

THEY ASK, YOU ANSWER 3.0

ENDLESS CUSTOMERS

A PROVEN SYSTEM TO
BUILD TRUST, DRIVE SALES, AND
BECOME THE MARKET LEADER

Special Preview Edition

Just a Taste—Purchase the Full Book, Audiobook,
or Digital Version wherever books are sold

MARCUS SHERIDAN
AND THE TEAM AT **IMPACT**

WILEY

Contents

Chapter 1: Praise for Endless Customers	5
Chapter 2: Endless Customers in Action	11
Chapter 3: Introduction to Endless Customers	15
Chapter 4: Why Customer Acquisition Is Harder Than Ever (And How to Fix It)	19
Chapter 5: The Four Pillars of a Known and Trusted Brand	27
Chapter 6: Implementing the Endless Customers System™	39
Chapter 7: Resources to Accelerate Your Success	53
Chapter 8: About the Authors	57

1 | Praise for *Endless Customers*

“From the first moment I heard Marcus speak about the principles of *Endless Customers*, I knew it was exactly what we needed to take each one of our different businesses in Mazzella Companies to the next level. And although I knew it would work, I never imagined this system would have such a profound influence on how well we’ve become known in our industry. Today, Mazzella is the leading voice in each of our spaces, driving incredible awareness, leads, and business. *Everyone* knows who we are. As a fellow business owner, I can tell you this system works. Follow it.”

—Tony Mazzella, CEO, Mazzella Companies

“In 2021, after 30-plus years of operating in a very specific way, we made a bold shift away from high-pressure sales tactics and gimmicky marketing offers. I was initially fearful of the potential negative impact on our leads and sales, but the Endless Customers System™ provided a clear and actionable roadmap for this transition. Since then, we’ve experienced a significant increase in qualified leads and higher close rates, proving that trust-based marketing truly works.”

—Ryan Shutt, CEO, Southwest Exteriors

“Marcus Sheridan is not only a home run keynote speaker at my events but also a valuable contributor to three of my books. His insights consistently deliver practical, actionable, and transformative strategies. *Endless Customers* is yet another testament to his ability to steer businesses toward long-lasting success.”

—**Joe Pulizzi, bestselling author of *Content Inc.* and *Epic Content Marketing***

“I’ve long been a superfan of the forward-thinking principles Marcus preaches. Now he’s evolved their perspective into this comprehensive, easy-to-follow system. The best kind of content builds trust first, then drives results. *Endless Customers* shows you how.”

—**Ann Handley, Chief Content Officer, MarketingProfs and WSJ bestselling author of *Everybody Writes***

“*Endless Customers* delivers far more than marketing advice—it’s a blueprint for business transformation. At Applied Educational Systems, implementing these principles revolutionized how we earned customer trust and delivered value. The results spoke volumes: we went from virtually no organic leads to generating 30,000 leads annually in our niche market, generating \$27 million in revenue directly from our content, growing revenue 5.5 times, and earning five consecutive spots on the Inc. 5000 list. This book isn’t theory—it’s a proven path to sustainable growth, even in specialized markets.”

—**Jim Schultz, former CEO, Applied Education Systems, and Vistage Chair**

“Before implementing the principles of *Endless Customers*, our digital presence just wasn’t cutting it. Our website was filled with fluffy content written by various freelancers, and it didn’t fulfill our buyers’ needs. Today, we’re bringing in more than \$270k per month from organic leads and have seen a \$1 million increase in revenue.”

—**Dave Owens, Director of Marketing and Sales Management,
RoofCrafters**

“As someone who has lived and breathed the principles of *Endless Customers*, I can attest to its transformative power. I was able to build unprecedented authority in my industry, increasing leads by 2,942% and doubling our business. In fact, the success was so profound that we were able to acquire an entire franchise, expanding our reach and impact beyond what I ever imagined. Additionally, the Endless Customers movement has profoundly impacted our company culture by getting the entire team aligned and working toward the same goal, fostering a sense of shared purpose and collaboration.”

—**Mark Massey, Owner, RetroFoam of Michigan**

“*Endless Customers* isn’t just a book—it’s a career-defining playbook. As someone who’s grown from marketing manager to CMO, I can attest that the principles in this book have been instrumental in my professional journey. I’ve had the privilege of implementing the Endless Customers System™ at two different companies, and both are still fully embracing these principles today because of the results they continue to see.”

—**Kendall Guinn, CMO, LV Collective**

“*Endless Customers* is the definitive guide for how you can meet more of your perfect customers earlier, earn their trust, and help them repeatedly choose you over your competition. If you lead a business and have not yet embraced the core lessons in this book, then you are about to be really mad at yourself for not getting started earlier. It’s the honest cheat code for new client acquisition.”

—**Phil M. Jones, Creator of Exactly What to Say**

“The principles put forth in *Endless Customers* and *They Ask, You Answer* provided us with a formulaic approach to content marketing success. It helped us prioritize and execute a written and video-centric marketing strategy that enhanced our SEO efforts and increased monthly website visitors nearly 500% in the first 12 months. This traffic continues to be a significant source of leads and revenue for our business.”

—**Dan Godla, Founder and CEO, ThoroughCare**

“*Endless Customers* laid the foundation to transform our small local roofing company into the leading source of roofing information across the United States. This book will completely change how you approach marketing and selling in ways guaranteed to make you stand out from the competition. After five years of following the system, I can honestly say it’s been one of our better investments!”

—**Bill Ragan, President, Bill Ragan Roofing**

“Smart marketing is about help, not hype. *Endless Customers* gives you the roadmap to create content that solves problems, builds trust, and wins revenue. Recommended!”

—**Jay Baer, author of *The Time to Win: How to Exceed Customers’ Need for Speed***

“Implementing the Endless Customers System™ has been transformative for our company. Not only has it empowered our leaders to develop new skills, but it has also fostered a culture of growth and collaboration throughout the entire organization. We’ve made a significant shift toward a more client-centric approach by focusing on education and transparency. As a result, we’re building stronger relationships with our clients and seeing incredible ROI. *Endless Customers* has been a game-changer for Custom Built.”

—**Michael Flory, Owner, CEO, and Visionary, Custom Built**

“For years, we struggled with how to stand out in an HVAC industry that was jam-packed with competition. Fast forward to now, *Endless Customers* has changed how we do business. Our competition doesn’t like it. We’re raising the standard 10-fold in the industry. Since going all in on Endless Customers, Fire & Ice can trace more than \$1 million in revenue directly to organic sources.”

—**Scott Merritt, Owner, Fire & Ice Heating and Air Conditioning**

“Marcus knocked it out of the park! He’s enhanced the *They Ask, You Answer* methodology and provided all of us with a clear roadmap to *Endless Customers*. I’m also using this book to train my AI tools to elevate our standards in content, video, and sales effectiveness.”

—**Keven Ellison, VP of Marketing, AIS**

2 | Endless Customers in Action

Steve Sheinkopf was in trouble.

The kitchen appliance industry was going through a major shakeup, and retailers were struggling to stay afloat. His company, Yale Appliance, a family-owned retailer based in Boston, was no exception. For nearly a century, Yale Appliance had served its community. But between the explosion of ecommerce, big-box stores squeezing margins, and constant supply chain issues, it was hard for Steve to make the headway he wanted with his business.

He had been trying to get traction with online content and other marketing efforts, but what he was doing was falling flat. Nothing seemed to be working. Having dedicated his career to growing the family business, Steve worried that if he didn't crack this code, he would face the same fate as so many of his competitors who were downsizing or closing up shop.

That's when Steve came across the concepts in my previous book, *They Ask, You Answer*. Intrigued, he reached out, and before long we were on the phone discussing his business. He wanted to understand why his efforts weren't gaining more traction online. After a short conversation, the reason became incredibly clear. "If you want more customers, you need to stop doing what every other appliance retailer is doing," I told him. "Start giving your buyers

what they want—not what you want, but what they need to feel confident and informed.”

I explained further. “That means obsessing over their questions, fears, worries, and concerns. Answer every single question honestly and transparently, right there on your website, for everyone to see.”

Then I pushed him to think bigger. “Tackle topics your competitors are afraid to touch. Break the unwritten rules of your industry. When you focus solely on empowering your buyers with the information and experience they crave, something incredible will happen: You’ll earn their trust. And when you earn their trust, you earn their business. Do this consistently, and you’ll capture the market’s attention, transform your company, and see numbers you never imagined.”

