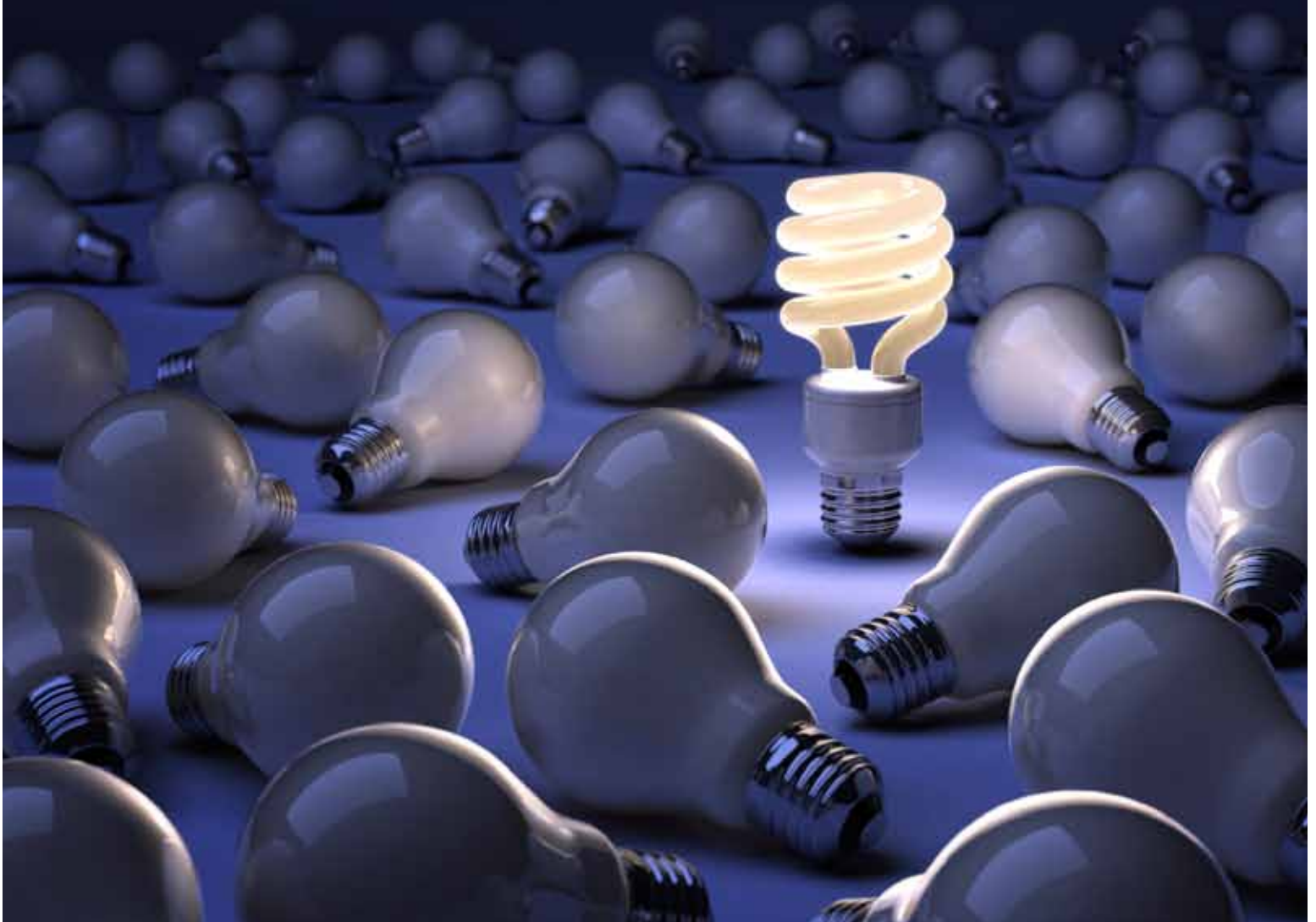


# TOTAL EXPERIENCE DESIGN

How to Set Yourself Apart in a Crowded Market



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For additional information, please contact The Business Blueprint at:

155 No. 400 W. Ste 180  
SLC, UT 84103  
801.214.9689  
info@thebizblueprint.com  
www.TheBizBlueprint.com

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# it's *all* about the experience

Life is all about experiences.

