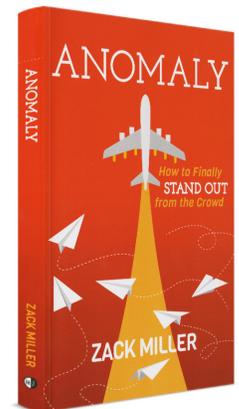


Anomaly

How to Finally Stand Out from the Crowd

by **Zack Miller**



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THE SUMMARY IN BRIEF

An anomaly is defined as something that deviates from what's standard, normal, or expected. When you are new to the business world, as author Zack Miller once was, you have to be different. He did not go to business school or get an MBA. He credits his effort, hustle, and willingness to learn as the keys to his success. The methods and techniques you'll learn to grow your brand have been tested over and over, are either free or super cheap to implement, and will show you ways over, around, or through your obstacles.

Anomaly teaches you how to stand out from the millions of people fighting to make a name for themselves, offers both online and in-person strategies, helps you open your mind to the concept of confidence when building an audience, and showcases proven case studies. With Miller's methods, you will learn how to use being an anomaly to turn yourself into a well-respected, successful business person.

IN THIS SUMMARY, YOU WILL LEARN:

- How to find your niche and identify your target customer.
- To take a prospect from the first view to conversion by following the sales funnel.
- How to become an anomaly through content inventory and self-promotion.
- How to take control of your content, marketing, and communication to stand out.

The Fundamentals

Whether you're a business owner, a college graduate looking for a job, or are just unhappy in your current position, *Anomaly* provides the business principles to get the results you desire.

Terminology of Business Principles

To begin, it's important to understand the terminology used in business:

- **Conversions** are the successful events where your target customer completes the action you're trying to get them to do. Examples of conversions range from buying a product from your store, signing a contract, or subscribing to your email list.
- **A target customer** is the person or group of people you have identified to have a series of similar trends and are interested in products or services you provide.
- **Value** is providing something useful to someone. This value can build relationships and people love to support people they like, trust, and have a relationship with.
- **Marketing** is doing anything to get someone's attention or get them to look at you or your business. Studies show that it takes about six such occurrences to be noticed. When it comes to marketing, money isn't the vehicle that engages a person's eyeballs—it's setting yourself apart from the pack.
- **A brand** is how someone perceives you, what people think you do, and how they feel when they see your company, read your stories, or watch your videos. A brand is about the reaction someone has when they consume what you distribute.
- To know what your brand could be, you first need to understand what you're best at, what you love to do, and dream about. This "calling" is your **niche**.

Finding Your Niche

You may already have an idea of what you're best at. Start by thinking about where you spend your time or what you do online. Document everything you do for the next week: the food you eat, the conversations you have, what articles you read, what you watch on Netflix, and what you search for online.

Create a spreadsheet to track how much time you spend on each and how you feel engaging in each activity. Place a number 1 to 4 next to the activity ranking how you feel.

After seven days, break the document into categories of sleeping, eating, content consumption, content creation, family, friends, working, and exercising. Look at the rankings under each of those.

This gets you closer to seeing when you're happy and when you're not. When trying to figure out what you love, it's likely right in front of you, but you may not see it or know how to make a living from it, yet.

Who is Your Target Customer?

Every business has a target customer and it's important to know who that customer is and what that customer looks like. Details about your target customer influence almost every decision made in your business: logo design, marketing channels, email copy, photography choices, etc.

The process of learning as much about a person or business as you can is the definition of target customer research. Your target customer is someone who meets a series of criteria that you determine from dissecting your current customer base or network.

Standard demographics such as age, gender, height, weight, and race can be used, but it's harder to use only those. Look for a deeper understanding with things like where they vacation, what they eat, where they went to school, brands they wear, where they live, what they like and follow on social media, what language they speak, and how adventurous they are.

Knowing your target customer is a multistep process. You need to know: Who are they? What do they look like? Where can I find them? and What appeals to them? By doing this, you're getting direct knowledge as to what their pain points and problems are so you can provide solutions.

The Sales Funnel

A sales funnel is the process of taking a visitor or prospect through your system from the first view to conversion. By following the sales funnel, you can save yourself a lot of time and energy as well as get the conversion you're striving for.

Step 1: Bringing Awareness

You or your business need to be seen by your potential customers. Some of the ways to do this are an introduction by a mutual acquaintance, writing and sharing a blog post, creating and posting a video online, doing an interview, or making comments on social media posts.

Step 2: Getting Contact Information

The next step is to connect with those who are now aware of you or your business. Use your most popular content to excite someone about learning from you and give it to them in exchange for their contact information.

Step 3: The Follow-Up

During follow-up, provide additional value and supplemental information. How do you make sure your follow-up is strong? While connecting with your prospect, take a note about the topics you discussed so you can mention it later. It's important to follow up with a new contact within 24 hours in order to get the relationship moving forward.

