

**DOMINATE A NARROW
NICHE. EXPAND INTO A
NEW ADJACENT NICHE.
DOMINATE THAT NEW
NARROW NICHE. EXPAND
INTO ANOTHER NEW
ADJACENT NICHE**

Start by owning one specific market segment completely. Once dominant, use that success to expand into related segments. Move step by step, mastering each new market before advancing.



A PERFECT 100-POINT PRODUCT MULTIPLIED BY ZERO SALES AND MARKETING WILL ALWAYS BE A BIG FAT ZERO

Market aggressively while improving your product. An imperfect solution with effective marketing beats a perfect product that nobody discovers.



**BY ANALYZING THE
RESPECTIVE RECENCY,
FREQUENCY AND MONETARY
VALUE OF CUSTOMERS, YOU
CAN IDENTIFY YOUR
HIGHEST-VALUE AND
HIGHEST-POTENTIAL
CUSTOMER GROUPS**

Examining purchase patterns reveals your most valuable customers. Looking at timing, frequency, and spending amounts helps identify which customer groups drive the most revenue or have the best potential for growth.



YOUR ROLE IN SALES IS TO "SELL AND AFFIRM DECISIONS AND GOOD FEELINGS" ABOUT THEIR CHOICES

Help prospects and customers feel confident about their decisions. Guide them toward solutions while reinforcing that their choices make sense to help them build both trust and satisfaction with their purchase.



ATTENTION BY ITSELF DOES NOT EQUAL A SALE, OR EVEN PRE-SALES ACTION ON THEIR PART

Getting noticed isn't enough to drive purchases. While attention is necessary, it must be converted into genuine interest and motivation to buy. Focus on moving prospects from awareness to action through clear value demonstration.



**THE WIDER THE GAP
BETWEEN WHERE PROSPECTS
CURRENTLY SEE THEMSELVES
VERSUS YOUR CLAIMS OF
WHAT LIFE WILL BE LIKE BY
USING YOUR PRODUCT, THE
MORE LIKELY THEY ARE TO BE
SKEPTICAL**

Align promised outcomes with customers' self-image. When your claims suggest too big a leap from how they see themselves today, skepticism rises naturally.



**EACH STEP IN THE
DIRECTION OF THE
RESISTANCE LESSENS
THE RESISTANCE MORE
AND MORE**

Take that first difficult step forward. Each time you walk into resistance, it gets easier. Forward motion weakens future obstacles.



A PROSPECT'S WILLINGNESS TO PAY FOR SOLUTIONS IN YOUR SPACE DOESN'T MEAN THEY HAVE A SPECIFIC WILLINGNESS TO PAY FOR YOUR SOLUTION

Customers might readily spend money in your market, but they need clear reasons to spend it with you rather than competitors. Prove why your solution deserves their budget.



