



QUANTUM LEAP

**Make it, or surrender
your future in business**

Sherryl Dever & Brian Howlett

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Make it, or surrender
your future business

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Quantum Leap ~ Make It Or Surrender Your Future Business
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What is the
**Quantum
Leap?**



In our business lives
we have experienced
the economic hills and
valleys of each decade.



Then in 2008 something happened that many of us never expected. The valley of 2000s decade turned into a canyon, a grand canyon.

Everything has changed...

The change is creating new demands on our business and forcing us to **change** the way we do business.

The changes include:

The worldwide economic shift is impacting the American economy.

Millennials are now the American workforce and the consumer market.

Ever expanding technologies.

Constantly shifting government regulations.

A reduction of available “easy” credit.

The path may not be clear, but what choice do we have...

Give up and go away, or take the **Quantum Leap**

With every change comes opportunity.

Not every business survives a changing economy.

The businesses that do survive are the ones that are willing to change and make the leap.

The economic valley of this decade is very broad and deep so our business leap has to be a ...

Quantum Leap.



A **Quantum Leap** is a leap of mind, a shift in perception. Making the leap can feel like stepping off a cliff because taking the necessary leap means we have to let go of our old ideas about business and embrace the new way of doing business. The new economy requires a new way of thinking, a new business perspective.

The Quantum Leap is:

a new way of thinking about your business.

like stepping off a cliff.

necessary to survive in business.

letting go of your old ideas about doing business.

embracing new ideas that work better.

the new business perspective.

How To Make the Quantum Leap ...

You have years of experience in creating a successful business.

Your clients have enjoyed the benefits of your knowledge, goods and services for many years.

You're feeling like your clients have gone away.

The truth is... the world population is **expanding**.

That means that right now there is a **greater** need for your business skills.

Make An Educated Leap.

Talk to your existing clients and friends. Ask them where they go for information about goods and services. Find out how important customer service is to them when making a purchase. Have your customer suggest ways to make your office or retail space more comfortable, inviting or efficient from a client's point of view.

Google search your competition. Imitate their marketing successes and avoid their failures. Research their client base and learn from your competition how to expand your marketing exposure.

Bring in the experts. You don't have to add full time staff to leap into the new marketplace. Outside expert professionals bring the new business perspective with them and will help you objectively and efficiently redirect your business into a new prosperity.

Make An Efficient Leap.

Everything you need to make the Quantum Leap is available to you within your budget.

Create and join business communities in order to share resources. Resources can include professional services, space and supplies.

Trade services. Ask your service and material suppliers if they are willing to trade in order to minimize capital transactions.

Streamline your place of business. Eliminate old clutter and useless inventory.

All right, everything is in place for you to make the Quantum Leap. You're confident, educated and efficient. Let's go...

Make an educated leap

Make an efficient leap

Make the leap with confidence



What Is The Quantum View?

After you've made the Quantum Leap everything about business will very look different.

The core business values, follow your passion and your higher purpose, great product and service, great price, accountability will never change as long as there is a marketplace and market economies. If you've been in business for several decades you know that.

What has changed is the technology, the global economy, and marketing and business culture whether we like it, hate it or wish it wasn't true.

**As a gravitational force,
the Quantum View presents
a new reality for many of us.**

Quantum Technology

The Internet has changed the old way of doing business forever.

Clients communicate through their preferred technology.

Communicate the way your client's need you to: phone, snail mail, email or on the Internet. Make yourself available in every venue; face to face, telephone, email, fax, Internet, Twitter, YouTube, Facebook, print and on paper.

Quantum Economy

The old way of doing business will not return
The global economy will become vital again over the next decade.

Frugality and efficiency are new status symbols.

Quantum Marketing

Your story is your brand.

Your story has to be relevant, entertaining, informative, authentic and transparent.

You have to be represented in all media all the time.

Your market is your tribe. Tribe is developed by conversation not by broadcasting your opinion.

Cater your story to the culture of your market.

Hosting events is an essential marketing tool.

There are now four cultural distinctive generations of Americans. If your products and services are used by all four generations your advertising has to appeal to all four.

Quantum Business Culture

Someone will always be cheaper, no one can be better.

You have to deliver on the promise of your marketing.

Every aspect of your business is visible to the public.

You have to know the profile of your consumer and cater your products and services to meet their needs.

The Quantum view is different.

The Quantum view includes all methods of communication, all the time.

The Quantum view is smart.

The Quantum view is better than before, because we've learned from the past – kept what works and let go of what didn't.... and made the **Quantum Leap**.

About The Authors



Sherryl Dever



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Sherryl and Brian are business creatives living in Sonoma County California's wine country.

They decided to write books because drinking wine and eating cheese every day is just too tedious for words.

Send us the story of your Quantum Leap. It may be selected for an upcoming publication.

www.quantumleapbook.com