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What Magic Johnson did that will help you do what you do better.

Understand your customer and over deliver to them.

Magic Johnson took the time to understand his customer.

- Crafted his movie theaters to meet the needs of his target customer.
- Designed his Starbucks to cater to the needs of the people of the areas, his stores were in.
- Customers were served. People were employed. Everyone. Won.

1 - Who is your customer?

If you are trying to reach everyone, you will reach no one.

What is your market? What do they want?

What do they like? What do they need?

2 - Once you know your customer, over deliver to them.

Under promise and over deliver. Give them above and beyond what they think they are going to get.

Do a walk through of your _____.

When you see your _____ through the eyes of those you are trying to serve. You will discover your weak spots.

3 - Don't hold onto your sacred cows.

When you see what you need to change to reach your target audience, don't be afraid to change. You may have to let go of something that has worked in the past to do what will work in the future.