

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: Bank of America, Hallmark, L.L. Bean – 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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Amadeo Peter "A.P." Giannini, Bank of America

- Know and Respect Your to Customers: Son of poor Italian immigrants – was one of them, Initially lent "on a man's face and a signature"
- Put Your Customer First: Early reputation for fairness and integrity, Earthquake barrels & plank, Depression rescue & expansion, "I have worked without thinking of myself. This is the largest factor in whatever success I have attained."
- Challenge Conventional Thinking: Lent to immigrants, banking to the masses, branches, door-to-door promotion, Invested in CA wine, Hollywood, GS bridge

Joyce Clyde Hall, Hallmark

- Exposed and Worked Hard Early: 8 year old at odd jobs, bookstore clerk
- Innovate: Inexpensive all year cards, Brought cards to the masses – used new retail channels
- High Quality Products: "When you care enough to send the very best.", popular artists, writers, Winston Churchill, Hallmark brand, personal approval, "I'm hell-bent on quality!"

Leon L. Bean, L.L. Bean

- Work Hard Despite Failures: Worked after parents died (11), failed from selling soap to working in a creamery
- Know Your Product / Customer: Worked in brother's shoe store from young age, was outdoorsman himself, personally tested all products
- Have a Face to the Company: Personally replied to letters, wrote ad copy
- Outstanding Customer Service: Refunded 90 shoes, replaced for free, unconditional guarantee, no charge shipping, open 24/7/365