Whether it's the experience of being on vacation, sharing a special moment with a loved one, or even enjoying a cool breeze that whisks by, the quality of your life is defined by the experiences contained within it.

In business, it's no different. Your success and ability to stand out in a crowded market comes down to the experiences you deliver to your customers.

In fact, intentionally creating and delivering an amazing customer experience is the key to a wildly-successful business. It's what differentiates you, attracts a flood of paying customers, and makes them fiercely loyal.

We call this process of deliberately creating your business experience Total Experience Design (TXD).

In this report, you'll discover how you can intentionally create an amazing experience for your customers and stand as the leader in your market. As a result, you'll see more productivity, bigger profits, and a business your customers love.

One more thing – even though implementing TXD in your business will lead to greater success, it's not a magic pill. A unicorn will not come down from the sky with a leprechaun holding a pot of gold.

It requires work. You'll get as much out of it as you're willing to put in.

Thank you for downloading this report and taking the time to improve your business. Enjoy!

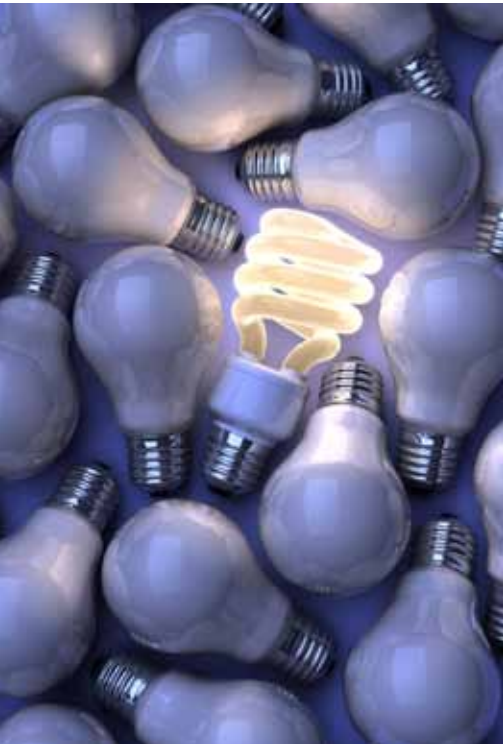
**BRANDON ALLEN**  
*The Business Blueprint*



**BRANDON ALLEN** – Here's the skinny on me. I am a business coach and consultant with the Business Blueprint and Business FastTrack. I have never saved a baby from a burning building or scaled Mt. Everest. However, through years of running different operations I have an uncanny knack for seeing other business owner's vision and putting that into an actionable plan for success. I love business and everything that comes with it.

When I am not coaching or writing I, along with my wife and 4 cute little girls, live in Salt Lake City, Utah. When asked to describe myself, I will tell you that I am "funny, charming, interesting, and handsome," all of which claims are highly questionable other than the first. I enjoy triathlons, sports, music, hanging out with family, and reading when I am not busy helping others capitalize on their potential.

# why *total experience design* is critical to your business



It's the problem most business owners face.

How do you stand out in a sea of competitors that offer the same or similar product or service?

You know your business is unique. You know you do things differently. And truth be told, you're right.

Your business is indeed different – the problem is your customers don't know that.

If you want your customers to take notice, you've got to consider what kind of experience you're delivering. Far too many business owners don't bother thinking about this. Then they scratch their heads, wondering why their customers left for the competition.

The truth is, the experience your business delivers is everything.

It's the vehicle that conveys to the customer HOW you're different from the rest. It conveys what your business is about. And more importantly, it serves as your main competitive advantage in a saturated market where almost anyone can offer the same product or service – sometimes even at a cheaper price point.

Sadly, most business owners can't even begin to fathom what it would take to improve the experience they deliver. After all, they're too busy doing things that are irrelevant.

