

"101+ Proven Growth Strategies is a must read for every small business owner who wants to take the growing pains out of small business growth. This is the best workbook published for entrepreneurs!"

Kathy Clark, CEO Mitchell Clark Solutions, Inc. - President, Inland Empire Chapter, National Association for Women Business Owners



Cynthia Renee is a seasoned entrepreneur whose philosophy can be summed up in a quote by Will Rogers, "Even if you are on the right track, you'll get run over if you just sit there."

The workbook for your small business success.

If you thought starting a business was difficult, try growing a business. Most Small Business Entrepreneurs get stuck after they start and never grow. Why? Because growing a business requires a different set of strategies than starting

FINALLY, a common-sense guide to growing a business. This workbook outlines effective hands-on strategies for owning and managing a profitable small business. The author emphasizes sound and sensible tactics taking the guess work out of what it takes to grow a business. With Cynthia's easy to follow guidance, you'll:

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- Learn how to turn tasks into systems
- Uncover easy to implement marketing ideas

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Proven Growth Strategies

For the Small Business Entrepreneur

Learn power techniques for attracting your most profitable target market and increasing sales. Experience the results that make being in business for yourself a success!

C. R. FRAZIER

101+ Proven Growth Strategies

For the Small Business Entrepreneur

By Cynthia Renee Frazier
www.EnergyTourCafe.com

To entrepreneurs near and far who keep going in spite
of.....STUFF!

Forward

Owing a business is much like raising a child. You walk blissfully into the experience without a clue that you are embarking on one of the greatest challenges one can face in life. In the beginning, you are full of sweet anticipation. You think you have everything you need to be successful. For most entrepreneurs, that everything is a great idea. It doesn't take long, however, before you realize that having a successful business requires so much more than a great idea. In fact, it turns out that the idea becomes somewhat insignificant compared to everything else that is necessary to keep a business going. Whether you sell a product or a service, there is operations to consider, human resources, distribution, and the often dreaded sales and marketing.

“Work Smarter Not Harder”. It is no secret that hard work and dedication pays off. In my research and study of highly successful people, one thread that flows through every profile is that highly successful people are willing to do what less successful people are not willing to do. But that's not all. There are

other traits that set successful people apart. Traits like taking action and operating from a strategic plan.

Being strategic is most definitely working smarter. When you execute a solid, well thought out plan of action, you will see tremendous results. Don't get me wrong. I am a strong advocate of working hard. On the other hand, it is working smart that has enabled me to enjoy vast accomplishments with relative ease. Which brings us to the premise of this book. *In order to see phenomenal business growth, entrepreneurs must develop an arsenal of proven strategies and then act on them.*

INTRODUCTION

One of my favorite quotes is, “Even if you are on the right track you’ll get run over if you just sit there.” I use this quote by Will Rogers often when I speak or write to entrepreneurs. On face value, the majority of entrepreneurs *are* on the right track. We are passionate about our business. We care about our customers. We work long hours. We over deliver. And our heart is in the right place. Yet, many entrepreneurs never reach their fullest potential after going into business for themselves because they expend so much energy making it to the “right track” that there is little energy left to grow the business.

As a small business owner, I got stuck in self-employment for many years. That’s because I did what most advisors say, and that is to turn your passion into a business. Work did not feel like work for me. It still doesn’t. I love entrepreneurship. However, I did have to come face to face with my minimum bottom line. Year after year, it basically stayed within a range that was nothing to write home about. I had allowed myself to settle into a comfort

zone that only a wake up call could change. Well I got that wake up call, and I changed the way I do business. Was it painful? No, not for me. It was time for me to restructure. And I must say, I am very glad I did because the results have been outrageous.

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How to Get the Most Out of this Book

The strategies presented here are straight forward easy to apply tactics that can propel your business into incredible success. These strategies can be enormously valuable to you **IF** you apply what you learn. You must take action. Not all at once action. Small continuous steps that become a regular part of what you do.

You may be familiar with the 80-20 rule. Twenty percent of the people do 80 percent of the work. Well when it comes to business growth, it is the 60-30-10 formula that gets major results. This is not a formula that I developed. I'm not sure who originated this formula. I just know that it gets results.

