



“Strategies You Can Employ To Grow Your Business”

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Many people believe that the only way to grow a business into a successful and profitable entity is through hard work and long hours working late and on weekends. They think the only way to become a dominant player in your particular market or niche is to apply years and years of backbreaking labor, frustration, and tremendous cost in terms of time and money.

But this is not entirely true.

There is no doubt—and you will have a hard time finding people who will argue with you about this—that the world is currently full of competition and it is tougher than ever before, in almost all business categories. But with this challenge comes more new opportunities. And this is particularly true for business owners and company managers who are familiar with some basic ideas.

And all of this applies to any type of business, from a work-at-home single person operation, to a multinational corporation. If you understand a few simple concepts that will give you an advantage in your niche or market, you will gain a tremendous competitive edge.

Like never before, businesses large and small are under terrific economic pressures. Many of them are going out of business and will never open their doors again; they will never manufacture products or provide services again. All of this is due to these difficult economic times.

Rather than blindly working long hard hours, take the time to research proven ways to grow your business. Here are a few you can start re-



searching:

- Establish a Comprehensive Marketing Database
- Leveraging Customer Feedback
- Word of Mouth is Key
- Offer Prepaid Order Discounts

Think about the ways each of these strategies can be applied to your particular business.