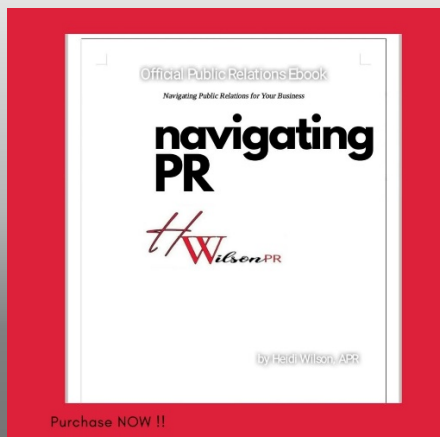


Tips on Navigating Business

Here are some very beneficial tips to navigating business!

1. A customer can become a customer again (don't burn bridges)
2. Be reliable---follow through on what you tell your customer
3. Make customers feel comfortable, try to meet their needs as best you can
4. Be professional in everyway and this does include: tone, dress, policies
5. Be visible
6. Have goals and a plan
7. Take a class and learn the basics of owning a business before jumping in
8. Have a story to tell
9. Don't lose sight of your why
10. Learn the basics of fundraising, government contracts, grants and other ways to secure money
11. Learn about capital, business credit and investing
12. Become knowledgeable about taxes
13. Be diverse in hiring employees and in the products and services that you offer-everyone has purchasing power and choices
14. Your employees are also an important public-treat them well
15. Ask for help when needed
16. Don't lose sight of your outcome objectives and the endgame goal

Business literacy is a very important aspect of public relations and marketing. To learn other key components about these fields in an effort to help you improve your business operations and the way you communicate with customers and audiences, check out my “Navigating Public Relations for Your Business” eBook! It is over 100 pages long, includes practice exercises, easy to understand and follow, and is a resource to have always!



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