Many CEOs have reached out over the years, but none have taken action like Steve. At the time, I had no idea how seriously he would take my advice. But it sparked a transformation that still stuns me almost a decade later.

Steve set out on a relentless mission to become the most known and trusted brand in the entire home appliance space. He wanted anyone in the market for a new appliance to find him, learn from him, and ultimately trust him enough to make a purchase.

First, Steve declared his mission to his company. He even went as far as mandating that if you work for Yale Appliance, you have a responsibility to help create content. He knew his sales team fielded hundreds of questions daily, and he knew they had the answers that helped his customers buy.

Next, Steve realized that for this mission to succeed, he had to stop viewing his business as just an appliance store. Instead, he had to see it as a “media company” leading the way in buyer education for all things home appliances. He also understood that this effort couldn’t simply be outsourced to an agency—it had to come from within his organization, with the expertise and perspectives coming directly from him and his team. So he invested in the right internal resources to make it happen.

After that, he worked closely with his team to brainstorm all the questions customers had asked them, creating a content calendar that would last well over a year. Then, they got to work. They started answering every single one of those questions thoroughly and publishing at least three new articles a week, all while continually adding new content ideas to the backlog.

Steve left no stone unturned when it came to answering questions. He shared what people were saying about products after they'd bought them, compared options with honest pros and cons, and openly discussed pricing, warranties, and whether products were worth the investment based on specific needs.

Recognizing the power of video, Steve expanded to YouTube and social media. He understood that video did more than answer questions—it built human connections and revealed things never seen before in his industry.

After a few years, Steve had published hundreds of articles and videos. But one of his gutsiest moves came when he decided to answer a question every buyer had: Which appliance brands are serviced the least?

Think about it. When people buy a new appliance, they're often replacing one they're tired of repairing. Steve had access to data from 40,000 service calls each year and knew exactly which brands held up best—and which didn't.

But he also understood the risks. Publishing this information could upset major brands like Wolf, GE, and Bosch, potentially straining critical vendor relationships.

Should he take the chance?

Ultimately, Steve remembered his guiding philosophy: If he wanted to earn his market's trust, his priority had to be giving buyers what they wanted to know.

So he did something that sent shockwaves through the appliance industry. He published an article on his website revealing the number of units sold for each brand the previous year, along with the number of service calls required for each. Reading this article, you'd learn not only which brand was the least

serviced (congratulations, Gaggenau!), but also which brand topped the list for service calls. (I'll let you Google that one.)

Gutsy? Yes.

Courageous? Absolutely. Worth it? Without a doubt.

The article has been read more than *one million times* on the Yale Appliance website. It has generated hundreds of thousands of dollars in sales revenue—not to mention the immense trust and brand awareness it created for his business.

Its success was undeniable. Steve now produces a yearly article and video series on this topic, transparently sharing the previous year's data and letting the facts speak for themselves. A decade into living the principles of *They Ask, You Answer* (now *Endless Customers*), Steve continues to evolve, constantly pushing the boundaries of what's possible in sales and marketing.

Before implementing these principles, Yale Appliance was a \$37 million company with one store. Since then, it has grown into a \$100-million-plus operation with four stores, thriving through a pandemic and increasing margins year after year in an ever-more competitive industry.

Extraordinary, isn't it?

Steve and Yale have become one of the most known and trusted brands in the appliance industry—all because he had the courage to do what no one else in his space was willing to do, even though buyers were clearly asking for it.

Steve's story is a testament to what's possible when you focus on empowering your customers. And it's a challenge—to every business leader, every brand, and every marketing and sales team:

Be bolder.

Be braver.

Be more disruptive.

And always be willing to give buyers what they need.

3 | Introduction to Endless Customers

The world changed forever on November 30, 2022.

That was the day when millions of people first experienced ChatGPT and suddenly realized that everything we thought we knew about information, search, and the internet was about to be transformed. In that moment, I knew that my previous book, *They Ask, You Answer*, needed to evolve into something bigger—much bigger.

Back in 2017, when I first published *They Ask, You Answer*, I shared what seemed like an impossible story: how my swimming pool company went from the brink of bankruptcy during the 2008 crash to becoming the most visited pool website in the world. Eventually, we even expanded into manufacturing with dealers across the nation. The book's message—a radical commitment to answering (online) every single customer question with unprecedented honesty—resonated far beyond what I could have imagined, touching more than 100,000 businesses worldwide.

But that was just the beginning.

What we're experiencing now isn't just another technological shift—it's a fundamental reimagining of how humans interact with information.

Every business owner and leader must ask themselves, “If we live in a world where artificial intelligence (AI) can instantly generate answers to any question, what does it truly mean to be trusted? How do we stand out when everyone has access to the same tools and information?” The answers to these questions aren’t just important—they’re existential to your business.

Endless Customers isn’t just an evolution of *They Ask, You Answer*—it’s a complete reimagining of what it means to build trust and attract customers in the AI era. While the core philosophy remains the same—an obsession with understanding and serving your buyer—the methods, strategies, and thinking must be exponentially more ambitious.

***Endless Customers* introduces a proven system that transcends platforms, technologies, and trends.** It’s not about adapting to ChatGPT or whatever comes next—it’s about positioning your business to thrive in any future, using principles that will remain relevant regardless of how dramatically the landscape changes.

Our team at IMPACT has seen these principles work wonders for our diverse group of clients worldwide, and they can work for you, too.

The businesses that will dominate the next decade won’t be the ones with the best AI tools or the biggest marketing budgets. They’ll be the ones who dare to think differently about trust, transparency, and customer relationships. They’ll be the ones willing to do what their competitors won’t even consider. They’ll be the ones who understand that in a world of infinite information, **trust becomes the ultimate currency.**

The path to becoming one of these businesses isn’t easy. It requires more than simply answering customer questions—it demands a fundamental shift in how you think about your relationship with your market. But for those willing to embrace this change, the reward is nothing less than what the title promises: *Endless Customers*.

The future belongs to those who are brave enough to reimagine what’s possible. It is my great hope you will join them.

Is Endless Customers Right for You?

It's important to be upfront about who will, and who will not, benefit most from the Endless Customers System™.

Generally speaking, Endless Customers is best suited for companies with annual revenues between \$1 million and \$100 million. Why? Because companies in this range are often capable of bringing their marketing in-house and are nimble enough to implement real cultural change. They're also willing and able to push boundaries, break industry norms, and do what's never been done before in their space, especially when it comes to the way they sell and market their products or services.

Endless Customers also works best in industries where buyers do extensive research before purchasing—B2B services, professional services, construction, healthcare, home improvement, insurance, manufacturing, home goods, and real estate. In sectors with short sales cycles and impulse-driven decisions, it may be less effective. However, some elements can still be applied, depending on your goals.

Endless Customers is for you and your business if:

- You want your company to be the most known and trusted brand in your market.
- You're ready to build a foundation for long-term growth and industry leadership.
- You want control over customer acquisition instead of relying on agencies.
- You believe your industry can be improved by raising standards and prioritizing customer needs.
- You're tired of the status quo and ready to shake things up.

We've seen many companies that run on EOS® (Entrepreneurial Operating System) or participate in programs like Vistage, EO (Entrepreneurs' Organization), or YPO (Young Presidents' Organization) thrive with the principles of Endless Customers. Why? Because these organizations share a focus on learning, continuous improvement, and strong systems—values that align perfectly with the Endless Customers approach.

However, if you're looking for a quick fix, this isn't for you. Endless Customers requires a long-term commitment from leadership and a willingness to challenge the norm. If you're not ready to invest the time and effort, this may not be the right path.

4 | Why Customer Acquisition Is Harder Than Ever (And How to Fix It)

Acquiring new customers is tougher than ever.

If you're like most business leaders, you might be asking yourself, "Why is it so hard? We've poured our hearts and souls into building this company. We've got a product or service that's better than our competitors. We've set up systems, refined our processes, and consistently deliver on our promises to customers. So why is it so difficult to bring in new business and grow?"

