



New Business Breakthrough Strategies

Peter Lawson

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Throughout this book you will learn proven strategies about how to build a successful and profitable business. The word profit is emphasized because most businesses, even though they experience growth, do not necessarily grow their profit margin in proportion to that growth, or worse still, do not make any profit at all. This book will not only demonstrate why that happens, the reader will also find out how to avoid this common trap. The strategies in this book, even though based around Professional Knowledge Firms can easily be applied to any business. You will discover how to start a business with very little capital and how to build it to a seven figure turnover. There are nine strategies backed up by real-life case studies and action plans that will assist with implementing the strategies. So, for those business owners who prefer to work smart rather than hard, and enjoy the lifestyle and benefits that come from owning a successful business, this book will give you some strategies that will help you along the way. There are some great start-up strategies and strategies for established professionals who are looking for ideas about how to grow their business and boost profit margin. There are chapters devoted to marketing and positioning and growing your business with "outside the box" ideas. There is a chapter for those that want to grow by acquisition and there are chapters that will show you how to grow your business by positioning with fixed pricing and value pricing strategies. Throughout the book there are a number of real-life case studies and I highly recommend that you use these and the examples and action steps so that you can benefit from my experiences. In each chapter of this book, you will learn: * The strategy * The step-by-step process * How the process works * Why it works * The benefits * Tips Along the Way * Case studies * Action steps * Recommended resources

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