

# The keys to explosive growth for your small business.

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**Small Business  
Webinar Series**

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# Keys to Explosive Growth

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**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



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# Win a gold medal at ONE THING

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around your *brand  
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yourself in the  
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**Achieve explosive  
growth by *narrow-*  
*casting*, not  
broadcasting**

**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**

**It's TALENT**

**Attracting and  
retaining talent is the  
most important job we  
have**

***Schedule time to go  
hunt for talent***

**Excellence is an  
*attitude***



# Q&A

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