1

Why Customer Acquisition Is Harder Than Ever—And How to Fix It

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Acquiring new customers is tougher than ever.

If you're like most business leaders, you might be asking yourself, "Why is it so hard? We've poured our hearts and souls into building this company. We've got a product or service that's better than our competitors. We've set up systems, refined our processes, and consistently deliver on our promises to customers. So why is it so difficult to bring in new business and grow?"

Or maybe you're on the other side of the fence. Your business is doing well, maybe you're even outperforming your competitors right now. You've built something solid, and you're seeing results. But you know you can be doing even better. You know the market changes fast, and you're thinking, "What do we need to do to protect our position to stay ahead?"

If either of these sounds familiar, you're not alone. Whether you're struggling to grow or want to protect your current success, many businesses are facing similar challenges when it comes to customer acquisition.

Chances are, you're experiencing one or more of the following frustrations:

- **Stalled deals.** The deals sitting in your pipeline take longer and longer to close—if they close at all. It feels like every decision is drawn out, and you're left wondering if you'll ever get a commitment.
- **Declining website traffic and lead generation.** You used to generate consistent traffic from search engines, driving qualified leads into your funnel. But that traffic has slowed down. Leads aren't flowing in like they used to, and the ones that do trickle in aren't as qualified.
- **Losing to competitors.** Even though your product or service is superior, you're watching potential customers choose the competition—often without even speaking to your team. It stings when you know your company offers something better, yet you can't seem to get that message across.
- **Ineffective outsourcing.** You've hired an agency to run your marketing, investing significant resources into the partnership. The results, however, are underwhelming. The leads you were promised simply aren't there, and the return on investment (ROI) is nowhere near what you expected.
- **You're not a "known and trusted" brand.** Sure, you've been in business for a while, but for some reason your brand in the market just isn't standing out. You can't seem to grab the world's attention, despite your best efforts.

These frustrations are widespread in the business world, and there are clear reasons why so many companies are feeling stuck.

Why Are You Experiencing These Frustrations?

First, there's a massive trust deficit.

Consumers have been burned too many times. Whether it's false advertising, under-delivered promises, or bad customer experiences, trust in brands is at an all-time low.[1] People are afraid of making a mistake, so they're more cautious and skeptical than ever. They're questioning everything before they buy.

Can you relate?

If you're like most people, you've likely experienced this in your own life. For this reason, it's not just about having a great product anymore; it's

about earning trust—and lots of it. If buyers don't trust that you'll deliver on what you've promised them, it doesn't matter how good your product is—they won't buy.

Second, search engines and social media have changed the game.

For more than 20 years, you could count on Google to drive traffic to your website. People searched, they clicked on the results, and if you were ranking well, you got traffic.

Not anymore.

Today's search engines are packed with distractions: ads disguised as organic results, featured snippets, and AI-generated overviews that keep users on the results page instead of driving them to your website. The consequence? Organic traffic, once a reliable source of growth for many businesses, is rapidly drying up. And as AI evolves, the shift toward a "zero-click" search experience is accelerating, delivering users exactly what they need without ever leaving the search results page.

This means you can no longer build your house solely on Google.

And it's the same with social media. Today, when you create a post that includes an external link, it simply won't reach as many people. These platforms are only interested in one thing—holding visitors as long as possible to boost ad revenue—and the longer people stay, the more ads they see.

Third, buyers are more informed than ever and demand answers.

The way people buy has fundamentally shifted. Research shows that, on average, 80% of the buying process, whether it is business to business (B2B) or business to consumer (B2C), is completed *before* a prospect even talks to a salesperson—and that percentage keeps climbing.[2] During this time, buyers are diligently gathering information by researching, comparing options, reading reviews, and narrowing down their choices.

Essentially, buyers today are *info-vores*—and they expect to be fed the information they're craving.

Fourth, buyers want control and the option for self-service.

They're looking for a buying process that requires minimal interaction with a salesperson—what we call a "touchless buying experience." This means they prefer to research, compare, and even make purchasing decisions on their own terms, only engaging with sales when they're fully ready and

comfortable. They won't wait for a response, they refuse to jump through hoops, and they expect the process to be easy and frictionless. And when they do reach out, they expect a seamless transition from their independent research to a productive sales conversation.

