

GET DIFFERENT

BY MIKE MICHALOWICZ

MARKETING

THAT CAN'T BE IGNORED

BOOK CLUB GUIDE

Welcome to the **GET DiFFERENT** Book Club!

We're thrilled you're here! Marketing is the key to getting your business seen, known, and chosen—but most businesses do it the same way as everyone else, making them invisible. **Get Different** by Mike Michalowicz introduces a proven framework to break free from the status quo and get the attention your business deserves.

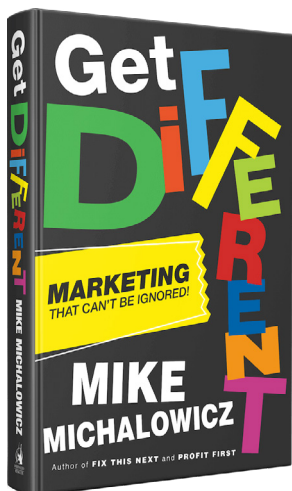
This guide will help you explore the core principles of the book, reflect on your own marketing strategies, and take real action. Get ready to shake things up and make a **bold impact!**

How to Use This Guide

This guide is structured to help you:

- **Read with purpose** – Follow along with chapter summaries and discussion questions.
- **Reflect deeply** – Apply key concepts to your business and marketing.
- **Take action** – Test and implement new marketing strategies that set you apart.

About The Book



Book Summary

Most businesses follow marketing norms—they copy competitors, play it safe, and fade into the background. But the companies that thrive are those that **Get Different**.

In **Get Different**, Mike Michalowicz introduces the **DAD Marketing Framework**, a simple yet powerful system that helps businesses stand out, attract the right audience, and drive results. Through engaging stories, practical exercises, and real-world case studies, this book equips entrepreneurs, marketers, and business leaders with tools to **get noticed and stay noticed**.

Welcome to the GET DiFFERENT Book Club!

About The Author

Mike Michalowicz is an entrepreneur, speaker, and bestselling author of *Profit First*, *Clockwork*, *Fix This Next*, and more. His mission is to **eradicate entrepreneurial poverty** by equipping business owners with simple, actionable strategies to increase profits, improve efficiency, and grow sustainably.

LEARN MORE AT
MikeMichalowicz.com



INTRODUCTION:

YOUR RESPONSIBILITY TO MARKET

KEY TAKEAWAY:

You have a **duty** to market your business—because if your product or service is better than the competition's, it's your fault if people don't know about it.

QUESTIONS:

1. Mike argues that **marketing is a responsibility, not an option**. Do you agree? Why or why not?

2. Have you ever hesitated to market aggressively? What held you back?

3. Think about a time when a business or product you loved went unnoticed. How could better marketing have changed that?

CHAPTER 2:

THE DAD FRAMEWORK

KEY TAKEAWAY: The DAD Framework:

- **Differentiate** – Stand out in a crowded marketplace.
- **Attract** – Appeal to your ideal customer.
- **Direct** – Guide them toward a specific action.

QUESTIONS:

1. Look at your current marketing—how similar is it to your competitors'?

2. What's one thing your business could do **differently** that would grab attention?

3. Why do businesses often resist standing out? How can you push past that fear?

CHAPTER 3:

THE TARGET ONE HUNDRED

KEY TAKEAWAY:

Marketing is not about reaching everyone—it's about reaching the **right** people. Identify your **Target One Hundred**—the **100 best potential clients** for your business.

QUESTIONS:

1. Who are your **ideal customers**? What do they value most?

2. Are you currently marketing to the right people? If not, where can you find them?

3. What's one marketing strategy you could implement to **target your top 100 prospects**?

CHAPTER 4:

DIFFERENTIATE FOR PROSPECT ATTENTION

KEY TAKEAWAY:

If you **look and sound like everyone else, you blend in**. To break through the noise, you must do something unexpected.

QUESTIONS:

1. What's one company whose marketing has caught your attention?
What made it stand out?

2. Are you using industry norms or doing something **boldly different**?

3. How can you apply the **power of surprise** in your own marketing?

CHAPTER 5:

ATTRACT FOR PROSPECT ENGAGEMENT

KEY TAKEAWAY:

Being different is not enough—it must also **attract the right audience**.

