



My Vespa was giving me problems when I climbed big hills so I called my mechanic and his shop was closed for a motorcycle rally.

I emailed the owner, George, told him my problem, and asked when I could come in.

Even though the office was closed, he responded to me within 30 minutes and made an appointment for me first thing Tuesday morning when the office opened up again.

Dealing with George is an experience.

This is a guy who gets customer service.

He always responds quickly to email, no matter what time of day. I'm not sure if he actually sleeps. When you get to his shop he'll offer you an espresso, start chatting with you about how you're doing and what you're up to, and share one of his stories. If you don't feel like talking he'll set you up on his couch and give you his free Wi-Fi password to get online.

If you're in a rush he'll tell the guys working on your bike to hurry up and focus because you need to get out.

If you smoke, he'll share a cigarette with you out back. If you don't, he'll always ask if smoke bothers you before he lights one up.

He'll explain exactly what's wrong with your bike in layman's terms and won't rip you off on the pricing or hard sell you on things you don't need.

George treats you like family.

Stand Out

By Evan Carmichael

It's what he believes in. If you go to his store, he'll service you like you were his cousin.

Here's the problem: Nobody knows about George.

George doesn't use the "we treat you like family" messaging anywhere.

You'd never notice the store if you were driving along his street and from the inside, it looks like every other motorcycle shop.

His website is terrible and he has almost no social media presence. I only found him because I really needed someone close to me. I purposely sought him out, got lost my first time trying to find him, and was just hoping he could service my bike.

From an outside view, there is nothing different about George's business.

Until you meet George!

Stand Out

If George wants to build a great business he needs to embrace the Family messaging.

He already believes it himself but it's not anywhere else in his business.

His storefront doesn't say Family, his website doesn't say Family, his team, while friendly enough, don't treat you like Family.

This is a powerful way for George to stand out and be different in a crowded marketplace.

If George embraces Family then he'll attract customers who want to be treated like Family.

He'll attract employees who want to be treated like Family.

He'll work with suppliers who want to be treated like Family. He'll find his work more meaningful, have more fun, and make a lot more money.

If you're having a hard time standing out and differentiating yourself you need to come up with a message that has meaning to you and your customers.

Find the one word that has an impact on you and makes you say "YES!" that's what I believe in.

For George it's Family, for you it's something else.

Once you find your message, incorporate it into everything you do.

It's not just a message anymore, it's a way a living.

Get to work!

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, 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.

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