If your team isn't ready to meet your buyers where they are—by giving them what they want, when they want it, and how they want it—you risk losing them. And once they're gone, they're not coming back.

Fifth, the competition (and noise) is fierce.

There's more content being produced now than ever before. Every brand, big or small, is vying for attention. The noise is deafening. And when you combine that with impatient attention spans and content fatigue, it becomes harder to break through. People are tuning out quickly, and if you don't capture their attention in those first few seconds, they're gone.

Sixth, the post-pandemic world brings new challenges.

Companies are facing rapid market swings, with one quarter bringing a surge of new business, and the next, crickets. For many, it's a rollercoaster of unpredictability. B2B companies especially are seeing tighter budgets and prolonged decision-making cycles. This stop-and-go rhythm is making it harder than ever to plan, forecast, or grow with any consistency.

Finally, most content (and marketing in general) is unorigi*nal, *boring, and lacks soul.

This is a hard truth for many businesses to accept. The majority of company-generated content being created today simply isn't very effective. It doesn't truly answer the *real* questions buyers have about your products or services. Instead, it's generic, bland, and often too self-serving.

This criticism extends beyond content and applies to much of the corporate marketing that exists in the world today. If we're being honest, most marketing campaigns are incredibly boring, stale, and entirely risk-averse.

If followed correctly, the Endless Customers System™ is the antithesis of this "lowering of the bar" that plagues so many businesses and marketing departments today. In contrast, it pushes brands to raise the bar and dare to be different, putting the customer, honesty, and transparency at the center of everything you put out into the world.

A Shift in Mindset

When you put all of these factors together, it's no wonder why businesses are struggling. There's a disconnect between what businesses think buyers need and what buyers are *actually* looking for.

The good news? It doesn't have to be this way.

Yes, the landscape has changed, but that also means there's a huge opportunity for those willing to adjust, adapt, and do things differently.

Your business can stand out.

You can market better and build trust.

You can create content that resonates with prospects, addresses their real concerns, and moves them through the buying process without all the friction they're currently experiencing.

You can do all of this and experience continual success.

But this requires a shift in mindset.

Companies can't keep doing what worked five or even two years ago. Buyers are smarter, more informed, and more skeptical than ever. They expect authenticity, speed, and a seamless, hassle-free experience. The brands that will succeed in the future are the ones that embrace these changes head-on.

To successfully implement the principles of this book, the mindset of your company (especially your leadership team) must be as follows:

- Buyers are more informed, demanding, and impatient than they've ever been, and they're not going back.
- Our company must evolve to meet these buyers where they are or risk being left behind.
- We must do what it takes to become the most known and trusted brand in our space.
- We need to be willing to do things no one else in our industry is doing and become true disruptors in our space.
- To achieve all these things, we must think and operate like a "media company."

This book will give you two foundational frameworks (as well as a series of supporting tools):

1. **The 4 Pillars of a Known and Trusted Brand.** This is a guiding series of statements your business must adopt in order to reframe your mindset.
2. **The 5 Components of Endless Customers.** These form a clear roadmap to turn this mindset into proven actions that will build a

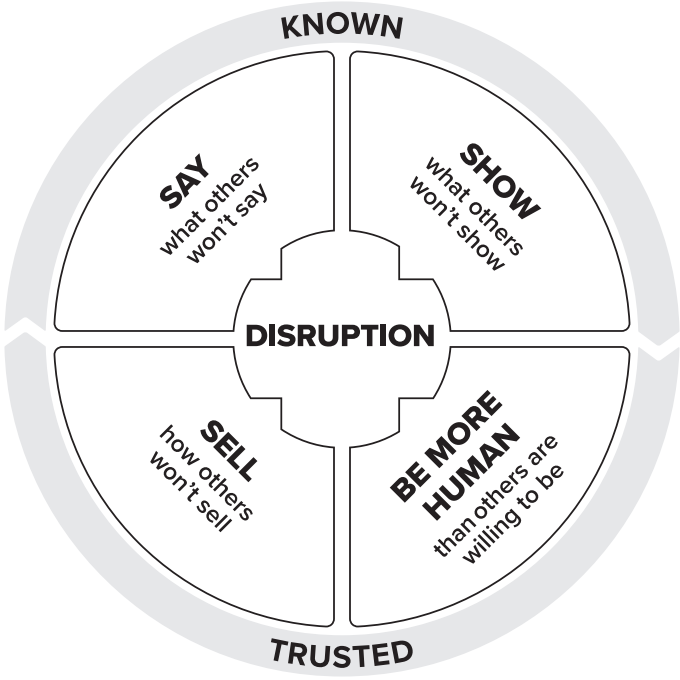
trusted, recognized brand and generate an endless flow of new business and customers.

