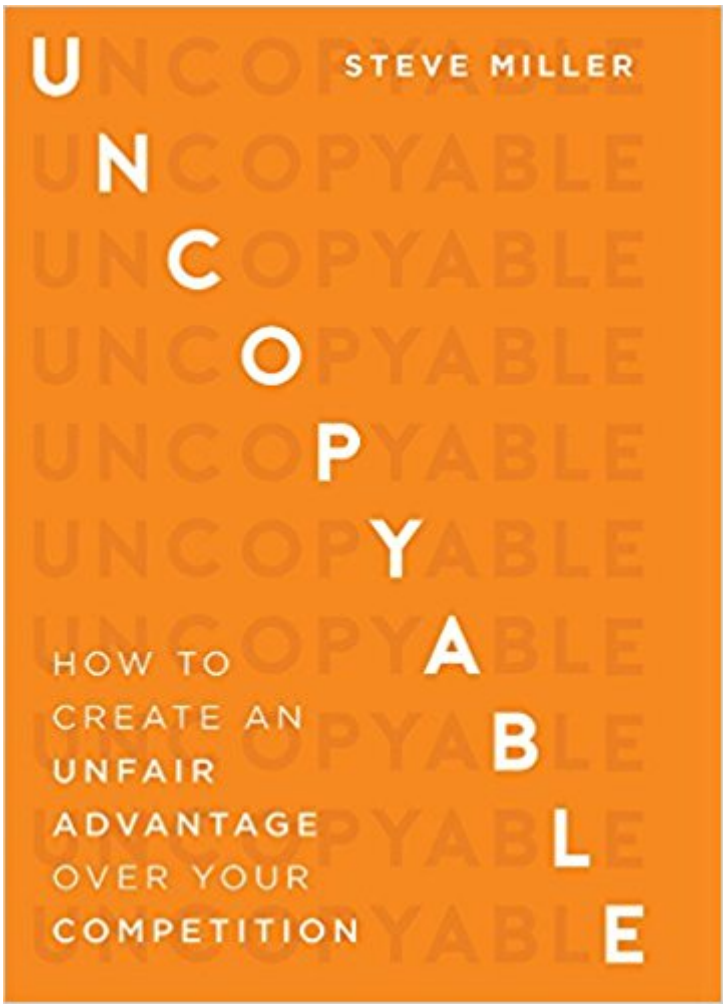
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Uncopyable: How To Create An Unfair Advantage Over Your Competition



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Synopsis

What separates average businesses from extraordinarily successful ones?Better product? Nope. Your competitor will rapidly reverse-engineer your "secretsauce" and get their "better-than-you" version on the market fasterthan you can say "Usain Bolt."Better customer service? Guess what? All of your competitors say they provide thebest customer service. It's a wishy washy phrase . . . a vague generality with no meaningful specific.Better pricing? You're kidding, right? The company that lives on price dies on price.More harsh reality: Almost all industries today struggle with theincreasing commoditization of their products and services, puttingconsiderable pressure on prices and margins, leading to fiercercompetition.The Solution?You must create an Uncopyable Attachment with your customers.Ã Â They must see you as not only delivering a superior product butalso as a high-value relationship they simply cannot get anywhere else.In Uncopyable, Steve Miller compellingly argues that newadvantage isn't found by going "outside the box"Ã¢â ¬â ¢you must actually buildyour own box. UncopyableÃ Â will guide you to achieving an unfairand enduring competitive advantage.

Book Information

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Customer Reviews

Miller...delivers a coaching session in book form... Don't mistake the work's brevity for a lack of substance. Miller oozes ideas but makes his points quickly, mostly through rapid-fire anecdotes. He explains how competition focused on one-upping a rival's product, price, or service breeds conformity... Miller's prescription: "Look at what everybody else is doing, and

don't do it." The goal...to create an "uncopyable attachment" among customers. His most vivid example is Harley-Davidson, whose devotees often tattoo its logo on their bodies. His trademarked advice is "Stealing Genius"--appropriating innovations from other industries. His ideas aren't all original, but his synthesis is, well, uncopyable. Miller has produced an easy and fun read with a wealth of actionable information...he urges developing a mindset that's continually on the lookout for inventive ideas.-Kirkus Review

Praise For UncopyableÃ Â Everyone wants a competitive advantage, but not everyone knows how to do it. UNCOPYABLE changes that by providing practical strategies and tools explained using contemporary examples and intriguing stories. Read it to get the edge over your competition.-- Mark SanbornAuthor of the bestselling book, The Fred FactorÃ Â Steve Miller is the master of marketing and a legend in the consulting world. In UNCOPYABLE he argues successfully whatit takes to be extraordinary in the ever-changing, highly competitive global sphere.-- Nido R. QubeinPresidentHigh Point UniversityÃ Â Real innovation is hard. I've spent four decades fighting to move business owners past the 'marketing incest' that occurs when they are competition centric in their thinking. And it is about thinking before it can be about anything else -- including growth, sustainability, profit. In UNCOPYABLE, Steve provides a clear challenge to the way a person presently thinks about his business. Now that copycatting occurs at the speed of light and classic price and profit protections are disintegrating, what Steve describes as the Uncopyable Mindset is more vital than ever."-- Dan S. Kennedy, direct marketing strategist/copywriter, author of the No B.S. series, including No B.S. Price Strategy, NoBSBooks.comÃ Â If you have any responsibility for sales and marketing in your organization, you owe it to yourself to seek Steve out.He's provided us with clear, actionable marketing steps and ideas resulting in a 56% increase in subscription revenue.Ã Â UNCOPYABLEis a whole new way of thinking about marketing in a competitive world that puts the reader on the road to dominance.Ã Â Ã Â Ã Â -- Pete HarrisCo-Owner, Incisive Computing Solutions, LLCÃ Â Notso long ago, if you had great marketing or spectacular customer service or cheap web traffic or some other slight edge, you were reasonably secure against competition. Today, however, they're drilling subterranean tunnels and infiltrating your basement even as we speak. You need a substantial edge. Steve Miller has applied his mind to the question of how you can become UNCOPYABLE.-- Perry MarshallAuthor, 80/20 Sales & Marketing,Ã Â Ultimate Guide to Google Adwords, and Evolution 2.0Ã Â If anyone has the right to teach us how to be UNCOPYABLE,Ã Â it's Steve Miller. He has modeled the strategies in his breakthrough book formore than 25 years. He goes beyond branding and

