

How to Make My Business Grow: How To Get More New Customers That Come Back More Often & Spend More Money Every Time

Perry Belcher

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The purpose of How to Make My Business Grow is to bring small business strategies and information to the average Joe. We're not out there trying to teach people how to become millionaires overnight. We're here to bring you realistic, small business start up strategies. One of the single biggest aspects of being a small business owner is understanding marketing. That is the focus of this book. At the age of 15 Perry started in business as a clothing wholesaler. He later went on to become a paint contractor and he owned a janitorial company. By the age of 21 he had 42 jewelry stores. As you go through here, you will notice there are a lot of threes. When we go through the whole system, I have a system that has three parts and inside of each one of those three parts there are three sub-parts. It is pretty simple, easy to understand, and you'll know the whole thing in a matter of an hours. This is what has made me successful in almost every business I've been in. It has given me the ability to rise above the pack no matter where I was. Perry uses marketing and certain psychological triggers to build anticipation, scarcity, benefit, and things like that. You're going to learn about these things as you read about the Triad.



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