In their Guerrilla Marketing Guide for Consultants, Jay Conrad Levinson and Michael McLaughlin recommend that a business allocate 60% of their budget to marketing. Perhaps this is where it started. I began hearing about this formula as a business success formula some time ago in training sessions I've attended. At first, I thought it was a gimmick. However, after researching and assessing what I

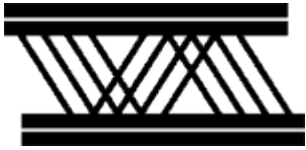
know and do, as well as studying other very successful business people, I realized that this formula is accurate.

Exactly what is the 60-30-10 formula?

The rest of the content is available in the full version of the workbook.

CHAPTER ONE

YOU – THE 10%



This West African image indicates a snake making a thorny dangerous climb up a raffia tree. It symbolizes steadfastness, prudence and diligence.

**ACCORDING TO
DENNIS KIMBRO,
NOTED AUTHOR
AND
MOTIVATIONAL
SPEAKER, THE
AVERAGE
MILLIONAIRE GOES
BANKRUPT 3.2
TIMES AND TRIES
17 DIFFERENT
BUSINESSES,
CONCEPTS, OR
IDEAS BEFORE
THEY FIND *THE*
ONE BUSINESS
THAT MAKES THEM
WEALTHY.**

YOU – The 10%

If you have visited the self help section of any bookstore you will find hundreds if not thousands of titles on prosperity and fulfilling your dreams. And no matter who the author is or how old or new the book is, they all have a common thread. That thread is that **we are what we think**. “If you think you can you’re right and if you think you can’t you’re right.” *Henry Ford*

The good news is that there is no end to the list of books, tapes, downloads, videos, movies, quotes, and motivational speakers available for your learning pleasure. My all time favorite on the subject of thinking for prosperity is *The Science of Getting Rich* by Wallace D. Wattles which is the seed used for many offsprings on the topic – including *Think and Grow Rich* by Napoleon Hill, and more recently, *The Secret* by Rhonda Byrne.

The bad news is, studies suggest you have about a five percent chance of using any new information. Why?

The complete chapter is available in the full version of the workbook.

CHAPTER 2

CREATING SYSTEMS – THE 30%



This West African image is a symbol for taking initiative and being versatile.

“The key to success is being able to go from failure to failure to failure with the same level of enthusiasm.” Winston Churchill

Creating Systems – The 30%

If you perform a thesaurus search on the word system, synonyms like method, procedure, and technique come up. Creating a system may present the biggest challenge for entrepreneurs because systems tend to work in a linear fashion. In contrast, entrepreneurs tend to be creative rebels who are not satisfied with doing things the same way everyone else does them.

A system is a designated step-by-step process for getting a task completed. It is very straight forward and to the point. In a system, one thing leads to another and then another. A system is carried out the same each and every time. This can be contrary to the way entrepreneurs and small business owners get things done. Particularly if one is a Solopreneur with all of the responsibility. In this case, business owners are likely to do what needs to be done at a given time.

One of the best resources I've experienced on this subject is The E-Myth. In his book, Michael Gerber guides the reader through the maze of building a small business that makes it past the owner merely exchanging hours for dollars or working 24/7 just to make ends meet. Michael Gerber spends a good amount of time explaining systems and how to create them. Read his book and you will not be disappointed. As you begin to think about what systems you can create to take your business to the next level, keep these fundamentals in mind:

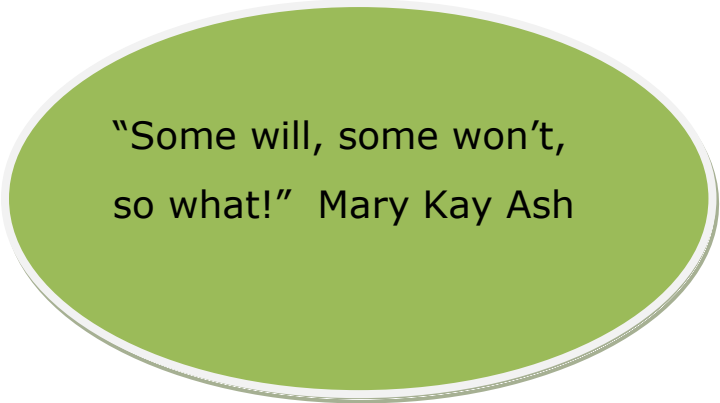
The complete chapter is available in the full version of the workbook.