Step 4: Dig Deep

After follow-up, it's time to dig deep. This is important because getting accurate information to analyze is critical, as you need to understand the problem your prospect has that you're trying to solve and whether or not you are the best fit to solve the problem. If you aren't, refer them to someone who could be a great fit, which increases your chance of them referring people to you in the future.

Step 5: Hard Sell

The hard sell varies from business to business and depends upon the metric you're tracking. If your metric is subscribers, then the hard sell for you will be asking them to subscribe to your channel. If you are raising money for a project, your hard sell will be asking people for funding. This is a good time to remind them of the results you have already produced for them.

Step 6: 24-Hour Follow Up

No matter if you succeeded in the hard sell or not, it's imperative to follow up within 24 hours. Always have a personalized piece to messages, even if they are automated, and ask for users or customers to reply if they have any questions.

Step 7: Ongoing Support

Once you have turned a visitor or prospect into a customer, you want to keep them around, engaged, and happy for as long as possible. Do this through ongoing support and personalized messages.

Becoming the Anomaly

To become an anomaly, you have to think and act differently from everyone around you.

Inventory

Content is information like blog posts, videos, infographics, podcasts, how-to guides, and walkthroughs. It's time to take an inventory of the content you already have. This begins by finding all of the content you have ever produced and then putting it into a spreadsheet. Use descriptors like title or headlines, keywords, tags, categories, target customer produced for, and date of release to organize your pieces. Once you have an idea of where you are, you'll be able to see where you need to go. What holes can you fill? What other kinds of content can you get into?

If you hide your best work, it could be one of the reasons you're being held back. . .

Self-Promotion

Your best content should be given away and heavily promoted. If you hide your best work, it could be one of the reasons you're being held back from reaching your goals. Create a list of moments where you have had wins, no matter how old they are. Position your credibility and leverage associations: to brands you've worked with, schools you've attended, accomplishments you've had. Learn to get comfortable praising your accolades.

Apply for Awards

Find listing of awards and their nomination periods on a local and national level. If you qualify, apply! If you win, it's time to market that through social media and a blog post, tagging as many parties as possible. Add the logo of the award you won on your website and marketing materials.

Handwritten Cards

The normal practice to begin a relationship is to exchange email addresses and phone numbers. To be an anomaly, obtain the mailing address and send handwritten cards instead. By not doing what everyone else does, you'll stand out and not be lost in the crowd.

Anomalies in the Wild

To be an anomaly, you must take control of your content, marketing, and communication.

Maximizing Your Social Profiles

Throw some flair and personality into your profile pic and make it more fun. Descriptions should include keywords along with something unique about you that you want the world to know. Position yourself as the credible expert to turn heads and create a following.

Get Press

Start a spreadsheet with information on reporters that could possibly do a story on you. Reach out and introduce yourself by email or social media. Like and comment on their recent articles to open a dialogue. Stroke their egos and they'll like you more! Provide value to the reporter through becoming a source with the goal of having reporters call you when they need an authority in your industry.

Asking for Testimonials

Reach out to clients and ask if you can do a case study, interview, or showcase on them. Diversify by picking clients of different industries, demographics, and size. Make it win-win by including a picture of the person or logo, a copy of their testimonial, and a link back to their site.

Promoting Social Reviews

Social reviews can go a long way in telling potential customers whether or not they should give your business a shot. No matter what kind of review you receive, learn

from the response and get in touch with the person who provided the review. Engagement is key.

Landing Podcast Interviews

Podcast interviews are a great and easy way to get your name out for free. And, unlike the traditional media, it's a lot easier to get on a podcast. Find a podcast you want to be interviewed for and fill out their "Do you want to be on the show?" form.

Leverage Blog Posts

Blog content is crucial for three reasons: It indexes well on search engines, it's easy for people to consume, and it gives you a melting pot of content on your website. To get your blog posts seen, send them to friends, family, and followers and encourage them to share it.

Using Webinars and Courses

Webinars are about education and reputation building. A webinar allows you to educate your prospects on a process that they're trying to learn more about. In their eyes, you become the authority, and then at the end of the webinar, you upsell your product or service.

Everyone in the world was born to be something. Being an anomaly is about doing something different than others. You don't have to be the best, but you can do it differently.



Zack Miller started his first business at the age of 10. Since then he's spent decades helping other people successfully start businesses both locally in Norfolk, VA and nationally via online platform 1000 Four. Zack has used the skills detailed in his book *Anomaly* to land an interview with Daymond John, be chosen as the host of a business TV show on ABC, get invited to the White House, be featured in *Entrepreneur Magazine*, and raise money from the team that started the Weather Channel.

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