



July 2008

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## GET THE EDGE! Monthly Newsletter

### What if...

You could put Actionable, trustworthy profit expansion tools in the minds and hands of everyone in your Firm? Strategies and Tools that work for each of their personal styles?

### What if...

You could mold your organization into the vision that currently sits in your mind right now?

### Strategize your Mind for Profit Generation

### What If...

Our Sales Increased by 50%?

#### Business E.D.G. Entrepreneur - Expansion

Article 1 out of 4

Expansion is a frequent goal for many businesses small or large. The first thing that you need to do is identify growth opportunities and decide how and where to expand. Capital Investment Analysis and Project Assessment require careful consideration by the company's decision makers. How have and how are they (the top Global entrepreneurs) doing it NOW, not yesterday. The strategies of today have been reinvented and what worked yesterday does not work for today! It is possible with the right strategies. Other's are doing it. Here are a few keys:

Customer retention - The key to a successful business is to create personal relationships with your clients. Clients are the Reality of your firm. A business expands when their clients become their Raving Fans.

#### In This Issue

Business EDG Recommends

Sphere of Influence

Client Perspective

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Staff retention - Aside from hiring the best and the Brightest, you must also hire the most motivated. Your staff needs to have a constant reinvention and become the champions of their business.

Expanding technologies - Enhance productivity by 50% by using the resources that are at the reach of your hands. Stop using the procedures of yesterday, research and see how you can do things faster and better.

Think Global - Build a relationship with a foreign company and see how you can help each other in the different global markets. You can find a foreign distributor who'll carry an inventory of your product and resell it in their domestic markets. You can locate one by checking out your city or state for a foreign company with a U.S. representative, or tap into our Sphere of Influence.

Leverage the Internet - The right website makes you 10 times more visible than a competitor. The content within a site is what draws visitors in and keeps them there.

*Continue Learning about Business E.D.G. Entrepreneur Keys:*

*Look out for Next Month:*

*Development - August Newsletter*

*Growth - September Newsletter*

*Entrepreneurship - October Newsletter*

[Entrepreneur](#)

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## Sphere of Influence - Wealth Mastery



Our Managing Director spent a week learning from the Masters at Wealth Mastery June 2008 in San Francisco with over 1400 people. We would personally like to share with you the 24/7 basis of our constant research. All learned from the Top wealth masters, we took note to see what they were doing and what sets them apart. Now is the time where people are creating Amazing wealth. During this time of economic struggles, there are people that are creating extreme wealth. This is your opportunity but it is not for everyone. Designed by

Anthony Robbins, Wealth Mastery showed you how to not only regain your financial footing but also grow and sustain your wealth so you never have to work again unless you choose to. There are multiple ways to make and save money and defensive strategies to protect your portfolio. You all have heard of Passive Income, well the Buzz is False.. who do you know who is sitting doing nothing from having done nothing and is getting money in the bank? Although there are strategies to obtain passive income, it still takes work. 80% Psychology - 20% Process

- Get Visibility
- Invest in Yourself and Invest in your Sphere of Influence.
- View life as a sum total an integrated whole. [Use our Wealth check up template](#)
- Expand your Identity, Be the best you, Everyday ask yourself "What can I do today to be a better me"

Yes, it seems simple and you may say I already know this, but are you doing it every single day of your life. It is so easy to get caught up in competition: competing with your business competition, colleagues, friends, clients... REEVALUATE! Everyday compete with yourself, improve daily - participate and contribute to the world. You must take action.

### About a Few of the KeyNote Speakers:

"INTERNATIONALLY RENOWNED, **Chuck Mellon** is an exciting and intuitive speaker on investing with over sixteen year's experience in the securities industry. From being a top-producing

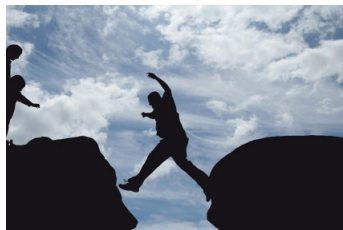
stockbroker to Corporate Vice President of some of the largest US companies, he is well versed on the successes of individual investors and what it takes to "win" at the investment game.

**Keith Cunningham**, Has literally taught thousands of entrepreneurs and business people around the world the skills and tools used by the pros to start, analyze, invest in, grow, manage, turnaround, finance, hire, build teams, marketing and sales, negotiate, create a niche and sustainable competitive advantage, read and understand financial statements, financial literacy and virtually every other critical business skill you need to be able to not only make, but also keep money.

**Joe B. Williams** is an internationally known speaker, author and creativity consultant who has spoken to thousands of people around the world. As Founder of Creative Performance Group, the Head Trainer for Anthony Robbins and his personal experience as an entrepreneur and top-performing salesperson, Joe has developed a reputation for his ability to entertain audiences and move them to action. A self-taught businessman and passionate student of personal and professional development material, he used these concepts to launch and build a multimillion dollar telecommunications company with over 5000 salespeople world wide.

**Michael Smorch** is one of the world's top money management experts, his clients are many of the 'A' list celebrities and professional athletes in the world. Michael rarely does public presentations. He gives you practical and little-known insight that you can immediately implement into your investments to make money and reduce your risk!

## Client Perspective - Survey Results Revealed! Taken by Top 10 Business Leaders



### What are three initiatives that you will be facing in the next 12 months?

Growing our customer base in selling our current service offerings, Market evaluation for new offerings to expand into new markets, Build or Buy the new offerings and expand our growth plan in our new markets. Building a Sales Organization focused on execution, Focusing on profitability during tough macroeconomic climate, Expanding beyond the North American Market. Integration of multiple sub systems into an existing ERP infrastructure

### What are your anticipated challenges in meeting the \*above\* initiatives in the next 12 months?

Cash flow and ROI, funding for implementation, Working with IT Counterparts in defining system requirements, Timing to implement projects, Resource capacity to complete project. Lack of sales may derail growth potential, Economic slowdown and cost increases in travel impact the bottom line, Perception of the Board "that now is the time to tighten our belts, and not go through with investments".

### What are three immediate challenges that you are facing?

Growth is outpacing cash, Building the infrastructure to support our fast growth, and Time. Lack of opportunities and sales, There is an overall negative perception on investing (budgets are being frozen), Cost of operating a business is increasing, while sales are decreasing.

### Do your project teams have a consistent set of disciplines they follow when implementing Projects? No

Are your project teams empowered? (Scale 1 - 5)  
Average result was 3.

## About Us:

Business E.D.G. was created because of client request for in depth business development and profit expansion planning. Business E.D.G. Entrepreneur has built a team of top global business

strategists with focus on Expansion, Development, Growth and Entrepreneurship Strategic Planning.

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