

# 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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# Moving Past the Struggle

I have written many blogs, and for the most part, I talk about the opportunities in the marketplace, the people, the freedom, the places, and the experiences of being an entrepreneur. Rarely have I discussed the struggle and how being an entrepreneur can be downright difficult at times. This is part of the environment that you take up when you choose or, for some, are forced into this path. The allure of the business owner draws you in, but are you prepared for the reality that will inevitably follow?

[Ben Horowitz](#), with the venture capital firm Andreessen Horowitz, reminded me of this in his recent blog entitled "[The Struggle](#)."

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# The Power of the Crowd

I wrote a blog in July 2011 called "[What Disruptive Technology is Sneaking Up on You?](#)" I also wrote another one more recently called "[Crowdfunding, the Savior for the Entrepreneur](#)." Interestingly, they have both been pulled together by the disruptive technology guru [Clayton Christensen](#). Clayton spoke with [CNNMoney](#) for an [article](#) they featured on his involvement in crowdfunding.

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# Rolling With Change!

My software team and I at [Efficiencie](#) had a business meeting with an investment firm this week, and it was exciting to be back in that world again and see the latest happenings! They had an interest in a [mobile app](#), which is what we are talking about to many companies these days.

The businesses on the forefront are seeing with their own eyes how the Smartphone is enhancing the opportunity to connect and create real interaction and relationships. This is an exciting space to be in, and I am thrilled to have placed myself on this path.

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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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## Are Your Net Profit Numbers Distorted?

I caught up with one of my long-time [E0](#) friends, [Greg Crabtree](#), at the E0 Nerve Conference in Atlanta. We have hung out and experienced E0 events around the world, and we are both passionate about [E0](#) and the people there that we learn from and grow with. Greg served on the E0 Board as the Finance Chair, which was a perfect fit since his unique perspective allows him to explain numbers in a more entrepreneur-focused way rather than typical accountant speak.

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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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## **Riding the Wave or Being Knocked Over?**

Have you thought about how fast things change and how really different things have become with how you work and live? Think about the companies that you use every day that didn't even exist ten years ago. Think about how you use your [smartphone](#) today and access [Facebook](#). How different, both good and bad, was your life back then?

Consider all this from a business perspective. What new companies have appeared or disappeared because of a new innovative idea? Things move so rapidly! A company can go from zero to hero in a flash, but one can also go from kingpin to trash bin in the blink of an eye.