

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Business is Changing

By Scott F. Geld

Business is Changing by Scott F. Geld

It's common knowledge that the Internet has enjoyed explosive growth and has affected nearly every industry in every country in the world. It is changing how we socialize, how we educate ourselves and how we do business. Just what are some of these changes?

Continually Shorter Product Cycles

Especially in the software industry, product cycles are becoming shorter and shorter. Typically, a software product goes through several stages before being released; code is developed, the product is tested internally, then possibly tested by the intended user audience, it's revised and released for sale. Yes, released for sale even though known bugs or deficiencies are present. But these bugs don't affect the overall efficiency of the product, and 'patches' to fix the bug can be issued after the product's release and downloaded off the internet. The product is out the door and in the market place competing for sales even though it isn't perfect.

Instant Communication Forces Increased Productivity

Studies reveal that today's businesses have far less free time to ponder decisions. Email makes it possible to instantly communicate with one another. In business, this accelerated communication means that decisions are expected more quickly. Eliminated are the necessary time gaps made possible with snail mail and slower forms of communication. These time gaps must now be filled with increased productivity in order to keep pace and compete.

Information Overload

Experts estimate that we have created as much data in the last 30 years as our forbearers did in the last 3000 years. The Internet has made information instantly available to everyone at any time. If your customers don't like the price you quoted for your product, they can find a competitor on the internet, check out their price and use it to negotiate with you. Or, a customer can simply order the product online from your competition. Internet users can even find out your wholesale costs and determine what your markup is. Now that's leverage.

Clearly the Internet has changed and continues to change the way we do business. Are you ready?

Three Ways to Improve Your Business

By Raymond Johnston Jr

Three Ways to Improve Your Business by Raymond Johnston Jr

As a business owner, I am always trying to find ways to make my business run a little smoother.

You will find thousands of articles and books that talk about the subject. Most of the time, you will find the same solutions rehashed over and over.

Here are three that might not be on every list you see.

I imagine it is because they are so simple, but if that's the case why are they ignored so often?

Take a look, just might be the little nudge your business needs.

1. Answer Your Email Promptly.

It is totally amazing the amount of time it takes for many to answer their mail. I'm talking about some of the so called Gurus in their field.

I write a question asking about their product or service, I expect the answer in a reasonable amount of time. They don't have time to answer, I guarantee you, there are a hundred other people working the same type business that would love the chance to have my business.

I don't care how great your product or service is, you don't respond to people and they will take their business elsewhere.

2. Keep Testing

Things start working fairly well and many business owners become content.

Business changes continuously, as do your customers. You have to change with them.

The best way to keep changing and stay up with the changing needs of your customer is to test on a continuous basis.

Keep testing ad copy.

Keep testing your website design.

Keep testing your products.

Keep testing your guarantees.

I think you get the picture. The business world will never stop changing and to be successful, you have to change with it.

3. Ask for Criticism

I could have said, ask for feedback. The problem with that is many will just write and tell you what is good.

Even though that is helpful, the feedback that helps the most is constructive criticism.

Find out what it is your potential customers dislike about your product or your newsletter. Find out what you can change to make them more likely to buy or subscribe, etc.

In fact when you do surveys, ask what they like best and what they think is the worst about you, your product or service.

You will be amazed at what you find out.

These are three very simple things. But you will be amazed at the end result you can achieve by making them as important as they should be. Too

many businesses will ignore them and their business will start to be ignored as well.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!