



# Being Average: Stop it!

Evan Carmichael

"Don't be content with being average. Average is as close to the bottom as it is to the top."

Stop being average.

If you're average, you'll never get real word of mouth happening. You'll never get a flood of referrals.

You'll only get a trickle of repeat business.

80% of businesses fail and if you're average you're on the fast track to closing down.

**Being average will sink your business.**

I just got off of a 10 day European cruise on Carnival.

Over our last meal we were thinking about what our favourite food was from the trip on board the ship.

We couldn't come up with anything.

Nothing.

The food wasn't bad... nobody got food poisoning.

But nothing was special.

It was just ok.

It was average.

**Average = Forgettable**

Then we thought about the ship we were on.

What did we enjoy?

What was the highlight?

Again, nothing wrong, but nothing great. Just average.

**Don't be average.**

Average means I'm not going to talk about Carnival to anyone (in a good way).

I'm not going to refer people to them.

I'm not going to tweet about them.

They're losing huge potential business because they're just average.

**Here's your problem.**

Chances are you're average too. You don't do anything that's really that memorable.

You're just ok and do what most other businesses in your field do. Nothing makes you stand out. And you're struggling to get by because of it.

You're about to fail because of it.

**Here's your opportunity.**

The good news is your competition is average too.

They've got their blinders on and are heading for failure as well. Even the best company in your industry probably isn't that far ahead of you.

They're the best of the worst so people buy from them.

**Take action today.**

This is your chance.

This is your moment to help a lot of people, have a major impact, and make a lot of money.

Find something to make your company stand out.

Find ways to get people to love coming to your business and get them talking about you.

Dump your marketing and advertising budget and instead invest it into your customer experience.

Your satisfied customers will be all the marketing you'll need.

Stop being average.

Believe.

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**About the Author**

Evan Carmichael helps entrepreneurs. At 19, he built then sold a biotech software company. At 22 he was a venture capitalist helping raise between \$500,000 and \$15 million. He now runs [EvanCarmichael.com](http://EvanCarmichael.com), one of the world's most popular websites for entrepreneurs. His goal is to help 1 billion entrepreneurs. He has helped set 2 world records, works 20 hours per week, uses a stand-up desk, rides a Vespa, raises funds for Kiva, and created a line of Entrepreneur trading cards. He graduated from the University of Toronto and enjoys salsa dancing, being a DJ, and the Toronto Blue Jays.

**Co-ordinates**

Mail: 4665 Yonge Street,  
Suite 303, Toronto,  
Ontario, M2N 0B4 Canada  
Email: [evan@evancarmichael.com](mailto:evan@evancarmichael.com)  
Web:  
<http://www.evancarmichael.com/>  
LinkedIn:  
<http://ca.linkedin.com/in/evancarmichael>



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