Instead of worrying what kind of experience their customers get, they're worried about the graphics on the website... or how they're going to save money by cutting down on staff... or looking at the finances to see how they can stay afloat and beat the competition on price.

We're not trying to say that some of these things aren't important. They are. But when they're not being done within the context of the customer experience, you might as well be a one-legged man in an ass-kicking contest. Your chances of success are minimal at best.

This is the problem TXD solves.

It's a process that works from the inside out.

You start, as bestselling author Stephen Covey puts it, with “the end in mind.”

You first decide what your business is about. Who it serves. And what you want your customer experience to be like. Only then, can you decide what tasks are important and will contribute to the overall experience you’ve set as a goal.

Then, TXD forces you to analyze and positively transform every nook and cranny of your business. It ensures everything works together to deliver an unmatched customer experience. One that will set you apart from the crowd and turn you into THE leader in your market.

As a result, your business will operate with intention. There will be no more wasted resources, energy or effort...

You’ll work in alignment with the goals and values of your business, making decisions MUCH faster and easier...

Instead of bouncing from task to task like a ping pong ball, you’ll have incredible focus. You’ll be devastatingly effective in everything you do, as each step you take will make a difference and move you toward your goals.

Finally, you’ll have better communication internally with your team and externally with your customers.

When you implement TXD, your customers will take notice. They will become fiercely loyal and you will be able to attract many more new customers.

This is why TXD is so critical to your business success.

You are operating at just a fraction of your income and growth potential. TXD will unlock that potential, and help you achieve the level of success you deserve.

Now let’s look at the three main components of TXD and how they can improve YOUR business. ■

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When you implement TXD, your customers will take notice. They will become fiercely loyal and you will be able to attract many more new customers.

# no 1. *intention*



**NEW YORK CITY** – Glass entrance of the Apple Store with huge Apple Logo and glass stairs at 5th Avenue near Central Park.

The first component of TXD is intention.

Your business needs to have purpose in everything it does, even down to the smallest of details.

You've got to be intentional with the emails you send around to your team... the exact wording you use in your marketing materials... how your customer service people answer the phone... to the number of steps a customer has to go through in order to buy from you.

Why is having an intentional business so important?

Because no matter what your business does, it's always creating an experience for your customers.

And since you're going to create an experience either way (good OR bad), why not take the bull by the horns and deliberately create an experience that becomes your competitive advantage?

One market leader that does this exceptionally well is Apple.

Everything they do is deliberate, and intended to create a powerful customer experience. Their retail stores are clean, neat and easy to navigate... their laptops are visually appealing and easy to use right out of the box... their iPhone is highly intuitive, sleek and elegant. You get the idea.

If Apple hadn't intentionally decided to create these experiences, do you think they'd be as successful as they are today?

## MISSION, VISION, VALUES

In order to have purpose and intention with your business, you've got to start at its core.

That core is your mission, vision and values. This is the foundation for everything you'll do in your business. Every decision, every action, and every move needs to come as a result of the mission, vision and values.

First, decide what your mission is. Why does your company exist? What does it hope to accomplish? Why?

Once you've got the answers to these questions, you can move on to creating your company's vision.

## INTENTION

This is what tells you where your business is going. What do you see for the future of your business? What ongoing goals does it have? What kind of impact do you want it to have on the world? Your customers?

Now that you've got your mission and vision, it's time to decide on your company values.

Values give you something to measure all your decisions against. What does your company value above all else? What are the common threads in all your decisions?

With your mission, vision and values in place, you can now easily decide what kind of customer experience you want to create.

Is your mission to make customers feel like VIPs? Then you'll have to create your experience accordingly.

Is your vision to create a company that changes the world, one person at a time? Then you'll have to create a highly individualized experience, where each customer gets plenty of one-on-one time.

Is one of your values to never sacrifice quality? Knowing that will affect what kind of experience you deliver, due to the quality of materials you source for your products or how long it takes to service each customer.

## KNOW YOUR IDEAL CUSTOMER

There's one more thing you need to get clear on, after you've decided on your mission, vision and values.

