



“Saving a Failing Business Can Be Difficult But The Process Is Enlightening”

André Larabie

Let's face it, saving a failing business can be a very difficult and time-consuming process. If you have never experienced a business turnaround, you may find that there are some positives with the process. In fact, with the knowledge you will gain from this experience, you will likely be much more profitable with your future business ventures. During the process of saving your company, you will learn additional skills that can be used in good times as well as bad. In so doing, you will significantly decrease the chances of ever falling into a similar situation.

As a result of this process, your company will be more robust and durable, and you can continue to enjoy the good things being a small business owner has to offer you.

I have discovered that if you apply the right procedures, you can turn your business around in 120 days or less. 120 days is not arbitrary, and I have found that this is probably an average amount of time for most businesses. Some businesses may take longer to recover with this method and others will take shorter, but based upon my experience, this is a good rule of thumb you can use for planning purposes.

You must, however, be prepared to work many extra hours (Does 20 to 30 extra hours per week seem out of the question? Not for me.). This process is very intense, and to achieve the best results, you should be prepared to work fast, and you want this process to be over quickly.

If you find your business in a difficult situation and you are overwhelmed by the prospect of doing all the work yourself to turn your business around, you can seek help. You can retain the services of a turnaround



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specialist. Although the cost may be high, you will likely find the expense for the additional help is well worth it.