

# Modeling Masters: How The Best Made Their First Million!

## HEROES FROM THE PAST

- 1894-1903: Hershey, Harley-Davidson, Ford
- 1904-1912: Bank of America, Hallmark, L.L. Bean
- 1923-1947: Disney, Marriot, Baskin-Robbins

## BREAKING THE GLASS CEILING

- 1913-1946: Chanel, Mattel, Ford Modeling Agency
- 1946-1963: Estee Lauder, Lucille Ball, Mary Kay Cosmetics
- 1963-1997: Weight Watchers, Body Shop, Martha Stewart

## MODERN EMPIRE BUILDERS

- 1953-1957: Playboy, McDonald's, Toys "R" Us
- 1960-1962: Sony, Ross Perot, Wal-Mart
- 1968-1971: Calvin Klein, Ted Turner, George Lucas
- 1971-1971: Starbucks, Charles Schwab, FedEx
- 1972-1978: Nike, Home Depot, Ben & Jerry's

## BLACK MOGULS

- 1905-1986: C.J. Walker, Motown Records, Oprah Winfrey

## SUMMARY

- Discover the common success elements across these 48 outstanding entrepreneurs!
- Learn how to implement these lessons into your business and achieve results today!

## HIGH TECH GURUS

- 1939-1975: Hewlett-Packard, Intel, Microsoft
- 1976-1985: Apple, Dell, America Online
- 1995-1995: Amazon.com, Yahoo!, eBay

# Modeling Masters: Hershey, Harley-Davidson, Ford - Summary Slide



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"HELPING You Build the  
Company of Your Dreams!"

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"The Surest Path To  
Success Is Copying The  
Winning Strategies Of Other  
Successful Entrepreneurs."

- Evan Carmichael  
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## Milton Hershey

- Find Good Mentors, Learn the Business: Apprentice in Philadelphia and Denver
- Respect Stakeholders: Former employee helped him found Lancaster, Hershey, Pennsylvania community, expanded in Depression, Milton Hershey School
- Innovate: Fresh milk recipe → loan to launch the company, First to adopt Chocolate machinery, 144 types, Field Ration D, experimented after retirement, Brought chocolate to the masses
- Dedication: Hard Work, Effort: 15-16 hour days, 87 – continued inventing after retirement, Persistence, Failures → Success, Failed 4 times in 4 cities before success, 10 years

## Harley-Davidson

- Grow Slowly, Organically: Shed, no paid employees (low start costs), reinvested profits
- Get The Right Team: Walter as mechanic, William as President, Trusted family members
- Close Large Customers: US Postal Service, Police Department, US Allies: Segway!
- Leverage Others Brands: "Wrecking Crew", Police Department, US Allies: Nike!
- 300 To 1 Odds: Innovate: V-Twin, chain drive, step-starter, front brakes, EL, etc.

## Henry Ford

- Extensive Experience: Involved from age 16, Founded Ford at age 40 with 24 years experience
- Respect Stakeholders: \$5 / hr work wages, 5 day work week, 8 hr work day
- Innovate: Assembly line, scheduled passenger flights, new Model A, V8 engine
- Let the Investor Experience It: William H. Murphy ride → Detroit Automobile Company, Racing image → Ford Motor, Toyota Europe!