You've got to know who your ideal customer is and what makes them tick. You can't have an intentional business without knowing this crucial piece of information.

At The Business Blueprint, we work with a lot of health care professionals. When we talk with these particular business owners about who they want to cater to, their answer is not consistent with how their business is operating.

For example, let's say you're a chiropractor who wants to treat more children and families. If your office is set up just like every other chiropractor in your city, then you're not catering to your ideal patients.

Being intentional with your experience means you'd know your mission, vision and values are to serve children and families in your local area, to the best of your ability. Then, with that knowledge, you'd set out to create an experience that would delight them.

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With your mission, vision and values in place, you can now easily decide what kind of customer experience you want to create.

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You've got to know who your ideal customer is and what makes them tick.

## INTENTION

In this case, you might have a “play” area for the kids, a few TVs playing cartoons, magazines for the adults, maybe some refreshments, etc.

Having clarity around mission, vision and values as well as identifying your core customer base is a great place to start in designing a high-level experience for your business.

What’s more, just getting clarity on these few things in your business can go a long way.

## PROFITS UP BY 75 PERCENT

One online retailer we worked with didn’t have any of these things in place. They weren’t clear on their mission, vision and values... or who their ideal customer was.

As a result, they were experiencing lackluster performance across various areas they were working on... they had disagreements within their own ranks as to how to move forward with the company... and their focus was split among far too many projects.

That’s why it didn’t come as a surprise to learn that they were experiencing monthly losses.

Once we helped them implement TXD using the same concepts you’re learning about here, the difference was night and day.

They were laser-focused, in agreement with how to proceed with the company’s plans for growth, and ready to deliver an exceptional customer experience.

Better yet – they went from losing money every month to being in the black, with increased revenues of over 75 percent!

Results like these aren’t the exception to the rule. It’s what happens as a result of focusing in on the experience and being intentional about everything your business does. ■

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## no 2. *alignment*



**NEW YORK CITY** – View of the east side of Broadway between 46th and 45th Streets in Times Square.

You already learned that mission, vision and values (and knowing your ideal customer) are at the foundation of creating an intentional experience.

And while having them in place is important, they're irrelevant if they aren't aligned to the right work in your business.

This means everything your business does in terms of its day-to-day operations needs to have a purpose behind it. As you might've guessed, that purpose comes from knowing your mission, vision, values, and ideal customer.

Without this kind of alignment in your business, it would be like heading east in search of a sunset. You'll put in a lot of work and effort, but you won't get any closer to achieving your goal.

Take Disney for example.

At one point, their mission statement was "To Make People Happy."

Imagine what would have happened if, despite this mission statement, they hired disgruntled employees, put out shoddy second-rate work, kept their parks dirty and poorly maintained, and didn't allow for creativity or innovation by always doing things the same way.

Do you think they'd be the world's leading entertainment company they are today?

It's the same in your business. You need to align everything you do with that foundational core.

Otherwise, you'll have a recipe for a stagnant business that doesn't stand out from the pack.

When you're not in alignment with your mission, vision and values, life becomes stressful. You feel overwhelmed with a "To do" list that never ends and doesn't seem to have a purpose... you don't see any progress... and you just keep doing it because you feel like you're supposed to do it.

Your team gets stressed because they feel like they don't have a firm footing underneath them.

It becomes a haphazard, fly-by-the-seat-of-your-pants way of running your business.

## ALIGNMENT

So next time you sit down and write your “to-do” list or create a plan for the next quarter, think about how each step aligns with your core.

### ALIGN YOUR TEAM

Another way misalignment can show up in your business is with your team.

They all may know what the big picture for the business is. They may know the vision and why the business exists, along with its values. But what they probably don't know, is how their work actually contributes to this big picture.

When this happens, your team will tend to do mundane tasks that are unimportant.

For example, have you ever been frustrated by an employee who's working on something that's the least important thing you can think of? You know they have several other more important tasks they could be doing. Instead, they're putting labels on files or organizing a storage room.

