

What is the one thing that makes people remember you?

Being remembered and being recognized is the goal of every business.

Not in a bad way. Like when you receive an email from a Nigerian Prince M'bakku saying that he is your long-lost father even though your father is reading that email with you.

No, I don't mean being remembered like this.

I mean being remembered as someone who helps people solve their problems and help them live a better life.

In this post, I will show you how you can be remembered in the same way.

Let's get into it.

Social Status is Important

What do people think about your business?

Is it something good?

Is it something bad?

When you know the answers to these questions then you will be able to know in advance how will people treat you.

You can take examples from times when you were starting with your business to today's times.

When you were starting you probably had problems finding customers, getting sales, etc.

I had it same, and I will tell you it is not easy to sell marketing when you are 19 as most business owners see you as someone who doesn't have the experience.

But once you get results for your clients, you get a reputation of being a trusted business and it slowly becomes so much easier for you.

Forget about shiny stuff

Thanks to social media you may think that having the best shiniest and newest stuff makes you an expert.

You are so far from the truth.

In real life, everyone cares about how good you are at the thing you are doing.

How smoothly do you work?

If it gives some value?

If you can handle the pressure and not crumble after one small problem?

Everything that runs smoothly is so much better than something that is shiny and breaks all the time. Remember this!

People will remember you

I like to compare being remembered in business to giving a massive tip to the waiter in a nice restaurant.

The next time you come there they will remember everything about you.

Your car, what you have eaten, with who you were there. So I recommend not taking your wife and girlfriend to the same places, it may not end up well.

In business, it is very much the same.

You will give people something they need.

It will work very well for them, it will help them overcome their problems.

And they will remember you and tell all their friends about you.

So you will kill three flies with one swing.

You grow your brand awareness, you probably get a new customer and you have a loyal existing customer base.

Now you just have to repeat this with everyone else and you have an amazing and strong brand that everyone remembers for being master of their craft and not some Nigerian scammer.

Talk to you soon,
Andrej