

# Solve 3 Key Pains for Growth

When we go out into the world and try to connect with others and tell them about growing our business, we tend to do it in a way that it is all about us rather than about them. We say how great, wonderful, and life changing our product or service is going to be for them. The problem with this is that they don't care about all the features your product or service offers. They want to know how it will specifically help them solve their pain points.

In a meeting earlier this week, my business associate [Alex Lavidge](#) boiled it down to three key issues. He asked whether it will:

- 1) SAVE ME TIME
  - 2) SAVE ME MONEY
  - 3) GROW A NEW REVENUE STREAM
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## 5 Keys to a Great Team

In previous blogs, I have shared my admiration for [Robin Sharma](#), best-selling author and business coach, and when I viewed some of the mostly highly watched videos from him, I wanted to share one that most resonated with me. The video "[How Remarkable Entrepreneurs Build Winning Teams](#)" had a great message and had accumulated almost 18,000 views.

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# Make the Trend Your Friend

[Mary Meeker](#) recently released her [annual overview of internet trends](#), and I found it to be very insightful. You may remember that I have discussed Mary's research and opinions on this topic in some of my previous blogs. She pushed forward as a leader in this space with different investment banking firms and is now a partner at one of the most prestigious venture capital firms, [Kleiner Perkins](#).

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## What Is Your Salary Cap?

Since the material in [Greg Crabtree's](#) book "[Simple Numbers, Straight Talk, Big Profits](#)" has been so enlightening, I want to share more from his book to help us all out in the financial arena. This is not the stuff they teach you in school. It has real world understanding of how to look at your business financials from an entrepreneurial perspective.

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## Is Your Sandbox Big Enough?

In business we refer to a sandbox as the area in which you play or conduct business. It consists of three things: your geographical boundaries, your products or services, and either your client description if you sell direct or your

distribution channel if you sell there.

When determining your sandbox, one area of thought is to make sure that the sandbox you are playing in is capable of getting you to the goals you have created for yourself. Problems could include not having enough customers or not having the right customers in your geographical boundaries. The product or service may have saturated the market you're in, and the client description could have changed or expanded.

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## Our Instincts Are Social

As discussed in the [X-Factor Blog](#), I attended and spoke at the [Nerve Conference](#) in Atlanta just over a week ago and had a great time! We listened to some interesting speakers and had a



fun spending time with our EO friends and meeting some young aspiring entrepreneurs. The breakout went well! The X-Factor

content leads to such powerful discussions and opens us up to the possibilities of creating breakthrough opportunities for our businesses.

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## Crowdfunding, the Savior for the Entrepreneur

Something exciting has happened in the entrepreneurial world, and I want to share it with everyone. The [JOBS Act](#), passed by

both houses of Congress in March and signed into law on April 5th, will generate big changes for the growth of small and mid-sized businesses. One of the major amendments in this bill would allow [crowdfunding](#). I see this evolving into a significant means for companies to access increased funding, and it is a great way for small investors to find more opportunities to devote their money to companies with which they are more closely involved. Given how connected we are through social media and the internet, this is ripe for the times!

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## Discovering Your X-Factor

I have been working on putting together some content for a breakout session I'll be doing at the [E0 Nerve Conference](#) in Atlanta next week. This content was created for Insignia and Quantum leap E0 programs to help Forums engage in more stimulating discussions around your businesses with the other business owners. I really enjoy these events, catching up, and sharing with my existing E0 friends and meeting new ones.

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## Time Has Limitations, But You Don't!

Being an entrepreneur, I have a mind set to create something better and to "[maximize](#)" the future. One of the things that I like to maximize is time. The problem with that is time is not



scalable; it cannot be expanded with increased use. What do we do then? Since you and I can't change the fact that we all have 24 hours to utilize in a day, we need to approach it differently.

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## **STOP Doing It!**

So much of what we do in business is about the things we need to get done. I need to write a report. I need to send e-mails to my clients. I need to create a budget. I need to put a plan together for the next quarterly meeting. On and on it goes with stuff we need to do in order to make progress in our business. Nothing is wrong with this, especially when it creates progress. Progress has been determined to be the number one motivator of both business owners and employees.