

SMALL BUSINESS EXPANSION

A Practical Guide for Growing Your Company

Before we get started, here is a short comment on the format and what you can expect. This guide was created with you, the small business owner, in mind. I have attempted to make it short and to the point. Having managed several small business enterprises, and owned a couple, I know time is valuable and you don't have it to waste.

My first note is this: If you are starting a business, this is not a start-up guide. While it does have some great insight that every small business owner could use; it is designed for that owner who has a small business, perhaps 10-100 employees, and wants to grow it.

I have written this in a style, as if I were talking directly to you. My sentences are not written like a free flowing, adjective laced novel with metaphors, similes, and other flowery comparisons to life.

If you are looking for a 350-page dissertation on everything you ever wanted to know about business...this isn't it. I have attempted to make the reading enjoyable with my humor and anecdotes. My purpose is to give you straightforward, logical, practical information and advice on how to grow your small business. The IGNORAMOS guide is broken down into sections, not chapters.

In each section there will be what I call a “**Lesson Learned**” statement, maybe more. These are, primarily, my personal experiences with a story or situation. As the guide unfolds there will be an application of these lessons; plus a complete, chronological, indexed list of all lessons in the back.

This has been written to follow in sequential order. To get the most meaning from your guide, read it through from start to finish and use the worksheet. There really is a method to my madness!

Please write in this book!!! There are wide margins and pages left blank, just for that purpose. Jot down your ideas.

Life is built one brick at a time. I’m sure you built your business the same way. The information you are about to read is based on “Lessons Learned” throughout my lifetime, coupled with some “formal education.”

I hope you find the stories informative, amusing, and thought provoking. At the end you will have a better grasp of how to expand your business and take it to the next level.

I cannot guarantee success by reading this guide. However, if you follow it step by step you increase your chances. I wish you every success.

Rann

P.S. Let’s Maximize Your Shareholder Wealth!

Please read on.