innovation, which, though valuable - always leave us competing. World class is good, World class and Uncopyable is better! This book gives you both "whats" and "how-tos".-- Bob Pike CPLP Fellow, CSP, CPAEFounder/Chairman - P3 Associates, LLCFounder/Editor - Training and Performance ForumÃ Â Miller is a marketing guru who teaches practical, common sense lessons to help you stand out, give you a competitive advantage and help make you... UNCOPYABLE!-- Shep Hyken, CSP, CPAEAuthor of the bestselling book, The Amazement RevolutionÃ Â I love books that disturb conventional thinking.Ã Â Steve Miller nails the pivotal, counterintuitiveÃ Â point about achievingÃ Â sustainable success--Don't compete, be uncopyable.Ã Â UNCOPYABLE is a must-read for small business owners who want to avoid the typical pitfalls, and emerge as a game-changer business to be reckoned with.-- Art Turock, Elite Performance Game-Changer, Author, Competent is Not an Option

"Uncopyable" is an innovative book with practical ideas that can be quickly put into action. IÃƒÂ¢Ã â ¬Ã â„¢ve attended several of Steve MillerÃƒÂ¢Ã â ¬Ã â„¢s talks after meeting him in conjunction with IMTS 2016. Readers familiar with his speaking style will hear him in the book. ItÃƒÂ¢Ã â ¬Ã â„¢s the right mixture of well-established facts about marketing and new ways to capture market share. At just 136 pages, it’s a quick read that gets right to the point. If you’re looking for ideas that can help your products or services stand out from the crowd, read "Uncopyable".

Don’t get stuck in the Bermuda Triangle of marketing using the traditional "better product, better price, better service" merry-go-round that everyone competes on. Be uncopyable, as told in this easy to read, easy to understand book. Steve tells what pitfalls to be aware of, talks about the marketing diamond and how to approach your marketing strategy, where to find your "moose" (target market), how to attract them, and what to do to keep your name top-of-mind when they are ready to buy.But that’s not all. Steve teaches how your customers can be attached to your business or product by doing something different that your competition can’t or won’t do. It’s all here in this book laid out in three, easy to follow sections. The principles in Uncopyable help our marketing department with our company’s strategy. I highly recommend this book! - Shane Z

Talk about a paradigm shift! I’ve followed Steve’s webinars and podcasts for quite a while, but it wasn’t until I read the entire new book (Uncopyable) that I realized we were still looking at this wrong. What is required is not to be better - you have to be DIFFERENT!! All of our thinking in the

past has been geared towards how to be better, or faster, or "bring more value" than our competition. And it is so frustrating when customers don’t see that the same way we do. But after reading Steve’s new book we finally have a new paradigm, and more importantly, a road map of how to make ourselves different - UNCOPYABLE! Actual tools and steps to take to accomplish this. We need our "moose" emotionally attached to us, not just seeing us as better - for now - until our competition one-ups us. Thanks Steve!!

Steve challenges his readers with high expectations. First, compare yourself to the best and not the best in your industry, but the best - period. What did you learn from them? and then How can you apply it to your situation.This is a critical view because customers compare all buying experiences. They will compare their Disney experience with their grocery experience. Did one "Wow" them? If it did, they the other experience was not as good and you want to make sure you are providing the "Wow" experience.To move toward the "Wow" and "Uncopyable" experience, Steve provides some simple (but not easy) prerequisites on what is required and some tools to move there.An easy read, but my version is now full of highlights and turned down corners.

Bought two of these books for our sales and marketing team to learn and enjoy. We have exhibited and attended many trade shows through the years and always look for new and "uncopyable" advantages to advance our sales process. This book gives many ideas on how to look at our marketing and sales approach in a different way. Some of the suggestions we will use to transform our processes and others might not be applicable, but the main point in reading and learning from this book is to look at what we are doing on a daily basis from a different point of view.The ideas in the book can be additional tools to make us better and more successful.

As a small business owner, I’m always looking for ways to stand out against the competition. "Uncopyable" made me think about that from a different perspective. The book is loaded with great ideas for creating an "Uncopyable" brand. The best part is that many of Steve’s tips can be implemented quickly and easily. I highly recommend this book.

This books represents a lot of knowledge, experience and results wrapped up in a book that is easy to read. The great thing is having it all in one place to use as a reference. I’ve worked with Steve for several years and have put his advice into action. Not always easy but definitely effective. After reading the book, I need to keep applying what’s in this book. It’s definitely a journey!

Uncopyable is Steve Miller at his absolute best. For entrepreneurs, marketers, any business or profession this book needs to be at the top of your reading list. As only Steve can, he gets right to the heart of the matter. His no nonsense observations and insights produce quite a few ah ha moments. You're gonna like this book and make use of it in your career.

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