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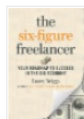
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4. The Magic of Tiny Business : You Don't Have to Go Big to Make a Great Living



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By: Sharon Rowe. Series: A BK Business Book. Edition: First edition. Oakland, CA : Berrett-Koehler Publishers. 2018. eBook.

Teme: BUSINESS & ECONOMICS / Development / Business Development; BUSINESS & ECONOMICS / Entrepreneurship; BUSINESS & ECONOMICS / Green Business; BUSINESS & ECONOMICS / Women in Business; New business enterprises; Small business--Management



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By: Elizabeth Dickinson. New York : Business Expert Press. 2018. eBook.

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 Avtor: Sharon Rowe
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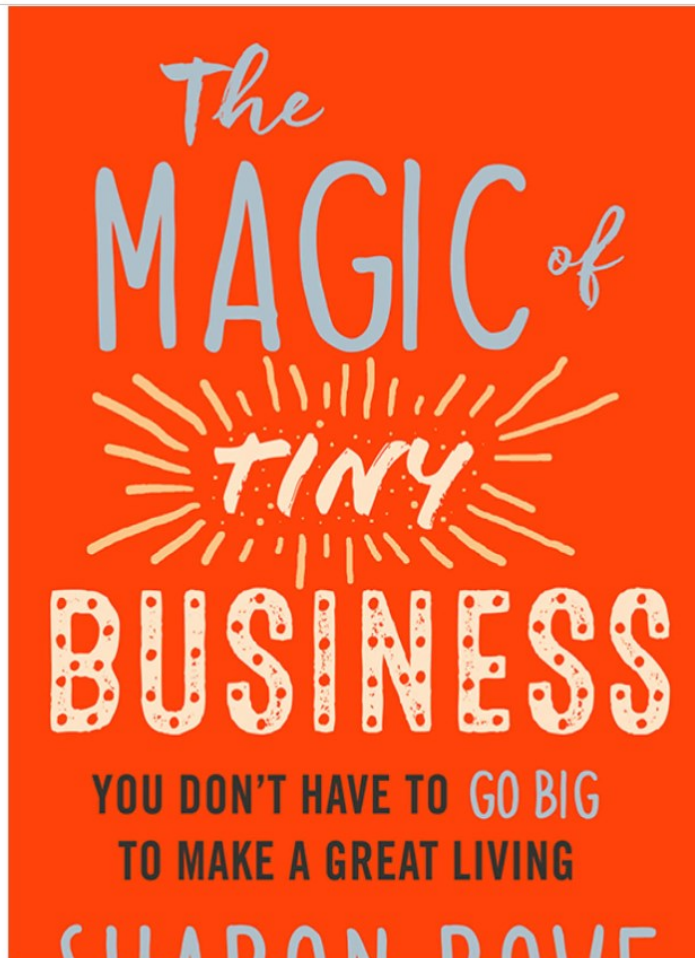
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Vsebina Išči v Moje opombe

growth

pocisti rezultate

Zadetki ključnih besed (najdenih: 21)

Razvrsti glede na: Pomembnost Poglavje / Stran

Stran 74
current demand with future **growth** in mind. All we could see ahead was **growth**. We were not being

Stran xi
you bring in. It recognizes that **growth** is good—but not **growth** at all costs. A Tiny Business approach

Stran 131
/recession, 73, 75–76, 79–81, 89, 93 **growth**, as good, ix **growth**, anticipation of being ready for

Stran 73
And we went from being a fledging to a fast-**growth** business overnight. " But businesspeople were also

Stran 4
time, I figured out how to create sustainable **growth** and healthy profits without big business plans

Stran 6
cash flow to accounting and anticipating **growth** and slowdowns—all the while keeping your "why" front

Stran 7
practices on working collaboratively, managing **growth**, and managing cash. I may even be the bug in

because she pointed to our brand! And we went from being a fledging to a fast-**growth** business overnight.

“
But businesspeople were also watching.
”

They always are. They watch smaller companies grow ideas and then jump in with well-financed production and branding to meet the mainstream demand, capitalizing on ideas as quickly as they can. Not only that, there were signs we would be entering an economic downturn and a recession was looming.

“
Stress is when you don't know what you don't know but you know you need to know more.
”

It no longer mattered that we were there first, the pioneers of a new concept. We had to move fast. I had to figure out how to manage rapid **growth** fast. That's when the real stress kicked in. I didn't know what I didn't know—but needed to know—about growing and building a bigger business. In the next sections, I'll tell you all that I learned so that you can be better prepared than I was when your business takes off.

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Part III ♦ Practice Your "How"

Anticipating **Growth** AND Slowdowns

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Vnesite ključne besede v iskalno polje in kliknite ikono povečevalnega stekla. Vaše ujemanje ključnih besed je prikazano pod iskalnim poljem.

Kliknite na seznam zadetkov ključnih besed s hiperpovezavo v stolpcu na levi, da greste neposredno na stran, na kateri se pojavi vaša ključna beseda. Vsak primerek ujemanja vaše ključne besede je označen na straneh e-knjige.

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Slovar publicity Išči

Rezultati prejšnji naslednja

publication
publicist
publicity
publicity agent
publicize

noun:
the notice or attention given to someone or something by the media.
(i) public exposure; notoriety.

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I knew getting to Oprah wouldn't be easy, but because I hadn't put her on a pedestal I figured the distance between us could be conquered. All I needed to do was find the right person. That was when I first understood the power of tapping the relationships I'd been building.

For the first time in fifteen years, I reached out to someone in public relations. I had always done everything on my own—I got onto QVC and the pages of the *New York Post* and more by myself. I thought buying publicity was too expensive. I was independent and scrappy . . . until now. Now, I needed a connection to Oprah.

I only knew one person who did PR: Nancy Shenker from a local firm, the On-Switch Agency. And I only knew her because I'd sat next to her at a local meeting for women in business and had her card on my desk. I called Nancy, reintroduced myself, and said I wanted my brand to be on Oprah. This was not a quantitative, budgeted, or studied approach. It was a gut move.

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Določene strani lahko **shranimo**, **pošljemo po e-pošti** ali jih **natisnemo**.

Uporabimo lahko **slovar**, ki nam ponudi razlago besed.

Knjige, ki so na voljo za **prenos**, lahko prenesemo na napravo in jih prebiramo brez povezave. Za to potrebujemo uporabniški račun in program Adobe Digital Editions.

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Chapter One

What Is a Tiny Business?

“*Go big or go home is a prevailing but tired and misleading cultural myth.*”

Risk everything. Don't even bother to try otherwise.

Fight your way to the top.

Be aggressive.

And If You Don't Succeed...

You're done.

You're ruined.

You lose.

You'll never be successful.

No one wants to be your friend (aww).

Have I scared you? Going big is not for everyone. It wasn't for me—not like that.

But what if someone asked you: What sparks, excites, invigorates, or inspires you?

Z orodji na dnu pregledovalnika lahko prilagodite način prikaza e-knjige, na primer povečavo in pomanjšanje strani. Prav tako lahko greste neposredno na določeno stran s puščicama levo in desno ali z vnosom številke strani.



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