



**Brian O'Connor**  
@BrianFOConnor

This guy's coffee shop was deserted.  
Until a **joke** he played on his  
customers grew into a **\$20M business**.  
Here's his wild story:





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Mike Brown was a burnt-out accountant in NY state.

So he quits his job to lounge around coffee shops.



***Mike Brown, the accountant***



**Brian O'Connor**  
**@BrianFOConnor**

He's sick of his friends calling him a *bum*.

So in 2008 he **starts his own coffee shop**.

He loves coffee, but has no idea how to run a business.





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His first mistake:

He tries to make every customer happy.

*Sandwiches?*

*New  
Coffee?*

*Candy?*

Soon enough, he has **25 different coffees**, and **200 candies** on his menu!

Tracking inventory became a nightmare.

And... his coffee shop is still deserted.

He tried pleasing everyone. But pleases no one.



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Then in 2010: **The bills comes in.**

He looks up to see **no one in the store.**

He checks **his bank account. Empty.**

It hits him: he can't make payment.

His heart races.

He's desperate to keep his head above water.

So he makes a drastic attempt to stay afloat:





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He'll be better at a few things rather than try to please everyone.

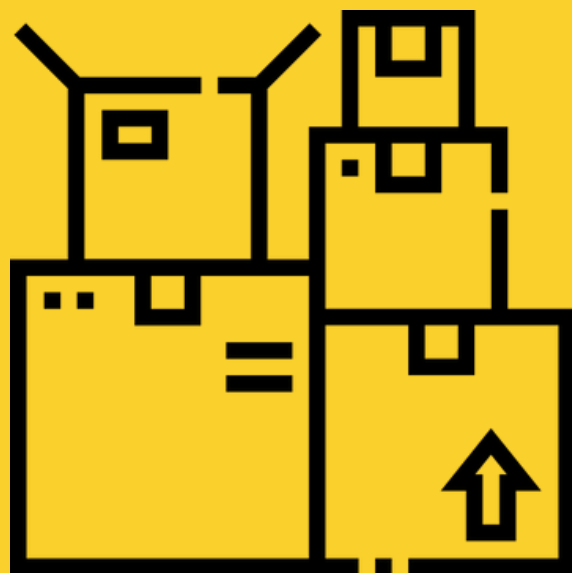
He cuts his menu items.

He goes from 25 coffees down to 5.

To pay his bills?

He sells his home and moves back in with his mother.

And?







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Nothing.

Customers still aren't walking into the store.

Mike is frantic.

But with the few customers who come in, he notices something interesting...





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They keep asking him the same question:

“Hey - what’s the strongest coffee you got?”

So Mike has an idea to shock his customers.







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He's going to give them the strongest coffee on the planet.

He gets to work:

- Crafts the name
- He gets the beans
- Adds a skull and crossbones logo

Then... braces himself for the next customer to come in.





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And the next time a customer asks him what's the strongest coffee he has?

Mike smirks - "I have the **strongest coffee on the planet.**"

And...





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The customer's eye light up.

“What? The world's strongest coffee? Give it to me!”

Customers are **dying to try the most caffeinated coffee they've ever had.**

They start begging for the coffee.

Sales take off.





**Brian O'Connor**  
**@BrianFOConnor**

*This burnt-out accountant went from  
operating out of his mom's basement to:*



*Launching a  
super bowl ad*



*Sending his coffee to the  
space station*



*Selling an estimated  
\$20M+*



**Brian O'Connor**  
[@BrianFOConnor](#)

*Here's a few things you can learn from  
Mike's story:*



**Don't help everyone.**

Mike ended with 200+ types of candy!

Focus on being the best at a few things



**Stand out.**

Being an normal coffee shop didn't get  
Mike customers.

Being the world's strongest coffee did.

Customers notice unique businesses.



**Look for patterns.**

Mike's customers all asked for strong  
coffee. So he overdelivered.



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Boom. That's it!

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business stand out too?

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