The keys to explosive growth for your small business.

Jeff Hoffman is a CEO, author and film/TV/music producer.

Small Business Webinar Series verizon

These materials do not reflect the views of Verizon.

Keys to Explosive Growth

Jeff Hoffman Twitter: @SpeakerJeff

jeff@jeffhoffman.com

Make sure you are solving a *real* problem

Are people pushing to pay you, or are you pushing them to buy?

Solve real problems



Solve real problems



Don't chase money, chase excellence

Money follows excellence

Stop trying to be good at many things

Instead, go win a gold medal at one thing

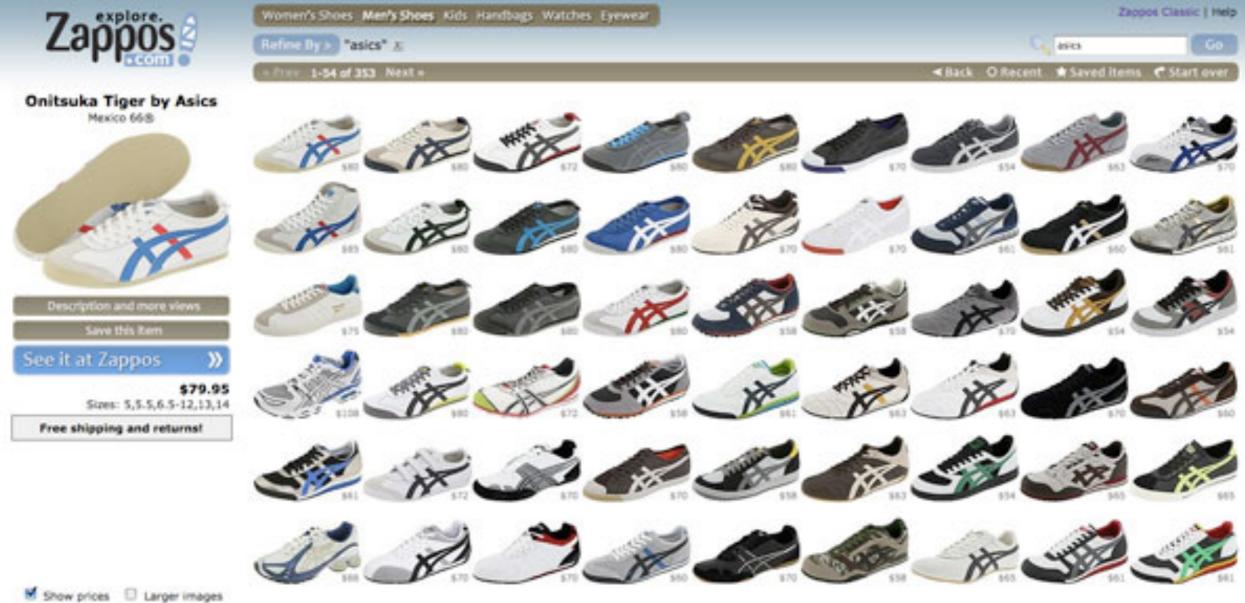
Win a gold medal at ONE THING



Win a gold medal at ONE THING



Win a gold medal at ONE THING



Design 62009 Upmode, Inc.

Build a brand around your brand promise

Distinguish yourself in the marketplace





Achieve explosive growth by narrowcasting, not brodcasting

Find your "fans"



Create customer intimacy

Live a day in the life of your customer

Your employees



Your customers





Focus on operational excellence

Make sure everything you do leads to one of your goals

Ideas are welcome

but

execution is worshipped

Sell more flowers



Build a great team



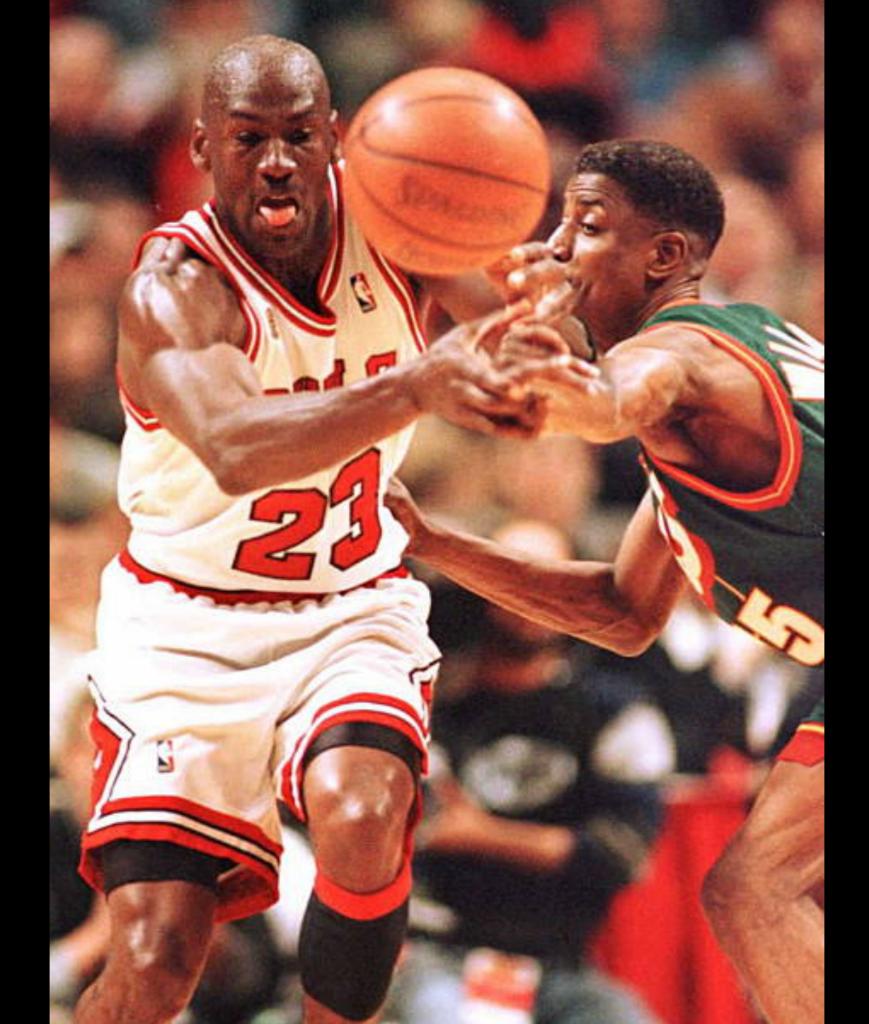
The scarcest resource in the world is not money

t's TALENT

Attracting and retaining talent is the most important job we have

Schedule time to go hunt for talent

Excellence is an attitude





Jeff Hoffman Twitter: @SpeakerJeff

jeff@jeffhoffman.com