit on the sidelines and are not afraid to break some rules and ruffle some feathers. Your business is worth it, after all.



Reinvent yourself and your business as you see fit. When you need to infuse new life into your business, hire professionals like NueWay Studios who can help you do that.

**Your business is only as good as the people in your employ, so find the best and let them help you to make your business a purple cow that stands out among the brown cows.**



## CONCLUSION


To make your business stand out from the crowd and be a crowd pleaser, you need to find the purple cow that makes your business remarkable. Once you know what that is, you then must find ways to make your company different than other ones of its kind. You also must make yourself visible and recognizable to your customers. From there, you must infuse the WOW factor into your business. Find out what works and make it a part of your company. Cultivate a personal style and let it loose. Use imagery to make your customers feel good in your surroundings and use a traditionalist touch in your approach as an entrepreneur instead of following trends.

If you find yourself feeling stuck on how to create a “Wow” factor for your company, reach out to us at NueWay Studios, and we’ll be more than happy to help you figure it out.





NUEWAY STUDIOS

Thank you for reading our e-book. This information was brought to you by NueWay Studios. Feel free to contact us if you would like to discuss this topic further 

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