Your initial impulse may be to yell at them. But if you take a step back and analyze the situation, you'll see that what they lack is clear direction.

In the absence of clear actionable objectives, your team will revert to doing the easiest tasks that they are responsible for. That's why in addition to aligning your overall business, you've got to align your team as well.

This means you're regularly connecting the dots for them... creating overall objectives that connect with the mission, vision, and values of the business. Having this alignment in place will directly impact the overall experience you deliver to your customers (and your employees, vendors, and partners).

### THE ZAPPOS EXAMPLE

One of the best examples in recent years of creating alignment between the core of a business and the most important work, is Zappos.

Zappos is an online retailer of shoes, clothing and apparel.

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In the absence of clear actionable objectives, your team will revert to doing the easiest tasks that they are responsible for.

## ALIGNMENT

One of their core values is “Be Adventurous, Creative and Open Minded.”

How did Zappos align their work with this value? They set out to create one of the best online buying experiences in existence.

They realized that the biggest obstacle to buying shoes and clothing online is people like to try stuff on and make sure it fits and looks good before they buy it.

Zappos solved this problem by making it incredibly easy to exchange their products.

Customers have up to a year from the date of purchase to return their purchase. Better yet, they offer free shipping, both ways. They completely eliminated the customer’s risk, by essentially saying “Hey, if you don’t like it or it doesn’t fit, just return it. No problem.”

It’s these policies that set Zappos apart.

Plus, they’ve also aligned their team with another one of their core values, which is “deliver WOW through service.”

As a result, people LOVE buying from Zappos and make sure to let others know through positive online reviews and loyalty.

## DENTIST OFFICE DOUBLES REVENUE BY GETTING ALIGNED

One dental office we worked with was experiencing alignment issues, and it showed.

The staff was delivering an inconsistent experience to patients and monthly revenues and profits were lagging.

We implemented the TXD process and the results were phenomenal.

Employees were re-trained using new systems and processes to deliver an exceptional experience that was in alignment with the office’s mission, vision and values. Other systems were put into place in other areas of the business as well.

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You can see all of Zappos’ core values here:

<http://about.zappos.com/our-unique-culture/zappos-core-values>

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These are the kinds of results you can get, when you focus on having an intentional business that’s aligned.

## ALIGNMENT

The result?

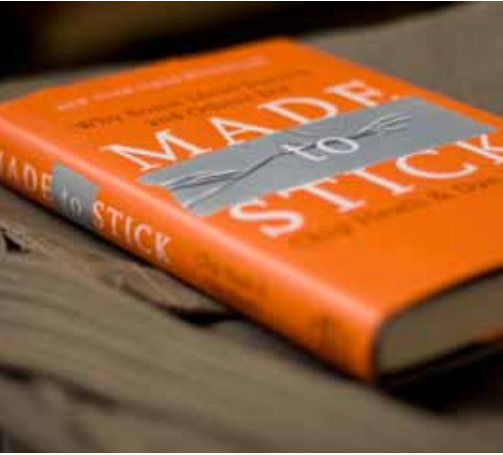
Monthly revenue jumped from LESS than \$50,000 to almost \$100,000. There was more productivity and less waste.

And the best part? The office staff was happier and more motivated to deliver an exceptional experience, thanks to having clear objectives and seeing how it connected to the foundational core.

A total transformation.

These are the kinds of results you can get, when you focus on having an intentional business that's aligned. ■

## no 3. *open & effective communication*



New York Times best selling book, *Made to Stick: Why Some Ideas Survive and Others Die*. Photo courtesy of [www.agustinperaita.com](http://www.agustinperaita.com).

You know your mission, vision, and values and your ideal customer.

You've aligned every part of your business to that core.

All that's left now is to effectively communicate all of that with your team, vendors/partners, and most importantly – your customers.

Unfortunately, most businesses leave much to be desired when it comes to communicating.

Part of the problem is thinking everyone else knows what you know.

In their book *Made To Stick*, authors Chip and Dan Heath talk about a concept they call “The Curse of Knowledge.”

