

ENTREPRENEURIAL BIZ UPDATE, JAN. 2021

“BUSINESSES THAT SUCCEED WILL INCREASE MARKET SHARE, MIND-SET & HEART-SET, REMAIN KEY ADVANTAGES FOR SMALL BUSINESSES”

SHIFT MINDSET & CASHFLOW, FROM SURVIVING TO THRIVING.

TOP BUSINESS INTERESTS

- 1) Funding and support options, for businesses
- 2) How to effectively market and communicate with customers
- 3) Getting prospective jobs
- 4) How to connect with other businesses, for support
- 5) Technology, for remote work and succeeding online

TOP BUSINESS CHALLENGES

- 1) Strategizing for a new future.
- 2) Rising above overwhelm
- 3) Cashflow and rearranging finances
- 4) Recovery, readiness & reinventing
- 5) Increasing customer satisfaction
- 6) Supporting the community
- 7) Increasing efficiency

WHAT ESSENTIAL? BUILDING MORE TRUST.

Create a culture of trust and accountability

- Own any errors immediately
- Impeccable communication
- Elevate competence
- Respond promptly
- Clear pricing
- Be polite

POSITIVE SHIFTS

More appreciation for local and small businesses.

More interest in value vs. just price

OPPORTUNITY

Find current pain points and help solve with more connection, clarity, love, partnership, commitment, fresh ideas, methods, or technology.

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Support and guidance to navigate the current environment
(Zoom calls, resource pages, toolkits, and coaching)

Compliments of: JosephFaust, Advocate and Advisor for Entrepreneurs