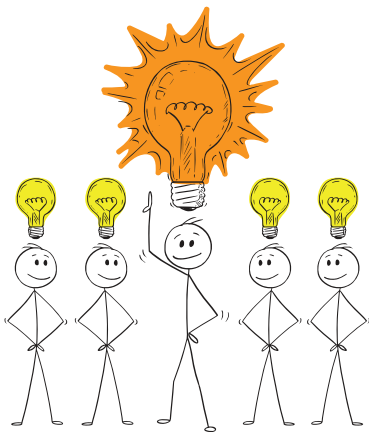
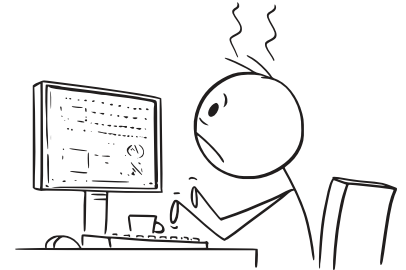


GET DIFFERENT

BY MIKE MICHALOWICZ

TRYING TO STAND OUT BUT STILL LOST IN THE CROWD?

You're doing all the things—ads, social media, content creation—but your marketing isn't clicking. The competition is fierce, and your message isn't cutting through the noise. Sound familiar?



THE TRUTH: IF YOU'RE BLENDING IN, YOU'RE NOT WINNING.

The key to marketing success isn't more of the same, it's standing out by doing something completely unique. **Get Different** gives you a simple, actionable strategy to break away from the crowd and get noticed by your ideal customers. Instead of copying what everyone else is doing, you'll learn how to create a message that cuts through the noise and speaks directly to your audience.

WHAT WOULD DAD DO?

No, not *your* dad. This book reveals the **DAD method**, a powerful tool for crafting a marketing message that stands out. Here's how it works:

1. D – Differentiate

Identify what makes your business unique.

What sets you apart from the competition? What's your secret sauce?

2. A – Attract

Create a message that resonates deeply with your target audience.

Speak to their pain points, desires, and needs in a way that grabs attention.

3. D – Direct

Guide your audience towards action with a clear and compelling call to action.

Get them to do something with the message you've just delivered.

Follow this DAD, and you'll stop blending in and start standing out. You'll have a marketing strategy that actually works because it's built on a foundation of differentiation, attraction, and action.



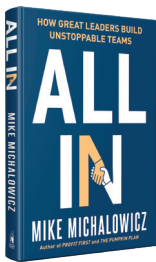
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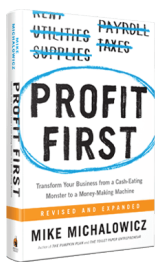
A PROVEN SYSTEM TO CAPTURE CUSTOMERS' ATTENTION

Get Different isn't some rando theory, it's a proven formula that has helped thousands of business owners find their unique voice and dominate their market. With real-world results and powerful case studies, this book has become a game-changer for businesses that refuse to blend in.

Get Different is part of the **Entrepreneurship Simplified** series, the ultimate collection of books designed to help business owners overcome the most critical challenges in building a thriving company.



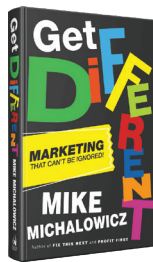
Lead the best team!



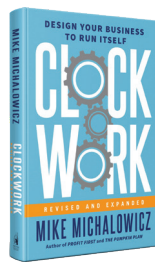
Make more money!



Do the right things!



Market better than ever!



Get your time back!



Grow fast & strong!



Be the industry leader!



Build your 1st company!

WHAT ARE YOU WAITING FOR?

Stop wasting time and energy on strategies that don't get results. Make your marketing work for you with a proven framework designed to get you noticed and heard. Pick up a copy of **Get Different** today and start building a message that stands out—so your business can get the attention it deserves.



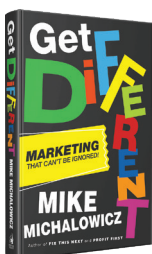
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MAKE IT EASIER WITH THE RIGHT TOOLS AND RESOURCES

Implementing **Get Different** is simple with these tools:



GoGetDifferent.com

The **DAD** Framework:
Radically Improve Your Marketing

The DAD Framework Guide
A powerful tool that helps you evaluate your current message and identify areas that need differentiation.

bit.ly/DADframework

GET NOTICED
- CRASH COURSE -

The Get Noticed Crash Course
A deep dive into the principles of **Get Different**, where Mike Michalowicz guides you in creating a marketing strategy that works.

bit.ly/GetNoticedCrashCourse