The authors define it like this: “The better we get at generating great ideas– new insights and novel solutions– in our field of expertise, the more unnatural it becomes for us to communicate those ideas clearly.”

What they're saying is, the better you know your subject (or your business), the more you tend to speak in vaguely in abstractions, or in ways that people don't understand.

Case in point: Have you ever been at the doctor's office and asked him a question? Chances are your eyes glazed over as soon as he rattled off a whole list of words and phrases you've never heard of and don't care about.

The same thing can happen in your business unless you become consciously aware of what you're doing, and make an effort to communicate simply and clearly.

This is essential to the TXD process because communication is critical for aligning your team and your work – and ultimately delivering a great experience to anyone who comes in contact with your business.

### EFFECTIVE COMMUNICATION WITH YOUR TEAM

When it comes to aligning your team, you'll need open and effective lines of communication.

It's critical that you spell out exactly what you want from them, how

their job function affects the business, and how they play a role in moving the company's mission forward.

When you do this, you're creating a solid foundation for delivering an awesome customer experience.

We recently helped a chiropractic practice in Southern California do exactly that.

The doctors there had recently formed a new partnership. But because there wasn't effective communication, clarity on mission, or alignment, they were losing money.

Their staff was confused as well. They were trying to integrate into a practice where the doctors weren't on the same page. The result? Everyone was frustrated, extremely stressed, and feeling on edge.

Using the principles of TXD, we helped the doctors put systems and processes in place for effective communication – including gaining clarity on their mission and alignment in their objectives.

As a result, the staff became more efficient and was able to deliver a better patient experience. Plus, the practice now could attract better patients thanks to the improved service.

The best part, of course, was that profits increased by 30 percent in just six months.

It doesn't matter what product or service you sell. The principle of effective communication still applies.

Take for example, the Northeast grocery chain Wegman's. They recently made Fortune magazine's top places to work. It wasn't just on the list... it was in the top five.

This is quite a feat, considering a grocery store is pretty commonplace. After all, how excited do you get about the thought of doing some grocery shopping?

Wegman's was able to make a splash in the marketplace because they put their team at the forefront of their experience – and made communication a top priority.

They engaged their team through training and development, and constantly looked for ways to make their team better.

This is exactly what the right communication with your team is all about. It's giving them the tools they need to do their job. It's also

.....  
It doesn't matter what product or service you sell. The principle of effective communication still applies.

about finding out what individual members of the team value and developing them in order to reach future goals.

By creating the right internal culture at Wegman's, the team was able to take what was modeled for them and demonstrate it to every customer who walked in the store.

In any crowded marketplace, creating the right experience through excellent communication is a great way to set yourself apart.

## EFFECTIVE COMMUNICATION WITH YOUR CUSTOMERS

Effectively communicating with your customers is also essential to your success.

You've got to be able to purposefully articulate your mission, vision, and values to your customers as well as create a structure for communication that makes sense to them (this goes back to knowing WHO your ideal customer is in the first place.)

Far too many businesses fail when it comes to communicating.

One month, they'll send out a marketing message that says one thing, then the next month something totally different. Those in customer service will say things that contradict each other, and don't follow the same lines of what's been said through marketing and PR.

The result is the customer doesn't ever buy into your mission. Or worse, the customer leaves you for a cheaper price that's not that much lower than yours.

Consistent communication that conveys the mission and value that you have to offer is important. This message also needs to be clearly communicated in all of your marketing channels – in everything from your website to the person who talks with your customers on the phone.

By being consistent, open and honest with your communications, you'll have the start of an exceptional customer experience.

This is exactly what the company 37 Signals did during a time of crisis. In case you're not familiar, 37 Signals is a tech company that offers project and client management tools. Over a year ago, they had an issue with one of their programs called Campfire.

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Consistent communication that conveys the mission and value that you have to offer is important.

Users were experiencing outages from 2 minutes to 45 minutes because of software and hardware issues. Customers were beyond mad and gave 37 Signals a piece of their mind.

How did 37 Signals respond? With effective communication, and being completely honest and open.

