

The CELEBRITY CEO Mindset

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@RamonRay

Lessons from Ramon Ray, an author and business owner with a growing community of fans.

It's not vanity.



Community is a source of customers, referrals and business growth.

Use fan-building techniques.



Ramon started with an e-mail newsletter ("Small Business Technology Report").

Choose to serve a narrow target market.



Niche marketing is a powerful concept, a source of strength.

Become an expert in your niche.



Genuine expertise builds trust, reputation and confidence.

Educate, and share valuable content.



As an expert, you can facilitate value experiences for customers by sharing.

Adopt the mindset of a community manager.



Appreciation, respect and engagement. "Stick around and shake hands" – i.e., networking and building relationships.

Get chased by customers.



Turn fans (and those in their network) into customers.

Let Austrian Economics Guide Your Entrepreneurial Journey

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

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