

TOP 10 TIPS FOR GROWING YOUR SMALL BUSINESS

Small businesses are the engine that makes America run and it's critically important that small businesses of all types continue to flourish and grow. The **America's Best Business Alliance** offers the following tips that can make the difference between basic survival and great success:

1

Become an Expert: Start a blog, do Youtube videos, write a book or hire a writer to put your expertise into a book. The more you can establish yourself as an expert the more people will trust you and will want to give you their business.

2

Branding: Your brand strategy defines what you stand for, a promise you make, and the personality you convey. Learn about branding and then stay true to your brand. A good start is becoming recognized as one of 'America's Best'.

3

Affiliate Marketing: Offering a small commission to others — "affiliates" — to bring you business turns virtually anyone into part of your salesforce. It costs nothing until a sale is made, so why not get everyone to sell for you?

4

Co-op Marketing: Reach more prospects at a fraction of the cost by teaming up with non-competing businesses to co-op your marketing. This is one of the main functions of the 'America's Best Business Alliance'. Use this for rapid growth.

5

Email Database: Use every opportunity to gather the email addresses of your customers and prospects. Make sure you have a: "Join our mailing list," on your website. Used correctly, free email blasts to this list can generate great growth.

6

Customer Service: The best businesses are those that provide top notch customer service. Word-of-mouth advertising can be wonderful or terrible depending on their experience. Happy customers are loyal and your best salespeople.

7

Cut Expenses: Keeping overhead expenses low is critical to success. Join a co-op that buys what you need in bulk at very low prices, find low-cost or no-cost ways to advertise, share retail space, and lease employees when you can.

8

Barter: Every business needs products and services to function—why pay for them when you can trade for them? With the right barter group a business can save huge amounts on expenses and make substantial profits as well.

9

Diversify: Every business can add additional products or services to their core business. The more profit centers a business has the better its chance for success. Ask, "What else do my customers want or need?" then give it to them.

10

Crowdfund: More money means more options and staying power. New crowdfund laws permit many new opportunities for small business to raise money to facilitate growth. Even if you don't think you need it—take advantage of this tool!