Or maybe you're on the other side of the fence. Your business is doing well, maybe you're even outperforming your competitors right now. You've built something solid, and you're seeing results. But you know you can be doing even better. You know the market changes fast, and you're thinking, "What do we need to do to protect our position to stay ahead?"

If either of these sounds familiar, you're not alone. Whether you're struggling to grow or want to protect your current success, many businesses are facing similar challenges when it comes to customer acquisition.

Chances are, you're experiencing one or more of the following frustrations:

- **Stalled deals.** The deals sitting in your pipeline take longer and longer to close—if they close at all. It feels like every decision is drawn out, and you're left wondering if you'll ever get a commitment.
- **Declining website traffic and lead generation.** You used to generate consistent traffic from search engines, driving qualified leads into your funnel. But that traffic has slowed down. Leads aren't flowing in like they used to, and the ones that do trickle in aren't as qualified.
- **Losing to competitors.** Even though your product or service is superior, you're watching potential customers choose the competition—often without even speaking to your team. It stings when you know your company offers something better, yet you can't seem to get that message across.
- **Ineffective outsourcing.** You've hired an agency to run your marketing, investing significant resources into the partnership. The results, however, are underwhelming. The leads you were promised simply aren't there, and the return on investment (ROI) is nowhere near what you expected.
- **You're not a “known and trusted” brand.** Sure, you've been in business for a while, but for some reason your brand in the market just isn't standing out. You can't seem to grab the world's attention, despite your best efforts.

These frustrations are widespread in the business world, and there are clear reasons why so many companies are feeling stuck.

Why Are You Experiencing These Frustrations?

First, there's a massive trust deficit.

Consumers have been burned too many times. Whether it's false advertising, under-delivered promises, or bad customer experiences, trust in brands is at an all-time low. People are afraid of making a mistake, so they're more cautious and skeptical than ever. They're questioning everything before they buy.

Can you relate?

If you're like most people, you've likely experienced this in your own life. For this reason, it's not just about having a great product anymore; it's about earning trust—and lots of it. If buyers don't trust that you'll deliver on what you've promised them, it doesn't matter how good your product is—they won't buy.

Second, search engines and social media have changed the game.

For more than 20 years, you could count on Google to drive traffic to your website. People searched, they clicked on the results, and if you were ranking well, you got traffic.

Not anymore.

Today's search engines are packed with distractions: ads disguised as organic results, featured snippets, and AI-generated overviews that keep users on the results page instead of driving them to your website. The consequence? Organic traffic, once a reliable source of growth for many businesses, is rapidly drying up. And as AI evolves, the shift toward a “zero-click” search experience is accelerating, delivering users exactly what they need without ever leaving the search results page.

This means you can no longer build your house solely on Google.

And it's the same with social media. Today, when you create a post that includes an external link, it simply won't reach as many people. These platforms are only interested in one thing—holding visitors as long as possible to boost ad revenue—and the longer people stay, the more ads they see.

Third, buyers are more informed than ever and demand answers.

The way people buy has fundamentally shifted.

Research shows that, on average, 80% of the buying process, whether it is business to business (B2B) or business to consumer (B2C), is completed before a prospect even talks to a salesperson—and that percentage keeps climbing.

During this time, buyers are diligently gathering information by researching, comparing options, reading reviews, and narrowing down their choices.

Essentially, buyers today are *info-vores*—and they expect to be fed the information they're craving.

Fourth, buyers want control and the option for self-service.

They're looking for a buying process that requires minimal interaction with a salesperson—what we call a “touchless buying experience.” This means they prefer to research, compare, and even make purchasing decisions on their own terms, only engaging with sales when they're fully ready and comfortable. They won't wait for a response, they refuse to jump through hoops, and they expect the process to be easy and frictionless. And when they do reach out, they expect a seamless transition from their independent research to a productive sales conversation.

If your team isn't ready to meet your buyers where they are—by giving them what they want, when they want it, and how they want it—you risk losing them. And once they're gone, they're not coming back.

Fifth, the competition (and noise) is fierce.

There's more content being produced now than ever before. Every brand, big or small, is vying for attention. The noise is deafening. And when you combine that with impatient attention spans and content fatigue, it becomes harder to break through. People are tuning out quickly, and if you don't capture their attention in those first few seconds, they're gone.

Sixth, the post-pandemic world brings new challenges.

Companies are facing rapid market swings, with one quarter bringing a surge of new business, and the next, crickets. For many, it's a rollercoaster of unpredictability. B2B companies especially are seeing tighter budgets and prolonged decision-making cycles. This stop-and-go rhythm is making it harder than ever to plan, forecast, or grow with any consistency.

Finally, most content (and marketing in general) is unoriginal, boring, and lacks soul.

This is a hard truth for many businesses to accept. The majority of company-generated content being created today simply isn't very effective. It doesn't truly answer the real questions buyers have about your products or services. Instead, it's generic, bland, and often too self-serving.

This criticism extends beyond content and applies to much of the corporate marketing that exists in the world today. If we're being honest, most marketing campaigns are incredibly boring, stale, and entirely risk-averse.

If followed correctly, the Endless Customers System™ is the antithesis of this “lowering of the bar” that plagues so many businesses and marketing departments today. In contrast, it pushes brands to raise the bar and dare to be different, putting the customer, honesty, and transparency at the center of everything you put out into the world.

When you put all of these factors together, it's no wonder why businesses are struggling. There's a disconnect between what businesses think buyers need and what buyers are *actually* looking for.

The good news? It doesn't have to be this way.

Yes, the landscape has changed, but that also means there's a huge opportunity for those willing to adjust, adapt, and do things differently.

Your business can stand out.

You can market better and build trust.

You can create content that resonates with prospects, addresses their real concerns, and moves them through the buying process without all the friction they're currently experiencing.

You can do all of this and experience continual success. But this requires a shift in mindset.

Companies can't keep doing what worked five, or even two, years ago. Buyers are smarter, more informed, and more skeptical than ever. They expect authenticity, speed, and a seamless, hassle-free experience. The brands that will succeed in the future are the ones that embrace these changes head-on.

Success Requires the Right Mindset

To succeed with the principles of Endless Customers, your company must accept a few undeniable truths:

- Buyers are more informed, demanding, and impatient than ever. They aren't going back.
- If we don't evolve to meet them where they are, we'll get left behind.
- To win, we must become the most known and trusted brand in our space.
- We have to be willing to do what no one else in our industry is doing—to disrupt.

- This means thinking and operating like a media company.
- The businesses that thrive in the years ahead will embrace these realities, not fight them.

There are two types of people reading this right now.

The first group sees these ideas and thinks, “This makes perfect sense. Why aren’t we doing this already?”

That mindset will thrive with the Endless Customers System™.

The second group? They hesitate. They resist. And when challenged to rethink sales and marketing, their gut reaction is to say something like, “Yeah, well, this system may have worked for others, but at our company or in our industry, we’re different.”

Ah, yes—“But we’re different.” This mindset poisons the waters of business innovation.

“That wouldn’t work for our buyer.”

“We can’t do that in a regulated industry.”

“Our products are too complex for this.”

“That’s just not how it works in our space.”

It’s an easy trap to fall into. As humans, we resist change. We also tend to “defend” the way we’ve always done things because admitting otherwise can feel like admitting we’ve been wrong.

But if you’re going to get anything from what you’re reading right now, you have to overcome that resistance. Here’s how—boil down every recommendation in *Endless Customers* to one single question: **Will this induce more trust?**

That’s it. *That’s* the question.

When you're tempted to say, "This won't work for us," stop and ask yourself, "But if we did this, would it induce more trust?" If the answer is yes, then everything else will fall into place. Why? **Because the *one thing* all businesses have in common is that we're all in a battle for winning trust—every single day.** And as long as businesses exist, that won't change.

Technology will change.

Platforms like Google, Facebook, and ChatGPT will change.

But the need to build trust will not.

That's because trust is a principle. And principles don't come and go.

This is why it doesn't matter whether you're B2C or B2B, local or national, big or small, product or service—**Endless Customers works because its entire aim is to help you become more known and drive more trust.**

I know we're making a big deal about trust, but unless you truly understand and deeply believe in the fundamental importance of driving trust in your business, you won't experience any breakthroughs from this system—and you certainly won't unlock the extraordinary sales and marketing innovations that will inevitably follow.

