



101 Ways to Grow your Business (Lawpack Business Series)

Hugh Williams

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101 Ways to Grow Your Business:

A business guide packed with top tips and business advice on the little things you can do that make all the difference to business development: how to please your customers, improve the sales of your business and generate long-lasting customer loyalty.

"It is aimed at UK businesses and is very relevant to professional firms - it includes common sense ideas that I want to read about... a great book with great business ideas that you would pay hundreds of pounds to be told on one of those boot-camp business courses - worth taking a day off to read!"

SWESCA News (South Western Society of Chartered Accountants)

Often it's the small things that get a business noticed – that create a lasting impression, a worthy reputation and a string of loyal customers. And it's these small things that can help you to grow your business.

Weighty business books abound. But business development doesn't have to be complicated, academic or expensive. There are lots of simple, practical ways any business owner can improve their profitability and business profile without having to immerse themselves in heavy textbooks or spend £££s in business consultants or expense.

101 Ways to Grow Your Business is an alternative for those who want to learn about business development without swallowing a business dictionary and without heavy costs.

Hugh Williams, award-winning chartered accountant and business adviser, offers a personal approach to simple ways in which a small business can win over customers and grow their businesses without working all that much harder.

Packed with top tips on improving your business, *101 Ways to Grow Your Business* provides practical business advice on the following business topics:

- Advertising
- Audits
- Business plans
- Client surveys
- Dealing with complaints
- Consumer awareness guides
- Guarantees
- Key Performance Indicators
- Marketing
- Promotional mailings
- Quotes
- Seminars
- Vision statements
- Working with the press

- Writing small print

Improve your business and profitability with *101 Ways to Grow Your Business* today!

"I would just like to thank you for a refreshing and enjoyable read."

EC, Oxfordshire


"... if there was an award for 'Most Practical, Constructive, Down-to-Earth Book for Small Businesses', this book ought to win it!"

Anthony Haynes, The Professional and Higher Partnership

"There's some excellent advice in it ... it's brilliant."

Mark Lee, Professional & Corporate Developer

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