

# Offering Less to Be More

In business, we often strive to make all of our customers happy by being good at every feature or service we offer them. The problem is that being good at a lot of things makes it difficult to be great at any one thing. Why do we do this? We think we can excel in any one area when the reality is we are just good or average in all areas. Have you ever thought about trying to be bad at something you do so that you can grow your business and increase your market share?

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# Thankful for Abundance

This week not only represents the start of the holiday season but also the coming together of family and friends. We all come together and sit in front of an amazing spread of food to celebrate how thankful we are for the sacrifices our forefathers made to journey so far and under such risky conditions in order to start a life in this new land, which was not so plentiful at times. They did this, so they could have a level of freedom that they were not experiencing in their home country.



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# Unearthing the Latent Demand to Grow

Over the past few weeks, we have been discussing the change in the marketplace oversupply. If we are going to grow our companies, we need to figure out how to zero in on the right demand sectors. To do this, you first must figure out your demand profit pools. So, what are those? Demand profit pools are the areas of untapped demand that we as business owners may not be aware of because we haven't dug deep enough.

In "How Companies Win," Kash and Calhoun discuss this and cite an example of the dog food industry. This industry provided bags of food under standard segments based on large, medium, and small dogs.

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## Does Your Business have a Demand Problem?

Looking at what has been happening in the world with the slow economy, you would think it all has to do with a bad recession or political activity that is less than favorable to the business world. Look a little deeper, and you will see things are changing. We should be aware of all that is going on for the sake of positioning our businesses for the most potential possible.

I believe, as a leader of a company and the one responsible for putting us in the path of future waves of opportunity, my purpose is to read and learn as much as possible. To achieve this, I participate in the [E0 University Conferences](#), attend

the [Verne Harnish Fortune Conference](#), and read a large number of books every year.

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## Mobile Apps, Change You Can Believe In!

The world is changing quickly. Many times we find ourselves looking up from whatever we were doing and wondering, “Where did that come from? Why are people doing it that way? How does everyone seem to know about this except me?” In the world of the internet, we all stay connected at all times and all locations, so when changes occur, they are downloaded and spread in real time. Some of us simply choose to see it on our own time frame.

Look around when you walk into a restaurant, when you’re waiting in line, when you’re sitting around the airport or subway station.

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## The Value of Connection!

Who are you connected with? What is the value of connection? If you read any of my blogs over a period of time, you could pull out the frequent topic of connectivity. So why is it such a major theme? Even marketing guru [Seth Godin](#) discusses the importance of connecting in his recent blog “[First, connect.](#)” Let’s take a look back at a little science and history, and then we will come back to how it is relevant in business.

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# Real Commerce With Mobile!

In last week's [blog](#), we discussed how we are entering the Web 3.0 world. That world consists of mobile. We talked about creating real value for customers and real commerce for merchants. I recently came across some really great examples of this in an article called [Web 3.0: The Mobile Era](#) written by [Jay Jamison](#), who has a venture company that invests in early stage mobile companies.

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## Web 3.0 is Mobile, Are You In?

As I have discussed in many past blogs, we are seeing a major shift in how people access technology as more people move toward Smartphones. I see a world where business will be driven by the connectivity we all have with one another based on that little device that acts as an extended appendage for most of us.



We all have an internal desire to be connected.

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# What Is Your Word For Success?

People are often looking for the magic to make a business work. When you listen to a successful person talk, they typically get asked, “What is the one word you would pick that is needed to be successful?” My word for that question is determination. As I listened to [Randy Boyd](#) speak today at The Legacy Centre Speaker Series, he answered the question with the word PERSISTENCE!

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## Success Takes Time

We held our quarterly meeting this past week, and with it came some great discussions. Most of these conversations were centered on our direction and reaching our [Big Hairy Audacious Goal](#), as introduced by [Jim Collins](#). One major point that came up: How do we get where we want to go when we’re consumed by our day-to-day work activities?

We also discussed the [Flywheel concept](#), as Collins examines in “[Good to Great!](#)”