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MILLION DOLLAR MARKETING SECRETS

5 MARKETING SECRETS OF MILLION
DOLLAR ENTREPRENEURS



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WANT TO GROW YOUR BUSINESS TO YOUR FIRST MILLION DOLLARS IN SALES AND BEYOND?

Learn these 5 strategies that entrepreneurs of small
and medium businesses use to achieve success.



THE RIGHT IDEA, NOT JUST ANOTHER IDEA

Most entrepreneurs don't need just more ideas and strategies, they need the right ideas and strategies that they can actually apply to their business.

This is a short guide to help you as an entrepreneur grow your business with effective marketing. I am the CEO and founder of a multi-million-dollar business that we've grown without a traditional salesforce. Instead, we've focused on learning and applying effective marketing techniques and strategies that produce results and are repeatable. And there are many other entrepreneurs in other verticals doing the same thing. I hope to share some of my insight with you through these 5 Marketing Secrets of Million Dollar Entrepreneurs.

#1 THEY DON'T DO MARKETING LIKE THE BIG COMPANIES

As a small, mid-sized, or start-up entrepreneur, you can't look at big global companies and model your marketing strategy after them. Not only do you not have the global brand recognition, you also don't have the marketing budget. Aramex and Coca Cola have annual marketing budgets of \$55 million and \$4 billion respectively. You don't, so you can't market the way they do.

For example, Aramex is a lion in their industry so if they roar, it works for them. On the other hand, you're still a small gazelle and if you roar it might be your last hour of being alive. If you're a gazelle, you can't market like a lion.

Million-dollar entrepreneurs understand that a marketing strategy as a small or mid-sized business is very different than a large established company.

#2 THEY IGNORE AVERAGE AND EMBRACE THE 80/20 RULE

Who wants to be average? Forget average. Successful entrepreneurs strive to be exceptional and that starts by ignoring the strategies and tactics of the average.

To be successful, look at your business using the 80/20 rule. You will see that 20% of your customers, product lines, or regions are producing 80% of your revenue.

That's where you want to focus your time, energy, and marketing. Cater to your top 20%.

Million-dollar entrepreneurs play favorites and focus on the 20% of their customers, product lines, or regions that produce 80% of their results.

#3 THEY QUIT ALL THE TIME

Contrary to popular belief, successful entrepreneurs don't always persist. In fact, they quit all the time. They test many different things and quit the ones that don't work. They set aside their egos and make decisions based on marketing that works.

Remain focused on the financial ROI for your marketing efforts. In other words, if you spend x dollars can you get y dollars in return. Followers, click through rates, conversion rates, site traffic, and engagements are nice, but when you go to the bank to make a deposit, it's the money that counts not the likes or the followers.

Million-dollar entrepreneurs let results rule, period. They try things but are willing to quit when it doesn't work.

#4 THEY SYSTEMIZE

One-off marketing efforts aren't going to get you to your goal. Successful entrepreneurs run marketing campaigns over and over using a system that includes attract, convert, and retain strategies. If you systemize your marketing (which is a lot harder than most people think) you'll immediately be ahead of the vast majority of your peers.

Million-dollar entrepreneurs turn a simple but effective marketing campaign into a systemized process that runs on cruise control.

Do you have 3 different marketing campaigns or strategies you're running? Do any of them run on cruise control on an ongoing basis? If you don't, start with your most successful one and systemize it so it runs on its own, continually generating results.

#5 THEY KNOW THEIR “WHO” INSIDE OUT

You can't target everybody. Successful entrepreneurs know they have a limited marketing budget, so they remain keenly focused on their target market. They know in great detail who their target market is and all of their messaging is designed to attract the right customers and quickly repulse the wrong customers.

Start to define your audience by looking at your current customers. Who are your best customers? What customers do you love to work with? Who are the ones that can't live without your products or services? Remember the 80/20 rule!

Million-dollar entrepreneurs clearly identify who their target market is, and then everything (and I mean everything) else gets much easier.



BONUS #6 — WE INSTEAD OF ME

Entrepreneurs that break the million dollar revenue barrier focus on WE WE WE instead of ME ME ME.

A lot of smaller company entrepreneurs say things like “I’m going to do xyz.” Entrepreneurs from larger companies are more prone to say “we’re going to do xyz” or “our team is going to do xyz.” Those successful entrepreneurs find value in delegating, hiring experts, or outsourcing to support their success.

If you want to go fast, go alone. If you want to go far, go together.
African Proverb

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