Immediately, they connected with people on social media and other social fronts and were honest. If they didn't know why something wasn't working, they admitted it. They also gave real-time updates as the issue was being fixed.

Once the issue was resolved they issued a blog post so customers could get the full story on what happened. You can read that post here: <http://productblog.37signals.com/products/2010/12/campfire-outage-explanation-and-service-credits.html>

But 37 Signals didn't stop there. They also gave all of their Campfire users a free month of service because of the issue.

This is how it's done. It's how communication can help you create a high-level experience for your customers.

## THE TIME TO IMPROVE YOUR COMMUNICATION IS NOW

Even if you've gained clarity on your company's mission, vision, and values... and even if you've aligned everything you do to that core foundation... if you can't communicate it well to your team, your vendors/partners, and your customers, you'll still have a hard time standing out against the competition.

Think of it this way... Your business is a car. Your mission, vision and values combined with aligned objectives and tasks are the high-horsepower engine.

What fuels all of it is effective communication – it's the gas that will get you to where you want to go.

That's why this is something you should get to work on as soon as you've figured out your foundational core and aligned your day-to-day work with it.

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If you can't communicate well to your team, your vendors/partners, and your customers, you'll still have a hard time standing out against the competition.



When it comes to improving the communication within your company, ask yourself the following questions:

- Is our communication intentional or is it haphazard?
- Do we have a plan for communicating effectively?
- Do we have communication standards for employees and our customers?
- Are we communicating our mission, vision and values properly?
- Is our communication consistent and cohesive?

Start answering these questions for your business and you'll be well on your way to creating a high-level experience not only for your potential and existing customers but for your team as well. ■

# total experience design *in a nutshell*



It's ALL about the experience.

Remember, experiences define life.

And by focusing on the experiences your business delivers, you'll see improvements in processes, innovations and profits.

Your business may be different from the rest. It might even be revolutionary in the way it does things.

But unfortunately, great and revolutionary ideas do not make a lasting impression until the proper experience is delivered.

The personal computer – or even the Internet – didn't take off until the experience they delivered was notably "good."

And the ideas that do catch on like wildfire, are usually accompanied by a powerful experience for all involved. Think back to products like the iPhone or entertainment such as Disneyland.

The experiences those ideas delivered were top-notch, and made a profound impression on anyone who came into contact with them.

This is why TXD is crucial to your business success. Nearly all ideas and businesses stagnate eventually, no matter how good, until some aspects of the experience are improved.

That's why the time to start improving the experiences your business delivers, is now.

To help you do just that, here are the ten guiding principles of TXD:

1. Everyone In Your Organization Delivers An Experience
2. Focusing on Your Customer Experience Makes The Biggest Impact On Your Business
3. A Great Experience Starts At The Core Of Your Business (Mission, Vision and Values)
4. Internal culture is the caretaker of the External Experience
5. Experience Design Involves All Aspects of an organization
6. Transformation is the ultimate goal of experience design, not simply memorable experiences.

7. Experience design elevates humanity, improving life, one experience at a time
8. The Experience you deliver defines your identity, no other branding can overcome that.
9. Experience Design communicates “meaning” to all stakeholders (customers, employees, shareholders, vendors, etc.)
10. Effective Leadership Is Essential To The Experience

Focus on these ten principles in your business.

You’ll see that they will help you attract more customers, create more loyalty, boost your team’s morale, and ultimately give you a more successful, more profitable business. ■

.....  
[These 10 principles] will help you attract more customers, create more loyalty, boost your team’s morale, and ultimately give you a more successful, more profitable business.

# *final* thoughts



**CHRIS ZANE** – “No matter what kind of business you run, you should be in the relationship-building and experience-selling business because that’s where you find the greatest success”. Photo courtesy of INC.com.

Great companies are formed by the experiences they deliver, internally and externally to their customers.

Think about hugely-successful companies like Southwest or Apple. They transformed their industries through the experiences they created for their customers.

And the truth is, it doesn’t matter how small your business is now. Once you focus on the experience, the sky’s the limit.