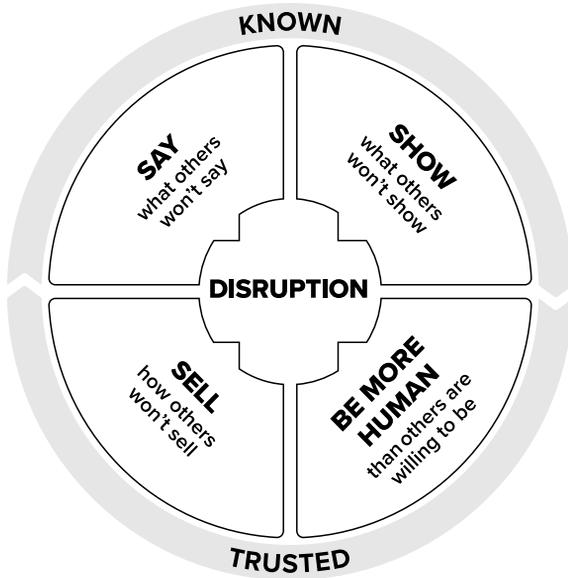
So open your heart and mind, and watch the ideas that follow.

5 | The Four Pillars of a Known and Trusted Brand

Winning customers today isn't about who has the best product, the lowest price, or the flashiest marketing campaign. The brands that dominate their industries—the ones customers trust, refer, and return to—are the ones that command authority and credibility in their space. They are the brands people turn to when they have a question, a concern, or a purchase decision to make.

Yet, most companies aren't willing to do what it takes to earn that trust. They shy away from the hard conversations, stick to conventional marketing, and fail to put their customers' needs first in a way that truly separates them from the competition.

At the heart of the Endless Customers System™ are the Four Pillars of a Known and Trusted Brand. These four principles define what it takes to rise above the noise, capture attention, and build a reputation that attracts customers without chasing them. The businesses that fully embrace these pillars become the authority in their industry, while those that ignore them continue to struggle for attention.



These four pillars are:

1. **Say what others in your space aren't willing to say.** Customers crave honesty. They want straight answers to their biggest questions, yet most businesses avoid the tough topics. The ones that lean into transparency earn instant credibility.
2. **Show what others in your space aren't willing to show.** Talking about your product or service isn't enough. You need to prove your expertise, demonstrate your process, and visually break down the things your competitors leave in the shadows.
3. **Sell in a way others in your space aren't willing to sell.** The traditional sales process is broken. Buyers want control, options, and the ability to self-educate before they ever talk to a salesperson. The businesses that empower buyers, rather than pressure them, win more deals—faster.
4. **Be more human than others in your space are willing to be.** People trust people. The most successful brands don't hide behind corporate-speak or robotic messaging—they showcase real voices, real experiences, and real connections.

Each of these pillars builds on the others. **Together, they create a customer experience so strong that your brand becomes the go-to source in your industry.** Now, let's dive into each of these four in greater detail—starting with what it really means to say what others won't.

Pillar #1: Say What Others Aren't Willing to Say

It's a story we've heard many times. Businesses are creating content—yet the needle isn't moving. Why aren't our marketing efforts generating qualified leads (or any leads at all)? Is the stuff we're doing actually working and helping to generate revenue?

For more than 90% of these cases, the reason is clear: **Companies aren't talking about what buyers want to know.**

And what do they want to know? Every question. Every fear. Every concern. When they're searching for this information online, that's what they're trying to figure out.

The problem is, most companies start by creating content for “casual lookers”—those people still far from making a buying decision—or worse, for people who aren't even in the market at all.

This is not the right strategy. Content targeting casual browsers will take much longer to yield measurable results and not drive the sales opportunities you need.

So how do you get your content to generate real sales opportunities right now, and not in a year from now?

You flip the strategy. You start creating content for actual buyers—people who already know they're in the market for what you offer and are closest to purchasing. By addressing their very specific questions, worries, fears, objections, and so on, you're not only giving buyers exactly what they want, but you're doing the same for AI.

When companies address these topics openly and honestly, they drive more leads and sales than any other subject matter. We call them **The Big 5**, and once you learn about them, you'll realize two things:

1. The Big 5 are the literal epitome of “Say what others aren't willing to say.”
2. You've inherently always known that you should be addressing these five subjects with your content, as they represent exactly how you research online.

Think about the process you go through as a buyer when you're seriously considering a product, service, or company—especially a significant purchase.

What do you always find yourself researching before you reach out to a business or make any buying decision? First and foremost, you're probably thinking about price, right? The first question on your mind is likely, “How much is this going to cost me?”

But it doesn't stop there.

Once you've seen the price, you start digging deeper. What makes the price go up or down? What do others say about it? Have people had good experiences, or are there any red flags?

You scroll through reviews, looking for real-life feedback—both positive and negative. You're trying to gauge if this is really worth your time and money, or if you're about to make a mistake.

Sound familiar?

We all follow a similar process when we buy something of significance. Whether or not we realize it, we tend to research the same five key subject areas before making a decision. These five subjects have become so consistent that they're known as **The Big 5**, and long before big brands understood what they were, practitioners of They Ask, You Answer (now Endless Customers) were well-informed about their stunning influence on the world of search.

Here's what they are:

1. **Cost and Price.** Everyone wants to know what they can expect to pay. They also want to understand what constitutes “value.” Such behavior is universal among all buyers.
2. **Problems.** A desire to buy something is often accompanied by fears and worries. What are the drawbacks? How could this purchase go wrong?
3. **Versus and Comparisons.** We love to compare. It's how we make informed decisions, stacking one option against another to find the best solution for our needs.
4. **Reviews.** We want the good, the bad, and the ugly. And importantly, we want to know who a product or service is, and is not, a good fit for.
5. **Best in Class.** We search for the “best,” “most,” “top,” or whatever extreme we can find. Even though we might not end up buying the “best,” we at least want to be able to have a clear sense of our full suite of options.

Done correctly, this offers a user experience your website visitors have clearly never experienced with your competitors and builds massive trust in the process.

Want to know what's fascinating about The Big 5? Even though you're obsessed with these topics when you go to buy something, these are the very topics most businesses avoid talking about. Whether it's on their websites, social platforms, or YouTube, they're too scared to address the elephant in the room. Sadly, instead of giving buyers what they want, they'd rather be like an ostrich, metaphorically sticking their heads in the sand, avoiding having to talk about them until they're in a conversation with the prospect—which is too late. *We call this phenomenon Ostrich Marketing.*

Not smart. Especially in an age when every answer is at our fingertips.

When you fail to address these key topics online, where buyers are doing their research, you essentially force potential customers to look elsewhere—likely at one of your competitors. And I don't know about you, but that's not something I'm interested in doing.

In the book *Endless Customers*, we go into great detail on exactly how to execute The Big 5 for your company, and provide examples for each. *Endless Customers* also includes a Companion Guide with even more guidance and examples.

Pillar #2: Show What Others Aren't Willing to Show

Video is transforming the world as we know it. Businesses that use it effectively are experiencing incredible growth, and those that continue to ignore its power and potential are being left behind. And this trend isn't going to slow down anytime soon.

As humans, we don't want to just read about something. We want to see it. Because if we can see it, we feel that we can verify it. And if it's verified, it must be true.

In other words, video is fundamentally about becoming more known and driving trust—the core purpose of *Endless Customers*. Which brings us to the second pillar of becoming a known and trusted brand: Show what others aren't willing to show.

Take a moment to reflect on how much your business currently reveals through video that the majority of your industry and competitors are hesitant to share. It's one thing to have a few videos on your website. It's another to create videos that make viewers say, "I had no idea that's how it worked," or "Wow, now I get it," or "I feel like I already know you from watching your video."

Let's look at an example of a company willing to be bold enough to show what no one else is willing to show, from Opes Partners, a property investment company based in New Zealand.

Most organizations don't want to show how they select their suppliers, the types of questions they ask, and what they value—mainly because most are afraid that someone else (a competitor) will “steal their secret sauce.”

But Opes Partners threw that concern out the window with their YouTube show, *The Deal*, which took potential suppliers, real estate developers who build rental properties that Opes Partners sells to its investors, and had them pitch new developments for inclusion into the Opes Partners portfolio.

In essence, these developers—the suppliers—were being grilled for the ability to put their product in front of their clients.

