

THE SMALL BUSINESS SUNFLOWER™

First, to create a successful business, you need profits (seeds). Sales are important but only if they lead to profits. Profit is the money you keep at the end of the day.

Second, to get customers to buy your products or services, you need a proven marketing system (petals). Marketing is an organized and systematic way for attracting and keeping customers.

Third, you need a service or product (stem) that meets the needs and wants of your customers.

Fourth, to generate profits, you need a steady flow of potential customers (ground). The purpose of your business is to create a customer.