Let's quickly introduce you to both of these elements.

Preview: The 4 Pillars of a Known and Trusted Brand

The heart of the Endless Customers System isn't about shouting louder or chasing every lead that comes your way. Instead, it's about building a brand so trustworthy, so recognizable, that when buyers have a problem to solve, they think of you first—every single time.

As we move through this book, we'll explore **The 4 Pillars of a Known and Trusted Brand**, which is the foundation of *Endless Customers*, all working together to earn trust and position your company as the go-to leader in your market.



Here are the four pillars:

1. **Say** what others in your space aren't willing to say.
2. **Show** what others in your space aren't willing to show.
3. **Sell** in a way others in your space aren't willing to sell.
4. **Be more human** than others in your space are willing to be.

On the surface, these pillars probably look like simple, common sense. And the truth is—they are.

But can you honestly say that your company or organization is *consistently* doing all four of these things better than 95% of your competitors? I've posed this question to thousands of audiences, clients, and community members around the world, and fewer than 1% of them can confidently say they are.

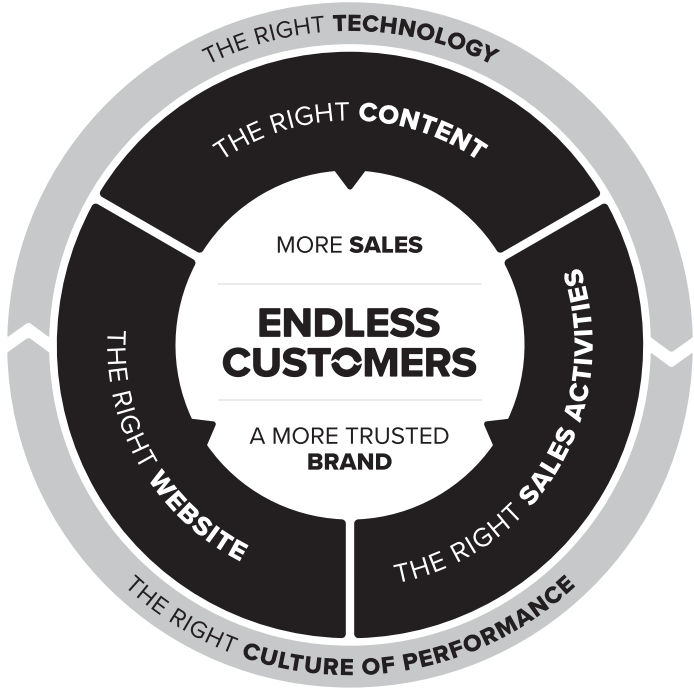
The beauty of Endless Customers System lies in its simplicity. Anyone can understand it, apply it, and achieve extraordinary results with it. We've seen it work countless times across industries, sectors, and niches—globally and at every stage of business growth.

Why is this? Well, because if you take these four pillars and apply each of them to your business's sales and marketing activities, they boil down into five simple components you need to get right.

Preview: The 5 Components of Endless Customers

To successfully build The 4 Pillars of a Known and Trusted Brand at your organization, you'll need to master **The 5 Components of Endless Customers**. These are the five elements of your business that must be in place and optimized to reach the milestones we've found lead to sustainable success.

We'll explain each of the components and what success with them looks like in the final section of the book, "Putting It All Together." But as you can imagine, the guidance is quite simple—finding the right mix of activities that lead your business to becoming a known and trusted brand, which generates more and better leads, and ultimately results in endless customers.



The five components are:

1. The Right Content
2. The Right Website
3. The Right Sales Activities
4. The Right Technology
5. The Right Culture of Performance

When these components are dialed in, you're much more likely to achieve sustainable success. Miss just one, though, and you'll feel it—a gap in performance, a crack in the foundation, or a missed opportunity.