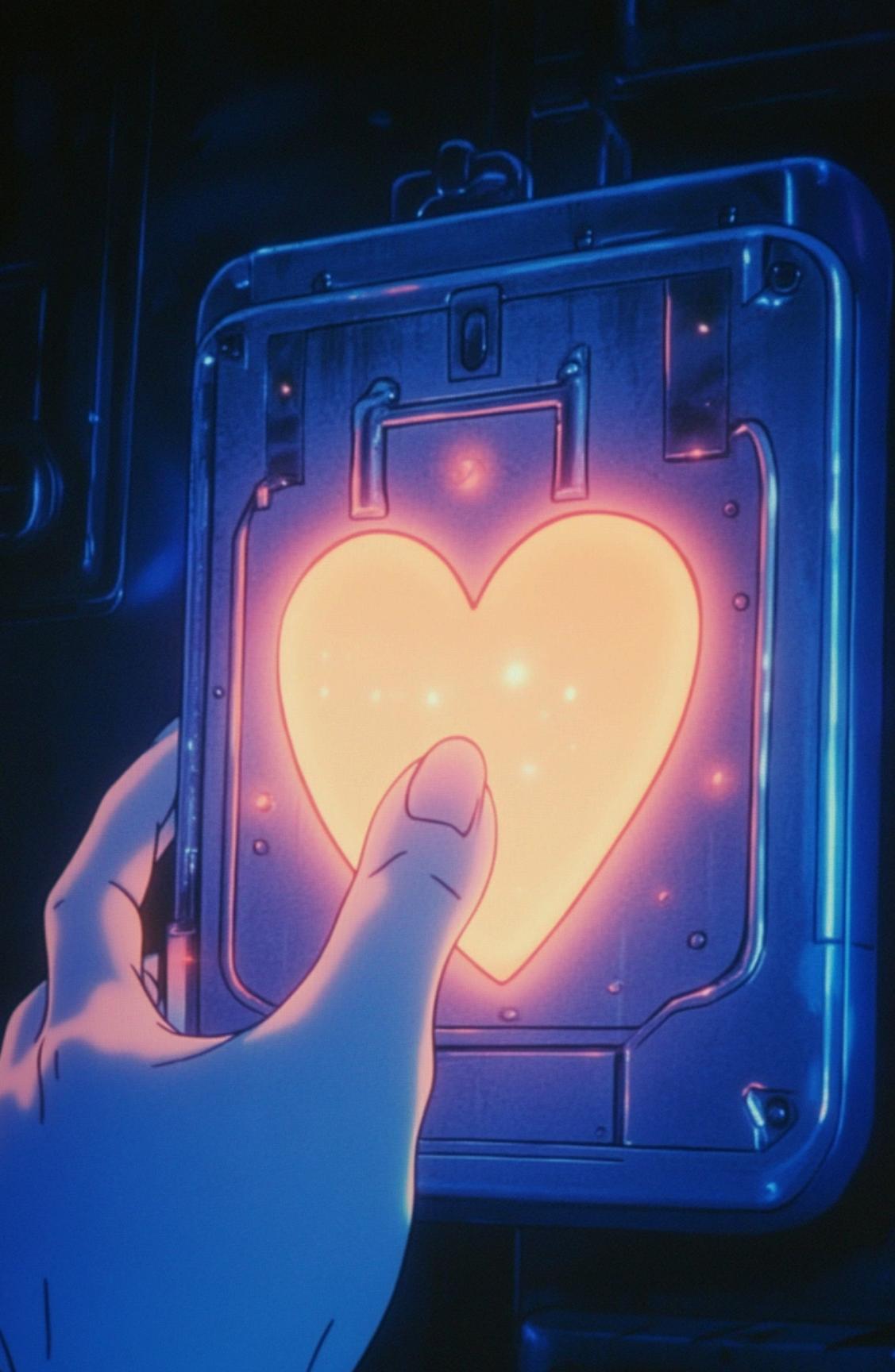
UNDERSTANDING UNCONSCIOUS DESIRE IS CRITICAL: CUSTOMERS MAKE DECISIONS BASED ON MOTIVATIONS THEY AREN'T EVEN AWARE OF

Probe for customer behavior patterns that conflict with their stated preferences. These reveal hidden motivations driving real decisions. Build features that serve these unconscious needs rather than just responding to surface requests.



**PRODUCT STICKINESS IS
CREATED BY BEING
RELEVANT TO YOUR
USERS RIGHT NOW AND
ON AN ONGOING BASIS
WITH NO BREAKS IN
CONTINUITY**

*Maintain constant relevance to your users.
Real stickiness develops when your solution
delivers value continuously, not just
periodically or in spurts.*



MARKETING AND SALES BECOME MUCH SIMPLER WHEN YOU REALIZE THAT WE ARE JUST CHILDREN AND TEENAGERS IN ADULTS' BODIES

Adults are just physically grown-up versions of their younger emotional selves. Behind professional titles and logic, people still respond to basic desires - status, belonging, recognition, validation and other impulses.



THE BIGGER THE GAP BETWEEN HIGH PERCEIVED VALUE AND LOWER PRICE, THE EASIER IT IS TO SELL AN OFFERING

Demonstrate value that clearly outweighs your price. When customers immediately see they're getting far more than they're paying for, purchase decisions become obvious.