CHAPTER 3

MARKETING – THE 60%



This West African symbol indicates
endurance



"Some will, some won't,
so what!" Mary Kay Ash

Marketing – The 60%

The term marketing is no stranger to small business entrepreneurs. There are literally thousands of books and resources offering valuable information on the topic of marketing. Yet marketing remains an area that eludes even the most successful of business owners. What's more, many small business entrepreneurs view marketing as a complicated and expensive undertaking. As such, business owners find themselves making very common and avoidable mistakes when it comes to their marketing efforts.

The complete chapter is available in the full version of the workbook.

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*We want to hear from you!
Share your questions,
thoughts, successes, and
challenges. Visit the
comment page at
www.EnergyTourCafe.com*

EPILOUGE

This content is available in the full version of the workbook.

My Fellow Entrepreneur,

Everyone who knows me knows of my strong commitment to legacy and heritage. My grandmother was a great entrepreneur. She overcame tremendous odds to reach her destiny. That is what I am made of. Being an entrepreneur can sometimes mean being misunderstood. Entrepreneurs are visionaries who live in the future. We are always dreaming of possibilities and opportunities. At the same time, entrepreneurs can encounter lots of ups and downs. But don't let that discourage you. Dig deep and stay focused.

101+ Proven Growth Strategies for Small Business Entrepreneurs is designed to motivate you to pick up the pace on the track you are on. If you want to grow, you must change. That is true whether it applies to personal growth and development or business growth. Change means doing things different. Someone wiser than me said if you do what you always did you'll get what you

always got. Twenty-one days is all it takes. Why? Because habits are formed in 21 days. And once something becomes a habit, it is comfortable to do. So in order for this material to work for you, make a commitment right now to apply at least some of what you have read to your business. Believe it or not, you can experience tremendous business growth with small consistent efforts.

And, wherever you are in your business right now, don't give up. No matter what it took to get you to this point in your business, keep going forward toward your dreams. The future depends on it.

Good luck to you and cheers to your business growth.

Cynthia

What's Next?



This emblem from West Africa symbolizes transformation. Turn back the pages and look at all of the checkmarks you made as you were reading. Select the top three you want to begin with and take action. Planning is one thing, execution is everything.

QUICK LIST of Strategies

1. Ask an expert questions
2. Hire a coach
3. Learn to breathe
4. Know your conversion rate
5. Organize your car
6. Use a timer
7. Develop checklists
8. Sponsor an event
9. Start a blog
10. Put a sign in your car window
11. Develop a podcast
12. Join a discussion group on the Internet
13. Send out a press release
14. Develop a client needs file
15. Develop a media kit
16. Join an Internet network like MySpace
17. Niche your market
18. Join a network or association
19. Create your brand
20. Make better use of your business card

The complete chapter is available in the full version of the workbook.

Acknowledgments

I could write a book of names for all of the people who have influenced my life in a positive way. My wonderful Mom, my beautiful daughter, my extraordinary auntie, my grandmothers, my special aunts, my loving family, precious friends and neighbors, school mates, teachers, mentors, role models, and even former boyfriends and husbands. I am extremely fortunate because so many people think the world of me. So many people have contributed to my success in some way – small or large. It is an honor to acknowledge each and every one of you at this time. And though your individual names may not be listed, each of you has a distinctive place in my heart. I am eternally grateful for your presence in my life, and I will always do my best to make you proud.