Without these suppliers, Opes Partners has no product for their investors, and yet, they grilled these folks. They asked incredibly hard questions, all of it on video, and then presented it just like you would see on the popular American business reality television series *Shark Tank*. This showed their future investors exactly how detailed the team is and how each property investment is vetted—thus revealing their secret sauce.

On top of it all, it was incredibly entertaining to watch.

Where did this take them? After amassing a large audience on their YouTube channel, Opes Partners evolved *The Deal* into what has now become the most listened-to business podcast in all of New Zealand—*The Property Academy Podcast*.

The lesson is clear: You need to start showing what others in your space aren't willing to show.

No matter the industry, there's a massive gap between what businesses are claiming and what they're actually showing. And the ones willing to bridge that gap? They're the ones who will stand out.

In the book *Endless Customers*, we challenge the way you see and use video within your organization. You'll discover the seven types of videos that have the greatest impact on your sales team—*The Selling 7*. You'll also learn powerful frameworks to elevate the way you create and leverage video on YouTube, social media, and your website.

And finally, we showcase a few examples of companies that are truly “showing what no one else is willing to show.”

Pillar #3: Sell in Ways Others Aren't Willing to Sell

The future of sales is here, and it's all about giving a sense of control to the buyer.

A recent study should make any company pause when considering its sales process. **According to Gartner, 75% of buyers would prefer to have a “seller-free” sales experience.**

Yes, 75%. And just like all these other trends, this number is growing, too.

For the record, we don't believe this study means that buyers and consumers dislike salespeople. Rather, it means they don't want to work with a salesperson until they feel they're ready to talk to a salesperson.

And when is “ready?” It's when the buyer feels informed and prepared enough to avoid making a buying mistake. Only then do most buyers want to talk to a salesperson.

This leaves businesses with a choice. They can complain about this trend, call it “less human,” and fight against the rising tide. Or they can live in the solution and use the trend to their advantage, even amplifying the “human” element of selling while providing a more “touchless sale.”

How is this possible? Control—meaning that you need to give your buyers more control during the buying process. After all, that's what every buyer wants—to feel like they are designing and shaping their own destiny, without the traditional pressures of working with a salesperson.

What is the best way to do this? Through what we refer to as “self-service”—a megatrend that will affect sales and marketing in dramatic ways for years to come.

Self-service enables buyers to independently navigate key aspects of the purchasing process—from information gathering to making decisions—without being forced to speak to a human.

In other words, when you implement self-service correctly, you take what was previously a human interaction with sales or customer service and allow buyers to achieve the same results by simply engaging with your website.

In the book *Endless Customers*, we dive into the future of selling. You'll learn how self-service tools can give buyers the control they demand, why involving your sales team in content creation matters, and how AI is reshaping the role of the modern seller. We also introduce a powerful tool called Assignment Selling—where your sales team strategically assigns content to buyers as “homework” before a sales conversation. This approach ensures that when a buyer finally speaks with a salesperson, they're highly informed, have fewer objections, and are significantly more likely to close. By leveraging Assignment Selling, you're not just educating buyers—you're accelerating sales cycles, improving close rates, and reclaiming valuable time that would otherwise be spent covering the basics.

Pillar #4: Be Human in Ways Others Aren't Willing to Be Human

Ellie Abbott thought she was applying for a job as a furniture salesperson at La-Z-Boy Southeast. She had no idea that within months, people would walk into the store asking, “Is Ellie here today?”

You see, Ellie didn't know these people. Yet, they knew her. How?

It's all because La-Z-Boy Southeast went all in with video, “showing” what others weren't willing to show, with Ellie as one of their main subject matter experts on camera.

This perfectly illustrates the power of the first three of The Four Pillars of a Known and Trusted Brand. When you truly say, show, and sell in ways that others won't, you naturally humanize the buying process, unlike anyone in your industry.

And there's never been a more critical time to humanize your brand than today.

The rise of AI and emerging technologies is revolutionizing sales, marketing, and business. But there's a risk: as automation and digital tools become more sophisticated, we could lose the very thing that sets us apart—our humanity. If we're not careful, we'll slip into a world where everything is “optimized,” but nothing feels real.

But it doesn't have to be that way. Used correctly, AI and technology can make sales and marketing more human, not less.

That's why this section of the book is so important. That's also why “more human” is the fourth pillar of becoming a known and trusted brand.

In this section, we want you to see what's possible when you leverage both AI and humanity. We want your customers, just like in Ellie's case, to feel like they've heard your voice, seen your face, and know you before they ever meet you in person.

That's because being human isn't just a nice-to-have—it's becoming a fundamental differentiator and disruptor.

In the book *Endless Customers*, we show you exactly how to amplify the human element of your brand while strategically using AI and technology to enhance—not replace—that essential human connection. You'll discover strategies for using AI avatars, one-to-one video, and storytelling to make your brand messaging more personal and relatable. We cover the importance of developing personal brands, how to ensure your content sounds more human, and why positioning your customer as the hero of your story matters.

Becoming the Most Known and Trusted Brand in Your Market

When you embrace The Four Pillars of a Known and Trusted Brand, you don't just compete—you dominate.

The most trusted brands don't get there by chance. They build their success on trust, saying what others won't say, showing what others won't show, selling in ways others won't sell, and being more human than anyone else in their space.

They don't follow the industry playbook; they rewrite it.

This is disruption. Not a marketing tactic, but a fundamental shift in how an industry engages with its market. The companies that commit to this approach don't just generate more leads and close more sales—they control the conversation. They define the standard. Everyone else scrambles to keep up.

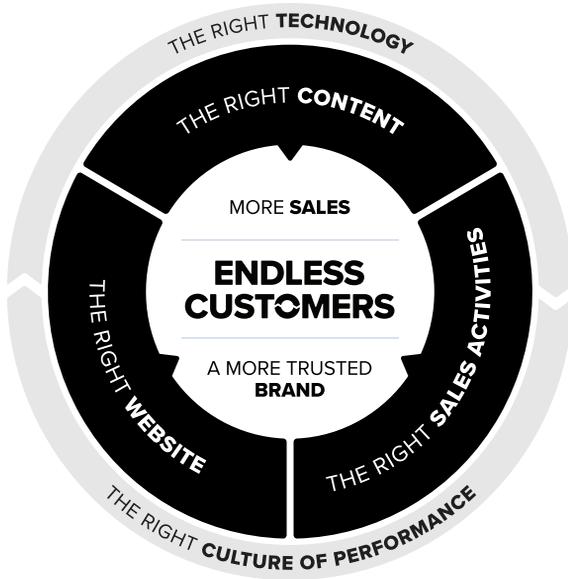
But trust alone isn't enough. It needs structure. A system. A way to take these ideas and put them into action across your entire company.

And that's exactly what we're going to cover next.

6 | Implementing the Endless Customers System™

It's time to take the ideas, principles, and best practices that form the foundation of the Endless Customers System™ and turn them into a clear, actionable strategy. This is where theory meets execution—where the pieces come together, and the system begins to take shape in your organization.

To achieve lasting success, there are five core areas—what we call The 5 Components of Endless Customers—that every organization must strengthen and optimize:



The five components are:

1. The Right Content
2. The Right Website
3. The Right Sales Activities
4. The Right Technology
5. The Right Culture of Performance

The Right Content

If there's one truth that Endless Customers has repeatedly emphasized, it's that content is the engine that drives everything. Buyers today are info-vores—hungry for knowledge and insights that empower them to make confident buying decisions.

Your content must fill that gap.

1. Commit to producing high-quality, transparent, and disruptive content.

The first step is making a choice: we will not be the ostrich. We refuse to bury our heads in the sand while buyers ask the tough questions and get half-baked answers from our competitors. Instead, we're committing—fully—to The Four Pillars of a Known and Trusted Brand. That means building a content operation that directly addresses every fear, concern, objection, and question our buyers have. No dodging. No sugarcoating. No leaving it up to someone else to control the narrative.

This isn't a marketing initiative. It's a company-wide mandate. Leadership must make it clear: this is how we do business from now on. Transparency isn't optional. Everyone—sales, service, leadership—plays a role in creating the content that earns trust, drives sales, and makes us the authority in our space.