QUESTIONS:

1. Who do you want to attract?

2. What marketing tactics would **appeal** to your ideal audience?

3. What are you doing now that might be attracting the **wrong** audience?

CHAPTER 6:

DIRECT FOR RESULTS

KEY TAKEAWAY:

Every marketing action must include a **clear, simple call to action**.

QUESTIONS:

1. Think of a recent marketing effort—did it include a **clear next step**?

2. How can you make your call to action **more compelling**?

3. What's one simple **directive** you can use in your marketing right now?

TAKING ACTION

USE THE FOLLOWING STEPS TO PUT *GET DIFFERENT* INTO ACTION:

STEP 1: Identify a Marketing Idea

- Brainstorm **5 ways to differentiate** your marketing.
- Choose **one** idea that excites you.

STEP 2: Test It!

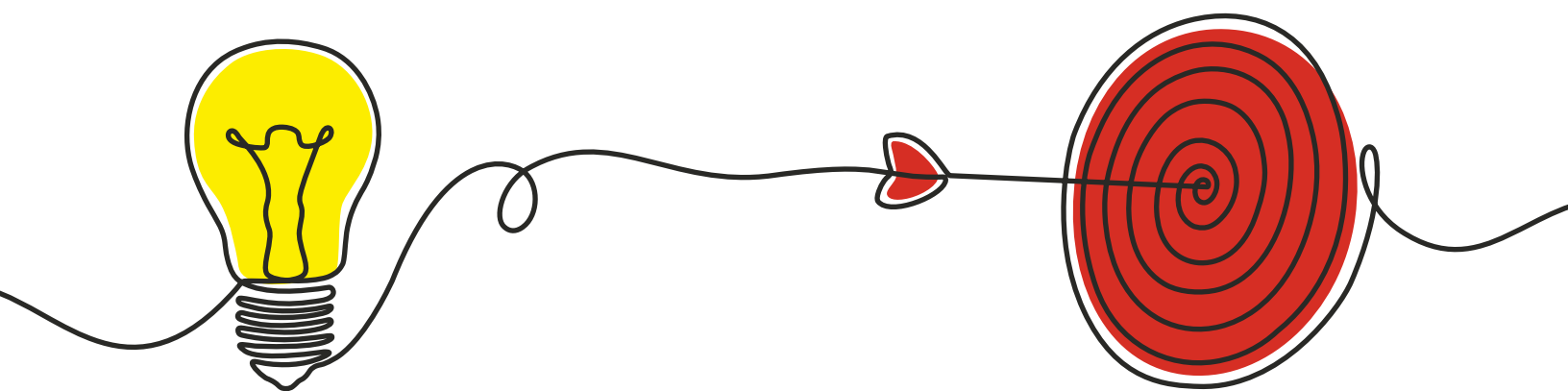
- Run a **small marketing experiment** using the [DAD framework](#).
- Track engagement and responses.

STEP 3: Adjust & Expand

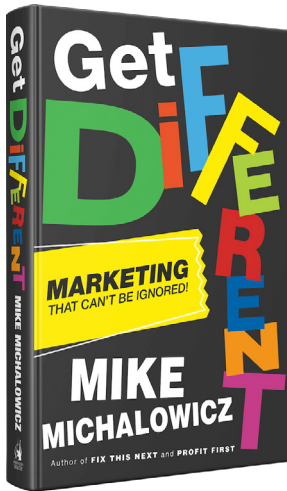
- Did your experiment work? If not, tweak it.
- If it worked, **amplify it!**

STEP 4: Share Your Story!

- Join the **Get Different** movement—share your experiment online using #GetDifferent.
- Email Mike at mike@mikemichalowicz.com with the subject line **"I'm Doing Different!"**



BONUS RESOURCES



Download free tools & templates

GoGetDifferent.com



ENTRE@RENEURSHIP
SIMPLIFIED

Learn new marketing tactic

[Watch Mike's Videos](#)

FINAL THOUGHTS

Standing out in today's world is **not optional**—it's necessary. Your customers are looking for solutions, but they won't find you if you **blend in**. By applying **Get Different**, you'll grab attention, build a loyal audience, and grow your business in a **fun, creative, and impactful** way.

Now go out there and **GET DiFfERENT!**