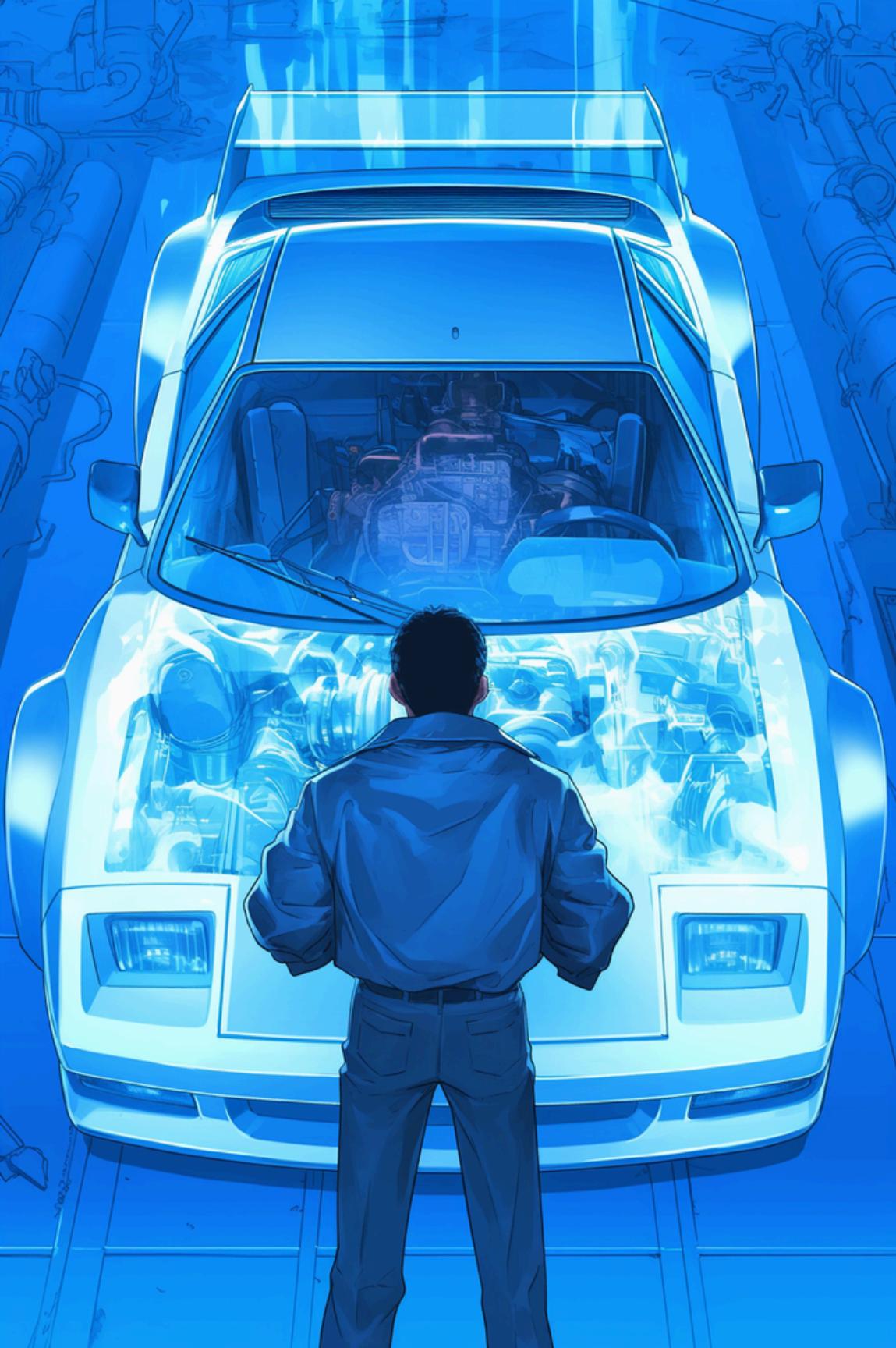
YOU'RE RELEVANT TO BUYERS ONLY IF YOU WORK TO STAY SO

Regularly check how customer problems and priorities evolve. What solved their issues last year may not matter today. Keep adapting your solution to stay essential.



EXPLAINING THE MECHANISM OF HOW YOUR PRODUCT WORKS PROVIDES THE LOGICAL AND/OR EMOTIONAL JUSTIFICATION PROSPECTS NEED TO MOVE FROM SKEPTICISM TO INCREASED BELIEF IN YOUR PRODUCT CLAIMS

Show how your solution works, not just what it does. When prospects understand the underlying process, they're more likely to believe your claims and trust the results. Clear explanations turn skeptics into believers more effectively than bold statements alone.



AT SOME POINT YOU JUST HAVE TO DO IT BY FEELING THE STONES UNDER YOUR FEET AS YOU CROSS THE RIVER

Sometimes you have to start moving without a perfect plan. You learn and adjust as you go, feeling your way forward step by step. While planning and analysis are valuable, there comes a point where you must move forward using your intuition and adapting as you go.



ABOUT THE AUTHOR

Richmond Wong, a native of Toronto and Hong Kong, is a consultant who works directly with founders and senior decision-makers, guiding them from inception to growth and scale.

At the time of this writing, he has successfully helped over 150 startups around the world achieve their highest ROI growth, product development, and launch initiatives.

Richmond's experience also includes launching enterprise B2B software for Reuters and LexisNexis in more than 10 international markets, such as Korea, Singapore, Hong Kong, Taiwan, Malaysia, and across Southeast Asia.

This is his fifth book.

Richmond continues to share his insights and expertise through his latest writings, books, and products at richmondwong.com