2. Bring content production in-house.

We've found that bringing content creation in-house is the single most impactful decision a company can make to succeed with Endless Customers.

While outsourcing may seem like an easy solution, it almost always misses the mark. Why? Because outsourced content lacks the expertise, passion, and authenticity that only your team can provide. Buyers want content that reflects the real-world experience and insights of the people behind your brand, and that level of trust can't be replicated by external teams.

In-house content production also gives you the agility to create bold, disruptive ideas that resonate deeply with your audience. Outsourced support may struggle to take risks or move quickly, but your in-house team—working closely with internal SMEs—can quickly get the right type of content published and into the hands of your sales team for use.

Now, this doesn't mean you need to hire or build a massive team. But it does mean that someone must own the content creation process from start to finish. Without clear ownership and accountability, content production can stall, leaving your buyers without the resources they need to make informed decisions.

Typically, this means assigning someone to own (or staffing for) two specific roles:

- A content manager: The person responsible for writing, publishing, and optimizing content and overseeing the content strategy
- A videographer: Someone focused on producing video content for articles, social media, and YouTube

Embracing Endless Customers means you'll be addressing hundreds, if not thousands, of questions your buyers have. This means producing a high volume of content that answers those questions across multiple platforms and formats, creating a robust and diverse content library that meets your audience wherever they are in their journey.

So whether it's one person wearing both hats or a dedicated team, the goal should always be to have at least one full-time person fully committed to content production.

In the book *Endless Customers*, we explain exactly how companies of different sizes should be staffing their teams and provide job descriptions for each of these key roles.

3. Publish content on a consistent basis.

We've found after years of doing this that there is a sweet spot in content production, and that's a minimum of three pieces of content per week. No less. That frequency and quantity in publishing creates necessary signals for AI to continuously recommend your content. It also helps you maintain a steady stream of fresh, new content to educate and entertain your followers until they are interested in working with you.

In a year, you should be publishing over 150 pieces of content, each with written and video components. You should also aim to have 100 videos published on YouTube per year.

Once you start publishing, it's important that you maintain a consistent publishing schedule. Algorithms reward consistent publishing, too, but there's something much more powerful than an algorithm expecting content from you: your buyers. Your audience will get used to when you publish new content, when to expect your newsletter, or when your next podcast or YouTube episode comes out.

The Right Website

With 80% of the buying process happening before a prospect even speaks to sales, it's clear your website has to do the heavy lifting. If it's not helping you capture attention, build trust, and move buyers through their journey, it's failing you.

At a minimum, you need:

- **A site you control.** Your team must be able to publish content fast, update navigation, add pages, and capture leads—without waiting on an agency. If you can't make changes in-house, your website is working against you.
- **A frictionless experience.** Nothing should block buyers from finding what they need. Slow load times, poor mobile performance, and bad navigation kill engagement. A clean, intuitive site structure that aligns with the buyer's journey makes a massive difference.
- **A Learning Center.** Your best content—articles, videos, podcasts, tools—should be organized in one place, easy to search, and simple for both prospects and salespeople to find. A great Learning Center shortens sales cycles and builds trust faster.

- **Clear messaging.** Visitors should instantly understand what you do, how you help, and what to do next. If your sales team keeps hearing “So what exactly do you do?”—your message isn’t landing. Refine it, test it, and keep improving.
- **Self-service tools.** Buyers don’t want to wait on a rep to get answers. Pricing calculators, self-configurators, and assessments speed up decision-making and generate high-intent leads.
- **Continuous improvement.** Your website is never done. Track performance, study user behavior, and optimize monthly. Small tweaks—like shifting messaging, adding self-service tools, or improving page speed—compound over time.

Your website is either your greatest sales asset or your biggest missed opportunity. In the book *Endless Customers*, we break all of this down in detail, showing you exactly how to execute all of the above.

The Right Sales Activities

Endless Customers is a sales-first strategy. When the sales and marketing teams are working together closely to create content for the sales process, there should be an immediate impact on sales. This is how you will be able to sell in a way others are not willing to sell. So how do you do it?

- **Sales Team Participates in Content Creation.** Your best content comes from your sales team. They know what buyers ask, what holds them back, and how to answer in a way that makes sense. When sales is involved in content creation, the content becomes more relevant, easier to use in the sales process, and more effective at closing deals. When your sales team is willing to step in front of the camera, not only will your content be better, but prospects will start coming in asking for them by name.

- **A Documented Sales Process That’s Followed by All.** A sales process that’s not written down doesn’t exist. Your team needs a clear, repeatable process that outlines the steps to convert prospects into customers. Think of it like a pilot’s checklist—simple, essential, and impossible to ignore. The best sales teams constantly refine and improve, adapting to what works.
- **Assignment Selling Integrated into Your Sales Process.** Once you have your sales process defined, the next step to prepare your team for success with Assignment Selling is to map helpful, educational content to each step in the sales process. Your team needs to know exactly what content to use and when to use it to be successful. Early stage prospects might benefit from introductory articles or videos that provide a broad overview, while those closer to a decision may require detailed case studies or product comparisons. It’s vital to take the time to outline your sales process and map content to each stage so your entire sales team is aligned on which content to use when.
- **Create a Sales Culture of Continuous Improvement.** With a sales process and Assignment Selling in place, the real work begins. That means your team needs to be using these tools consistently—and that starts with training. That means role-playing, recording calls, reviewing performance, and refining their approach. Sales leaders must coach, give feedback, and adjust based on real-world results.

In the book *Endless Customers*, we provide extensive direction on how to accomplish the above and build a sales culture that wins.

The Right Technology

To support your sales and marketing efforts effectively, you need the right tools and systems in place. Technology provides the foundation for your team to work efficiently, stay aligned, and deliver a seamless buyer experience. By centralizing customer data, automating repetitive tasks, and integrating tools like chatbots and predictive analytics, the right technology allows your team to focus on what matters most: building trust and driving results.

In the book *Endless Customers*, we teach you how to adopt the right technology for your business, including how to:

1. Centralize your customer data with a CRM.
2. Train for proper CRM usage and maintain accountability.
3. Set AI guidelines for your company.
4. Train your team on AI.
5. Create a culture of AI and technology experimentation.

The Right Culture of Performance

Endless Customers only works if you fully embrace it as a culture change within your organization. The way your company operates, and how you think collectively as a team, will change.

Like any other company priority, *Endless Customers* only works when leadership makes it a company priority. It starts with leadership investing the right amount of time and resources needed to make it a success. They also must hold people accountable, celebrate wins, and regularly reinforce the principles.

The people at your organization must have a desire to learn and experiment. Over time, changes will occur—new platforms and new technologies will arise—and the best companies experiment, learn from it, and embrace it.

You will never get ahead by waiting for others to do something first.

In *Endless Customers*, we walk you through exactly how to build The Right Culture of Performance inside your organization.

Kicking Off Endless Customers

Everything begins with leadership. If you're not willing to take risks, your company won't either. The tone is set at the top, and it's your responsibility to lead the charge.

Step 1: Have All Leaders in Your Company Read Endless Customers

The book will help align your leadership team on The Four Pillars of a Known and Trusted Brand and understand how to strengthen The 5 Components of Endless Customers, detailing all of the frameworks that help implement the strategy. It explains the what, why, and how of the system in a way that resonates with leaders, using real-world examples that bring the principles and strategies to life. It's the best way to understand how the system works and visualize the transformation in a company.

You can purchase the book at endlesscustomers.com or wherever books are sold.

Step 2: Align Your Organization Around The Principles of Endless Customers

To launch Endless Customers successfully, your entire organization—sales team, marketing team, leadership team, and anyone else who interacts with customers—needs to rally around a single, unified customer acquisition strategy. Everyone must be on the same page and fully committed to moving in the same direction.

The solution? **Alignment Day.**

Alignment Day is a focused, three-hour training session designed to unify your team around the principles of Endless Customers. During Alignment Day, your staff will begin to understand how buyers have changed, the actions that must be taken to become the most known and trusted brand in your market, and everyone's role in making that a reality.

By the end of Alignment Day, your team will not only understand the “why” behind Endless Customers, but also the “how.” Everyone will know their role in making the strategy work and, most importantly, they'll be inspired to own it.

Step 3: Measure and Track Your Progress Towards Endless Customers Mastery

To help you do these, Endless Customers has two key tools that are used to measure and track your progress.