Yet, even as simple as these concepts sound, the sad reality is that most companies (despite knowing in their gut they should be doing this) won't take action—or won't execute it well.

Why is that? The reasons vary, and we'll explore them throughout this book.

But before we move forward, let's take a moment to be candid about who the Endless Customers approach *is* for and who it *isn't* for.

Is Endless Customers Right for You?

It's important to be upfront about who will, and who will not, benefit most from the Endless Customers System.

Generally speaking, Endless Customers is best suited for companies with annual revenues between $1 million and $100 million. Why? Because companies in this range are often capable of bringing their marketing in-house and are nimble enough to implement real cultural change. They're also willing and able to push boundaries, break industry norms, and do what's never been done before in their space, especially when it comes to the way they sell and market their products or services.

This doesn't mean, however, that businesses outside of this range can't benefit from Endless Customers also. We've seen companies both larger and smaller than this find success with this system if they're committed to making it work.

Endless Customers is for you and your business if:

- You aspire to make your company the most known and trusted brand in your market—whether you operate locally, regionally, nationally, or globally.
- You're ready to build a foundation for long-term growth and establish yourself as the "known" leader in your space.
- You want to take control of your customer acquisition process and success, instead of relying on outside agencies.
- You look at your industry and feel deeply that you could improve it by raising standards of excellence across the board while becoming more obsessed with what customers truly need and deserve.
- You're tired of the boring, soulless status quo in your industry (sales, marketing, and customer service) and are ready to shake things up.

We've also seen many companies that run on EOS® (Entrepreneurial Operating System) or participate in programs like Vistage, EO (Entrepreneurs' Organization), or YPO (Young Presidents' Organization) thrive with the principles of Endless Customers. Why? Because these organizations share a focus on learning, continuous improvement, and strong systems—values that align perfectly with the approach outlined in this book.

That said, Endless Customers isn't for everyone. **If you're looking for a quick fix, this system might not be right for you.**

The journey to Endless Customers requires a long-term commitment from leadership and a willingness to challenge the status quo. If you're not ready to invest the time and effort—or if your organization isn't prepared to disrupt—then this might not be the path for you.

Where Endless Customers Works Best

The Endless Customers System is most effective for businesses where buyers tend to do significant research and engage deeply with content before making a purchase. We've seen incredible success in industries like B2B services, professional services, construction, healthcare, home improvement, insurance, manufacturing, home goods, and real estate, among others. These are sectors where trust is paramount, and buyers are looking for expertise before they make a decision.

On the flipside, if you're in an industry with short sales cycles—where buyers don't engage with educational content and instead make quick, impulse decisions—this approach may not be as effective. For example, if you run a restaurant or a convenience store, Endless Customers might not be your best option. However, even in these types of businesses, certain elements of Endless Customers can still be adapted and applied depending on your specific context and goals.

The Journey Ahead

By the time you finish this book, you'll have a roadmap to transform your business into the most known and trusted brand in your space. This earned trust will then give you the ability to generate more qualified leads, close deals faster, and ultimately, grow your business—potentially to heights you never dreamt possible.

And remember, this isn't just a theory—it's practical, actionable advice based on proven strategies that have worked for companies of all shapes and sizes all over the world. If you're ready to embrace change, challenge the status quo, and become the leader in your market, this book is for you.

Welcome to *Endless Customers*.

Let's get started.

Access the Endless Customers Companion Guide

We've created the Endless Customers (EC) Companion Guide to enhance your experience with this book. Since AI and emerging technologies are rapidly reshaping sales and marketing, the guide allows us to keep everything up to date and provide hands-on tools as you read.

Here's what you'll find inside the EC Companion Guide:

- Access to the Endless Customers tools mentioned in the book.
- A growing library of real-world success stories and case studies.
- Expanded marketing and sales recommendations to build on the book's strategies.
- Software suggestions to support your Endless Customers journey.
- Recommended AI prompts to help you succeed.
- A bonus chapter: "From Endless Customers to Endless Job Candidates".

Now is a great time to access the guide. Just scan the QR code, and you'll have everything you need right at your fingertips.

