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NOW, BUILD A GREAT BUSINESS!

7 Ways to Maximize Your Profits in Any Market

MARK THOMPSON and BRIAN TRACY

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MAIN IDEA

Now is the perfect time to be building a great business which rises to the top of your industry. Why? Because companies which are forged in the crucible of upheaval, intense competition and economic turbulence always turn out stronger and more robust than those which come to prominence when the going is good. If you can thrive and make your way to the top of your field today, you'll be strong enough to withstand the inevitable economic shocks which the future will bring.

To build a great business, there are seven things you have to do and seven vital questions you need to have the answers to. To build a great business, focus on these seven keys to business greatness. They collectively provide an excellent conceptual framework for what you aspire to achieve. You'll know when you get these seven keys right because people inside and outside your company will say, "This is a great business!"

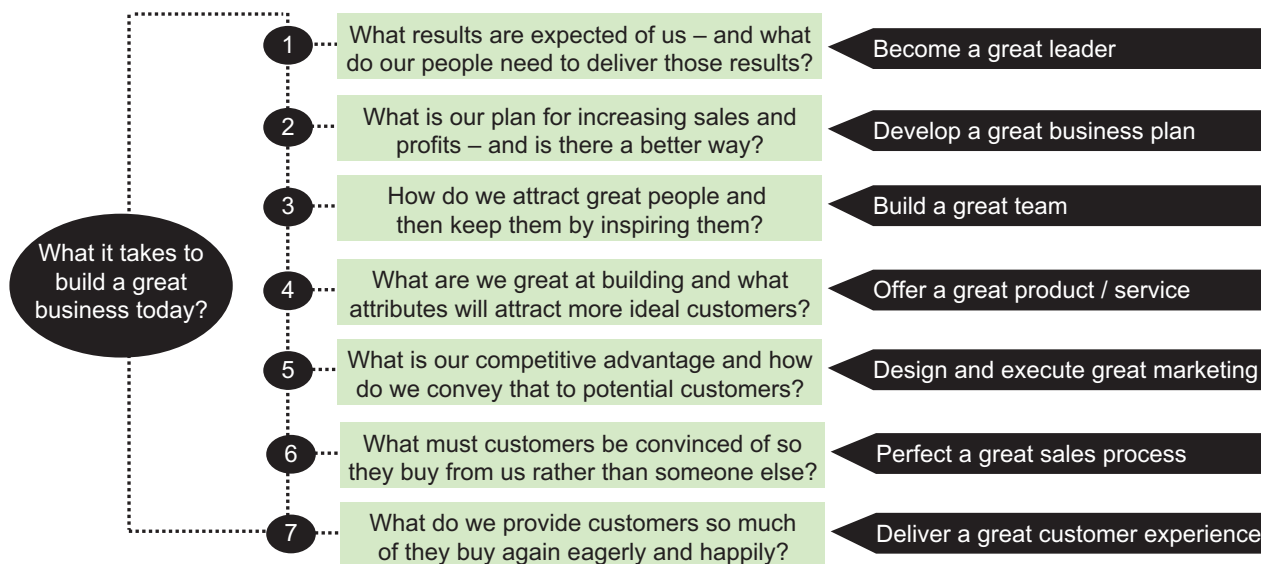
"The time for theory is over. The time for action is now. We are in the midst of business turbulence and turmoil greater than we've ever seen before. Economic storms end, as they always do, but we will never go back to the old ways of doing business. Today, competition is fiercer and more determined than ever. The challenges are greater and more demanding. The only way to survive and thrive will be to build a great business that can withstand the economic shocks of any market and rise to the top of its industry."

– Mark Thompson and Brian Tracy

"Regardless of short-term economic fluctuations, we are living in the very best time in all of human history. There are more opportunities and possibilities for more people to achieve more of their goals in the years ahead than have ever existed before. Your goal should be to be one of those people. Success in life is more a result of the law of probabilities than of the law of attraction or plain luck. The more actions you take in the direction of your goals, the greater the probability that you will achieve that goal."

– Mark Thompson and Brian Tracy

The Seven Keys to Business Greatness – and the Questions You Must Answer



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Key #3 – Build a great team. Page 4

Key #4 – Offer a great product / service Page 5

Key #5 – Design and execute great marketing Page 6

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Key #7 – Deliver a great customer experience Page 8

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