The first is **The Endless Customers Scorecard**. This tool is designed to help businesses assess their current position, set clear goals, prioritize efforts, and track progress over time. It gives you the visibility you need to succeed with the Endless Customers System™.

The scorecard comprises 10 key prompts—two for each of the five components. These prompts are designed to help you identify strengths, uncover gaps, and create a clear roadmap for improvement.

To get the most out of this tool, it's important to approach it thoughtfully and consistently. Start by committing to completing the scorecard once a quarter. This regular cadence allows you to measure progress, adjust strategies, and keep your team aligned around the principles of Endless Customers.

Endless Customers Scorecard™

Organizations generally require 18 to 24 months to elevate their overall score to the 80-100 range. As challenging as it is for an organization to achieve a score over 80, it's just as challenging, if not more, to maintain it. But that's what the elite companies do. Rate each statement for your business on a scale of 0 to 10, where 0 is never true and 10 is always true.

The Right Culture of Performance	
<p>Our Entire Organization is Aligned Around and Trained on the Principles of Endless Customers</p> <p>Leadership keeps this strategy top of mind for all staff, holds people accountable for their roles, and measures progress. Principles are regularly reinforced in company meetings and through company-wide trainings multiple times a year. All new customer-facing team members are effectively onboarded to our strategy.</p>	<p>_____</p> <p>out of 10</p>
<p>We're Maximizing Our Growth and Improvement Efforts</p> <p>100% of our team takes full advantage of learning opportunities, invests in their own growth, and is continually improving. Leadership has provided coaching and training opportunities to develop skills and avoid common mistakes. Our team consistently engages with and learns from other professionals growing with Endless Customers.</p>	<p>_____</p> <p>out of 10</p>
The Right Content	
<p>We're Consistent With our In-House Publication of Endless Customers Content</p> <p>We've brought 100% of our content production in-house. We have someone on staff who's qualified, accountable, and empowered to oversee the success of our content strategy. We have produced at least one of each of the Big 5 for each product/service and are publishing at least three pieces of content per week, generally Big 5.</p>	<p>_____</p> <p>out of 10</p>
<p>We're Leveraging Video Better than Anyone in Our Market</p> <p>We've brought 100% of our video production in-house. We have someone on staff who's qualified, accountable, and empowered to oversee the success of our video strategy. We've produced and are using most of the Selling 7, publishing at least two Selling 7 or Big 5 videos per week. All of the sales team and SMEs are trained for on-camera performance.</p>	<p>_____</p> <p>out of 10</p>
The Right Website	
<p>We Have the Most Trusted and Best Performing Website in Our Market</p> <p>When we evaluate our website against the competition through comprehensive analytics and adopting the perspective of our buyers, it's clear we lead the market. Our site excels in organization and clarity of messaging, bolstered by a robust learning center and efficient self-service tools, which together ensure a steady stream of sales-qualified leads.</p>	<p>_____</p> <p>out of 10</p>
<p>We Manage, Update, and Optimize Our Website In-House</p> <p>Our marketing team is proficient in handling most updates and changes to our website in-house and possesses robust skills in website optimization. They know how to expertly analyze website analytics, refine messaging, boost SEO, and enhance conversion rates — all without the need for external assistance, except for occasional design and development projects.</p>	<p>_____</p> <p>out of 10</p>

The Right Sales Activities

Our Sales Team is Fully Integrated, Aligned, and Supportive of Our Endless Customers Strategy
 The majority of the sales team is consistently participating in the content creation process. The sales team knows how to find and use content effectively in their sales process, and is regularly doing so. Members of the sales team meet with members of the marketing team for a monthly revenue team to align on how both teams can best support each other.

out of 10

Our Sales Team is Prepared, Trained, and Empowered to Close Deals Faster
 We have a defined and effective sales process that's followed by the entire team, which includes using specific content and videos designed to help close deals faster. All sales team members actively participate in sales coaching, receiving feedback, and role-playing weekly, leading to better and more effective sales conversations, in-person or virtually.

out of 10

The Right Technology

We're Optimally Using The CRM for Efficiency, Insights, and Better Customer Experiences
 We manage all aspects of our CRM and sales/marketing technology in-house with limited needs for outside support. All members of the sales team and customer-facing roles are fully trained on the CRM and utilize it correctly and consistently. Leadership has the data, forecasts, and insights to make smart marketing and sales decisions to grow the business.

out of 10

We're Using AI and Other Emerging Technology Better Than Any of Our Competitors
 Our staff is proactive when it comes to researching, adopting, and experimenting with AI and emerging technology, staying ahead in a rapidly evolving digital landscape. We have clear expectations and safety guidelines for our staff to experiment with emerging technology, as well as a process that helps us measure the ROI of our experiments.

out of 10

Your Total Score: _____ out of 100

What Your Score Means:

0-19: Our team is at the beginning of our Endless Customers Journey, and we will need significant overhaul and assistance to move forward on multiple key areas. (Est. 24-30 months to EC Mastery)

20-39: Our team is getting the hang of it, although we still require frequent assistance in several areas of our business (Est. 18-24 months to EC Mastery)

40-59: Our team is half way there! With occasional support, we can achieve success in several areas across our business (Est. 9-18 months to EC Mastery)

60-79: We have gained significant traction and our business is improving continuously, with very little assistance needed to achieve any given goal (Est. 3-6 months to EC Mastery)

80-100: We are able to do all processes with minimal assistance, and this is where most IMPACT Clients end up. (At EC Mastery, must be maintained)

The second tool is called **The Endless Customers Journey™**.

This roadmap serves as a guide for what most companies experience as they master the Endless Customers System™ over the course of 24 months. Every journey is unique—tailored to the needs, goals, and structure of your business.

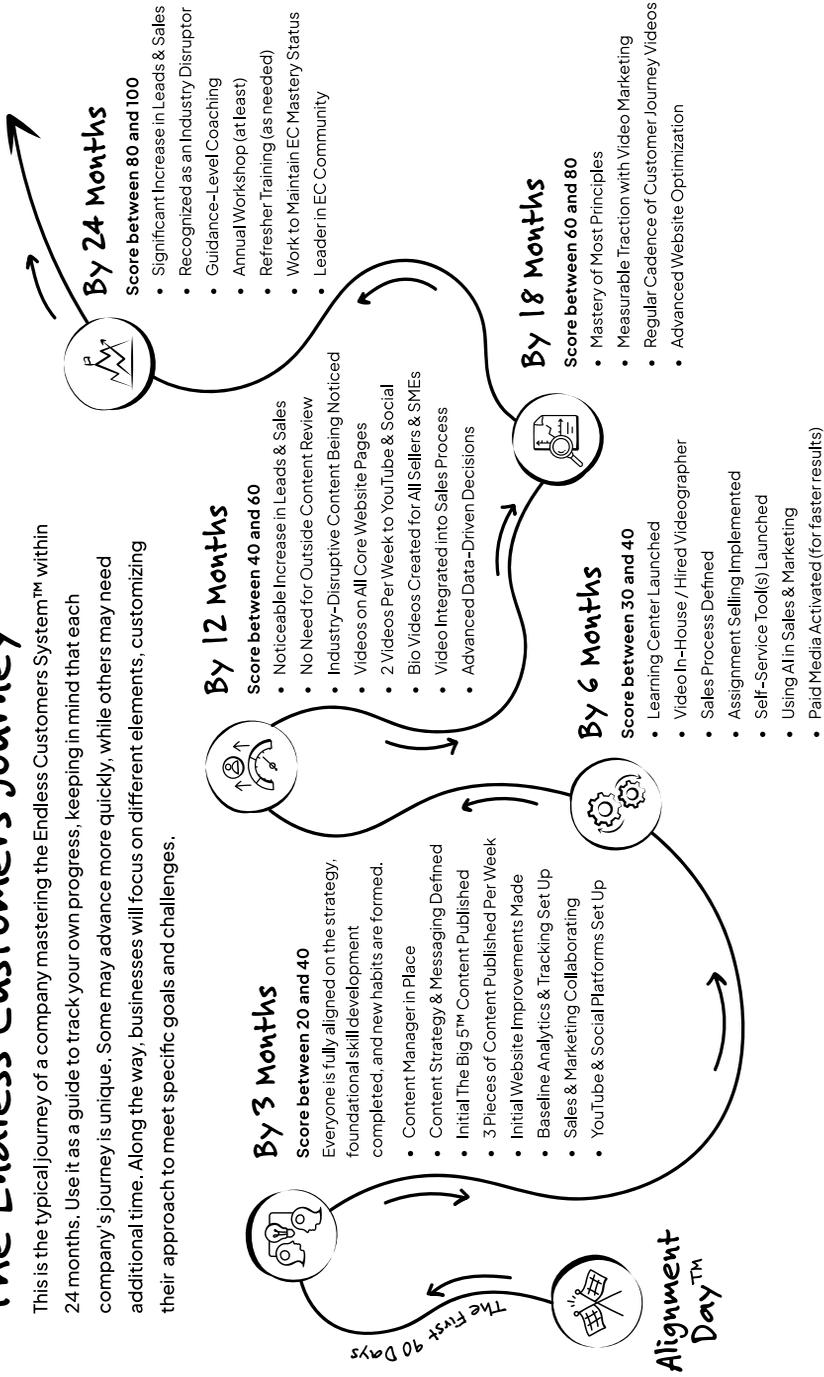
And while there's no one-size-fits-all playbook, there are core principles, best practices, and key milestones you should look to achieve along the way.