A special Thank You to my photographer Twinetter Sowell of Inspired Portrait Designs for making me look good in pictures. Visit her at www.InspiredPortraitDesigns.com

Meet This Award Winning Expert

Cynthia is a woman who has mastered the power of creative thinking. She is an unforgettable woman who has left her mark on people from everyday folks up to powerful and influential icons. What makes her unique is that she serves as a role model for women who are thirty years younger and a trusted advisor for women who are twenty years older. Cynthia is a trendsetter who has opened doors so other women could walk right in.

Today, Cynthia teaches women business owners how to experience phenomenal growth so that they can create a legacy of significance and enjoy the choice they made to become a business owner. A seasoned entrepreneur with over 25 years of preparation, Cynthia is considered an expert in online and offline networking for success. A baby boomer who was encouraged to “get a good education” so you can “get a good job”, Cynthia has become a virtual girl with a keen eye for remaining on the leading edge of technology and product development. She is dynamic, innovative, and energetic. She is a true people person and she is not afraid of change. Cynthia’s philosophy can be summed up in a quote by Will Rogers, “Even if you are on the right track, you will get run over if you just sit there.”

In her Own Words:



While most young ladies in their twenties were experiencing an identity crisis, I began my journey for adding tremendous value to humanity. I didn’t know it then, but when I became a peer advisor and mentor in community college, I was paving the way for what would become my life’s work and my legacy.

Credentials:

Associate of Arts Degree

Bachelor of Science in Business Administration

Masters in Instructional Technology

Adjunct Instructor; Corporate Trainer; Business Owner

Former Elected Official

Author's Background:

- Before the age of thirty, had a seat on the board of directors of a major civil rights organization
- One of the youngest women ever to be elected to a school board
- Has served on many boards of directors including The American Red Cross as the Chair of the Office of Volunteers, The Girl Scout Council as the Chair of the Nominating Committee and 1st VP, The NAACP leading the way for youth involvement, The Salvation Army as one of the first African American women to be on the local board and the Child Advocacy Program
- Helped to raise a landmark amount of money for charity
- For decades, have broken down racial, gender, and age barriers
- Enjoy a long list of recognitions including a resolution from the California State Senate
- Is among the first to have planned and organized a revolutionary virtual conference where women all over the world came together to learn business success strategies
- Have worked to address issues ranging from education to healthy living to politics.

About The Company



The Energy Tour Café – co-founded by Cynthia Renee Frazier and daughter Akilah Dalila Frazier, *is* The number one go to resource for Women Business Owners on the grow! Services include: Business Growth Coaching, Internet Marketing Strategies, Power Networking, Podcasts, Blog, Internet Radio, Web 2.0, Online & Offline Advertising, Press Release Submission, Online & Offline Events, Political Consulting. At the Energy Tour Café, Connections Mean Results!

Recommended Resources

www.BusinessWomensGrowthSummit.com

www.PersonalLibrary4u.com

www.Rancho1.AudioAcrobat.com

www.oci3.com

www.InspiredPortraitDesigns.com

www.PearlTiePolitics.com

www.ChristianWomenTalkRadio.com

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- 11 Building Blocks to Phenomenal Business Growth
- 7 Steps to Your Own Internet Radio Show



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101+ Proven Growth Strategies Workbook			\$49.99 + \$4.50 shipping/handling
12 Steps to Membership			\$14.95
Networking Results			
11 Building Blocks to Phenomenal Business Growth			\$14.95
7 Steps to Your Own Internet Radio Show			\$14.95

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My biggest challenges in growing my business are:

- | | |
|--|---|
| <input type="checkbox"/> Finding funds to grow | <input type="checkbox"/> Fear |
| <input type="checkbox"/> Too few customers | <input type="checkbox"/> Low self esteem |
| <input type="checkbox"/> Limited sales | <input type="checkbox"/> Small profit margin |
| <input type="checkbox"/> Little cash flow | <input type="checkbox"/> Can't find qualified staff |
| <input type="checkbox"/> Not enough time | <input type="checkbox"/> Not enough products |
| <input type="checkbox"/> Afraid to delegate | <input type="checkbox"/> Growing too fast |
| <input type="checkbox"/> Profit too small | Other _____ |

Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Primary Phone _____ Cell _____

Email _____

Website _____

Type of Business _____

Products/Services _____

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