Quick example –

Zane’s Cycles started out modestly. Their first year, they brought in \$56,000.

See, here’s the thing... most people don’t get excited about a bicycle shop, unless they’re a hard-core cycling enthusiast.

Zane’s Cycles transformed their business and changed that, by using many of the principles we use in TXD.

The story is told by founder Chris Zane in the book *Reinventing The Wheel*.

Zane’s Cycles transformed their shop by becoming an intentional business, first focusing on their mission and values. They wanted to deliver a first-class customer experience in an industry where most shops were pretty dull and boring.

Zane realized that cyclists like to get together and talk about their rides. So he decided it was a good idea to invest in a platform to allow cyclists to do this talking in his shop. The result?

Zane’s Cycles got into alignment with their mission. They took action towards creating a high-level experience and put in a coffee bar in the shop.

The idea was a huge success. People could sit and have a coffee while they were waiting for their bike to be serviced or they could just come in and hang out.

As part of communicating their mission of delivering a “wow” experience, Zane’s made servicing bikes easier. They also created a trade-in program, so customers could trade up as they outgrew their old bikes.

## FINAL THOUGHTS

Finally, they also gave certain bike parts away. No charge. Other bike shops told them they were crazy.

The reality is that they were not crazy and as a result transformed an industry through creating an intentional experience.

How well is Zane's Cycles doing now? They were on track to close 2011 at \$21 MILLION in revenue.

Not a bad side-effect as a result of focusing in on the experience.

## CONCLUSION

Think about your own industry.

What are some things that frustrate you about it?

What do you want to see change for the good of the end user?

What can you do to create a desirable experience for your customer?

This is how the TXD process starts. By revolutionizing your industry through changing the way your customers experience it.

In the end any business can sell a product or a service but the truly great companies learn to deliver those products and services through exceptional experiences that set them apart.

Take the time and effort to start thinking about these concepts and see how you can apply them right now in your industry. Your customers (and your bank account) will thank you!

Thanks again for taking the time to read this report. Hopefully, you've gleaned at least one idea you can implement starting today in your business.

*Yours for greater profits,*

**THE BUSINESS BLUEPRINT**

.....  
[Chris Zane]  
transformed  
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through creating  
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Any business can  
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them apart.

## the *next* step



If you like the ideas we've presented in this report... and you feel your business could benefit from an improved experience, let us help you.

Register for your FREE TXD Analysis (a \$397 value).

As soon as you request it, we'll send you a thorough questionnaire that will help us better understand your business.

Then, we can get on the phone and analyze where your business is at right now, and where you'd like to be.

We'll look at areas you can improve and give you actionable, key steps you can take to make a positive difference.

Some of the things you'll learn:

- How to turn your customers into your marketing department
- The best way to make the customer experience a profit center
- Ways you can create clarity and synergy for all your systems (marketing, finance, branding, etc.)
- How to bring back the passion into your business
- Why you can make a real difference in society by becoming the reference standard in your industry
- Understand where you are and where you are going in all aspects of your business

By the time we're done, you'll have better focus and be able to take purposeful action.

Register for your FREE TXD Analysis (a \$397 value) today:

**GET MY ANALYSIS**

<http://thebizblueprint.com/business-success-analysis>

## THE NEXT STEP

Here's what past customers have to say about TXD and The Business Blueprint:

"The Business Blueprint is on the ball. They know how to help business people focus and take action with purpose. I have relied on their expertise many times and with outstanding results including assisting me in getting my book, *Killing Sacred Cows*, on the New York Times best seller list. I can say confidently that I wouldn't be a best seller without their leadership and ability to get things done"

**GARRETT B. GUNDERSON**

*Founder of Freedom FastTrack*

*NY Times Best Selling Author*

*of "Killing Sacred Cows"*

"I came to The Business Blueprint as someone who knows a lot about my field, but next to nothing about running a business and you gave me the tools and personal guidance I needed to succeed. With your information and personal guidance on my side, it didn't take long before I had the faith and knowledge to know that I could actually do this!"

**DUANE**