This timeline highlights the typical stages organizations experience as they implement Endless Customers. Milestones are tied to average scores from the Endless Customers Scorecard, which helps you benchmark your progress and refine your efforts.

The journey begins with an Alignment Day. From there, progress unfolds through 90-day cycles, each building on the last to create sustainable growth.

The Endless Customers Journey™

This is the typical journey of a company mastering the Endless Customers System™ within 24 months. Use it as a guide to track your own progress, keeping in mind that each company's journey is unique. Some may advance more quickly, while others may need additional time. Along the way, businesses will focus on different elements, customizing their approach to meet specific goals and challenges.



7 | Resources to Accelerate Your Success

Building an Endless Customers business is not a one-time task—it's an ongoing process of growth, refinement, and commitment. The good news?

You don't have to do it alone. In our experience, we've found that there are two key factors that will help a business sustain and accelerate their success with Endless Customers.

Those two factors are working with a Certified Coach who guides you through the process, and tapping into the power of the Endless Customers community.

The Importance of a Coach

Can you implement this system on your own? Absolutely. That's why the predecessor of Endless Customers, They Ask, You Answer, resonated with so many people and businesses—it's simple, straightforward, and rooted in common sense.

But if you want to accelerate your success, avoid unnecessary detours, and achieve remarkable results faster, the support of an Endless Customers Certified Coach can make all the difference.

Some businesses engage a coach right from the start, using them as a full-blown support system to help guide their teams toward mastery of Endless Customers.

Others get started on their own or maybe bring in a coach just to facilitate key meetings, like Alignment Days and Quarterly Planning Sessions. There are also teams that don't require as much handholding and, instead, use a coach for these important sessions to ensure they're staying on track and not missing key opportunities.

Whether you're thinking about getting started with the Endless Customers System™, or you're already six or more months into your journey, it's never too late to bring in a coach to accelerate your results. Every business's journey is unique, and there's no one-size-fits-all approach to achieving success. The key is to assess what level of support will help you achieve the greatest impact.

For more information on coaching, visit [impactplus.com](https://www.impactplus.com).

The Power of Community

Being successful with Endless Customers doesn't just hinge on having a coach. The power of community plays a significant role in sustaining your success. The Endless Customers community is a vibrant ecosystem where businesses at every stage—whether just starting out or well-established—come together to learn, share, and grow.

When you join a community of businesses implementing these strategies, you unlock a powerful resource that can significantly accelerate your growth and success. Communities are behavior change-makers.

In this community, you'll find shared knowledge, experience, collaboration, and support that can provide you with the collective wisdom needed to navigate challenges and keep pushing forward.

Here are the key benefits of being part of the Endless Customers community:

- **Shared knowledge and experience.** Learn from others’ successes and mistakes, apply proven practices, and save time by avoiding the need to “reinvent the wheel.”
- **Collaboration and support.** Partner with peers, get feedback, and tap into a network that offers innovative solutions and vital support for your business challenges.
- **Comprehensive learning.** Access a wealth of resources—courses, certifications, and lessons—that help you master the Endless Customers System™.
- **Engagement and events.** Join monthly video discussions or our bi-annual conference, IMPACT Live, connecting with others at all stages of their journey to learn, celebrate, and innovate together.

No matter how much you know or how hard you work, you can always benefit from the wisdom and support of others. The Endless Customers community is here to help you grow and sustain your success, long after the initial implementation phase. Joining the community is a strategic move that demonstrates your commitment to growth and excellence.

For more information about IMPACT+, the Endless Customers community, or IMPACT Live, **[visit impactplus.com](https://www.impactplus.com)**.

8

About the Authors

Marcus Sheridan is a highly sought-after international keynote speaker, author, and business strategist who has transformed the way companies connect with their audiences. Hailed as one of the top marketing and sales speakers in the world, Marcus's journey began when he co-founded River Pools. During the 2008 recession, he pioneered strategies that not only saved the company, but also revolutionized how businesses educate and empower their buyers. This philosophy became the foundation for They Ask, You Answer, which continues to inspire leaders globally.

Today, Marcus is a partner at IMPACT, where he and the team help businesses implement the Endless Customers System™ to become the most known and trusted brands in their markets. By aligning leadership, coaching teams, and equipping marketing and sales departments with the tools and training they need, IMPACT helps companies capture the attention of their buyers, earn their trust, and close sales faster.

Through this system, companies learn to attract qualified leads and transform the customer experience, all while aligning their entire organization around one goal: to dominate their market. Beyond coaching, IMPACT provides supplemental services, including website design and development, HubSpot implementation, and paid media services—all designed to amplify your results.



For Additional Help and Information

Marcus and the IMPACT team are here to guide you step-by-step through implementing the Endless Customers System™. Here are three ways to get started:

- 1. Book Marcus to Speak.** Looking to inspire your team or audience? Marcus delivers dynamic keynotes and workshops on the strategies from *Endless Customers* and *They Ask, You Answer*, and how to build trust in today's marketplace. To book Marcus to speak, email Marcus at Marcus@MarcusSheridan.com.
- 2. Coaching and Training.** Work directly with the Certified Coaches at IMPACT to guide your business through your Endless Customers implementation. Learn more at impactplus.com.
- 3. Join the Community.** Become a member of IMPACT+ to access exclusive resources, on-demand training, and a community of like-minded business professionals. Plus, attend one of our in-person Endless Customers events to dive deeper into the methodology. Learn more at impactplus.com.

PRAISE FOR **ENDLESS CUSTOMERS**

“Simplicity and structure are at the core of what makes EOS® so effective, and *Endless Customers* shares that same philosophy. This book presents a powerful, clear roadmap for elevating your marketing and sales, perfectly aligning with EOS. I’m confident every business running on EOS can gain tremendous value from incorporating the timeless principles of *Endless Customers* into their business strategy.”

—**GINO WICKMAN**, Author of *Traction* and *Shine*, Creator of EOS®

"*Endless Customers* made me a millionaire. Our business was failing. The credit cards were maxed out within a year, but the Endless Customers System™ turned it around. New business has increased 10x and is continuing to grow. Customers now stop me in the street to say thank you because I'm putting out content that they care about and answers their questions. I have no doubt that Marcus, IMPACT, and *Endless Customers* made me a millionaire."

—**ED MCKNIGHT**, Resident Economist, Opes Partners

“We’re proud to count IMPACT among our top partners in the HubSpot community, helping companies grow better. Through the principles of *Endless Customers*, they’ve not only helped bring our vision of inbound marketing to life, but have also empowered many of our customers to become the most known and trusted brands in their markets.”

—**BRIAN HALLIGAN, YAMINI RANGAN** and **DHARMESH SHAH**, HubSpot

“Everybody loves the StoryBrand framework but it’s just as important to execute. *Endless Customers* is all about how to actually get a proper messaging campaign done so that your products get discovered by those who need them. Marcus has done us all a great favor.”

—**DONALD MILLER**, Author of *Building a StoryBrand* and CEO of StoryBrand.AI