

# Secret #17

## Your Image Is Important

### **SECRET #17 Price is on the price tag; value is in the eye of the beholder.**

It's never too early to improve your image.

A service business, such as a restaurant, works hard to create an image so that when customers think of the business, they know they'll have a "good experience." This experience could be good food, good service, or a fun setting—or all three!

When a good image is reinforced through advertising, the business can become successful, since customers will go out of their way to eat there for the good feelings. In other words, the restaurant makes them feel happy!

This happens in real life, too. You should work on your image so that you have a good reputation and people only think "good things" about you!

So remember: The best thing you can do to improve your image is to be likeable—someone who is honest, kind, and thoughtful of others—an all-around good person.

*Secret Millionaires Club* stumbled upon this secret when they traveled to Stockholm, Sweden, to help a tiny restaurant called DAHLQUIST that was going out of business.

The family-run eatery specialized in dishes featuring a small, local fish: the herring.

After having lunch with the owner, MR. DAHLQUIST, Radley, Starty, Lisa, Elena, and Jones recognized that the setting was terrific, the service was good, and the herring dishes were delicious. *Secret Millionaires Club* was stumped. Why didn't Mr. Dahlquist have more customers in his restaurant?



Then they saw an advertisement for THE HAPPY HERRING, a huge restaurant chain that specialized in fast-food herring dishes.

Our heroes checked out The Happy Herring and the place was packed! It was noisy, bright, and colorful, and the customers were happily eating their herring sandwiches.

What was the big difference between the two restaurants? Then Radley had a brainstorm. The Happy Herring advertised itself on TV, on banners—everywhere! “That’s it!” Radley exclaimed. “Dahlquist needs to do the same thing.”

So *Secret Millionaires Club* helped Dahlquist restaurant advertise on the Internet, with banners at all the local sports events, and through the newspaper. The key to the success of the advertising was that it pointed out how unique Dahlquist was compared to The Happy Herring.

The restaurant soon had customers lining up outside to get in. *Secret Millionaires Club* had done it again!

As I always like to say, “The more you learn, the more you’ll earn,” so remember:

*SECRET #17*

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