



THE TAKEOVER

STRATEGY

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Business Growth

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Business Growth isn't easy, in fact growing your business is probably the most challenging part of a business! Sadly it isn't something you can just water like a plant and it grows, it takes hours and hours on work, huge patience, Self Belief like you wouldn't believe is possible within a human mind, and discipline and persistence of a man or woman that has to feed his or her family otherwise they will cease to exist! So if you are a potential business owner of the future, be mindful that when you open pandoras box, you are not going to find a pack of your favorite sweets, you are going

THE TAKEOVER
STRATEGY
NEWSLETTER

TABLE OF CONTENTS

Business Growth P 1 -P 2

The Digital Takeover P 2

Marketing your Business P 3

Business Growth

find out very quickly that the box is empty, and you will ask yourself what do I do? People get into starting a business for the wrong reasons, this is something we come across everyday! I want to be a millionaire, I want to have a sports car, I want to have a massive house, from the get go these people have it all wrong, this is the real reason why businesses fail, because when you go into a business idea with this mindset, and when you don't get the above in two months you QUIT! Trust me, I have been in those shoes, and it's a rude awakening! But when you focus on helping people and what you are giving people, then this is the game changer. This is why we always without fail tell clients before you start a business find a passion, once you have a passion, start a business, if you have passion, great start a business in that, because when you get those days when you can't be bothered, you will remember it's not for you, it's for everyone else.



THE DIGITAL TAKEOVER

I wanted to touch base on our E-Book the Digital Takeover which is a FREE Download as I won't be happy unless everyone in Digital Marketing has a copy, it is jam packed with information about Email Marketing, Social Media Marketing, Lead/Sales Funnels, Copywriting and to top it off we talk about starting a freelancing business, so in one E-Book you have some of the main foundations to starting an online business, and it's FREE! It really is a no brainer, remember even if you think you know everything about Digital Marketing, you are wrong, because you should never not taking in information, there could always be that one piece of information that is valuable.



MARKETING YOUR BUSINESS

Having a good marketing strategy is an important spoke in your business wheel, there are so many ways to promote your business. Promoting your business all depends on what you are selling or promoting, it really does come down to the niche your business is in. Email marketing and content writing has become a large part of marketing for a business, I remember years ago when it use to be fax mail shots, before that I am sure they were sent via piegoen, showing my age there! When marketing you have to start at the beginning which is organic posting on social media, that is a foundational thing, but as I have said many times you need to make sure you have researched fully before you start any marketing campaign, this will make your work load so much



MARKETING YOUR BUSINESS

easier further down the line, you can never research enough. Once you have researched fully, when you come to marketing you will know exactly how you should target your audience. Don't be put off if it doesn't happen in ten minutes, give it time, stick to the plan you have or the strategy hopefully we have given you and roll with it! Live your life, be happy in the fact you have started a business and you well on your way to becoming your own BOSS! So, you're wife or husband might be the BOSS at home, but you can be the BOSS of your own world, it's beautiful thing!

Writing the right content is very important when marketing, you must make sure you give your customers value, you need to write what they need, you must give them their wants and needs, when you do that, they come back for more