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

**Three Ways to Improve Your Business**

**By Raymond Johnston Jr**

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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

## Three Ways to Improve Your Business

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.

improve your life and find your happiness. Only 9.95Seven ways to improve your life and find your happiness.

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.

### **10 Ways Focus Groups Can Propel Your Profits**

**By Larry Dotson**

A focus group is a group of employees or current customers that discuss and brainstorm new ways to improve different parts of your business.

1. They can give you new ideas on how to advertise and market your product or service to your targeted audience.
2. They can give you ideas that could help improve your current product or service. For example, you could make it smaller, faster, heavier, etc.
3. They can give you ideas for new products or services to develop and sell. For example, a new gift wrapping service for your products.
4. They can help you solve lingering problems with your business. For example, you could give your employees incentives to solve slow production.
5. They can give you new ideas on how to cut costs and save money. For example, you could recycle damaged or old products instead of trashing them.
6. They can find new ways to improve your current customer service policy. For example, hire extra operators so you don't have to put anyone on hold.
7. They can give you new ideas on how to get the most and best out of your employees in the less amount of time.
8. They can give you news ideas for upsell, back end and add-on products to sell. For example, you could upsell a video when selling your books.

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9. They can help you find new ways to stay ahead of your competition. For example, you could give your customers free shipping.

10. They can give ideas for raising your employees morale. For example, you could hold a party, give them a holiday bonus, give them a free day, etc.

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

10 Ways Focus Groups Can Propel Your Profits

10 Scorching Ways To Heat Up Your Sales

Three Ways to Re-invest in Your Business for Maximum Profit

Putting On the Shoes of a Giant for More Profitable Customers in Your Business

"10 Ways Writing Articles Can Improve Your Business"

147 Killer Epublishing Strategies

Copywriting Crash Course

62 Ways To Beat The Gas Pump Monster

How To Improve Blood Circulation

Web Biz for Beginners



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