



What is the one big business idea you would give business owners to help them thrive in our current economy?

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Ben Glass
Revolutionizing the Way Lawyers
Market and Build Their Practices
www.GreatLegalMarketing.com

Everywhere I look I see small businesses that are thriving in "this economy." The job of the small business owner who is not thriving is to find the successful business owners and figure out what they are doing that can be modeled for success. When you see a business owner doing something well you must ask yourself this question: "How could I use that in my business?"



Dr. Mitch Levin, MD
The Financial Physician™
www.LevinWealthSystems.com

In this changing economy, I encourage you to find a financial **coach**, one that enables you to win back the average investors' 7% gap in market returns — reliably, consistently, and predictably — while controlling risk through prudent, Healthy Investment strategies. Stop gambling and speculating on stock picks, market timing, or track record chasing. You must keep and protect more of what you rightfully earned, through asset protection and tax reduction strategies (available in my book and discussed on my website, www.LevinWealthSystems.com). With the right financial coach you can have total Financial Health, and build your own financial fortress to achieve financial freedom, and peace of mind, to live and to give the way you want as well as to support your values.



Jennifer Myers
Realtor, First Time Homebuyer Expert
www.JenniferMyers.com

Plenty of business owners are thriving in this new economy, some of them even more so than ever before. Only one thing is constant and that is that things are changing all the time. As a business owner, if you want to be successful, you need to change with the times. For example, if you are a real estate agent or mortgage broker, maybe you used to specialize in luxury homes or sub-prime loans. Those days are over and never coming back, so you're business needs to change or you will be out of business. Today, you should be specializing in first time homebuyers and low downpayment programs. A similar type of small shift needs to be applied by virtually every business today.



Holly G. Green
Leadership & Management Expert
www.TheHumanFactor.biz

In this constantly changing world, moving at an ever increasing pace, develop strategic agility: the ability to go fast with focus and flexibility so you get to where you want to go and take others there with you. This means slowing down and pausing on the right things. Don't do it over. Get it right the first time. Learn to unlearn. Everything has changed. Consider the top 10 things you need to unlearn based on all the changes around you. Start today to think differently.



Madeline Ross
Fitness Expert, Founder and CEO,
SuperSlowZone®, LLC
www.SuperSlowZone.com

As obvious as this is, your **CURRENT CLIENTS ARE GOLD!** Sustain excellent service with them; they are your best referral source. Additionally, build synergies with strategic partners in which you both increase the space of possibilities for one another. Finally, no whining! ...adapt your offer to shape what people want and will invest in.



Richard Seppala
The ROI Guy
www.YourROIGuy.com

In order to create wealth, you've got to be able to control your spending. Start by not wasting money on your marketing. Track your ROI and save money on marketing that stinks!



Michael McDewitt
CEO, Fidelity Financial Group
www.USFidelityGroup.com

Systemize your customer experience. There may be a way to build a "subscription model" into your business to ensure a more consistent stream of revenue. Provide personalized service for your clients. Think about it from their perspective. People don't want to be just a number, they want to know that they are special and the more you can treat them that way, the more you will get referrals and repeat customers.



Tom Foster
Web Sites, Blogs, Video and Social
Marketing for Attorneys
www.FosterWebMarketing.com

No matter what is going on with the economy, people will buy what they think they **NEED** or think they **WANT**. Either way it doesn't matter - the message from your web marketing should be focused on what your client **NEEDs** or **WANTs** first - not just what you want to sell them.



Bryan Campo
CEO, Ultimate Passive Income
www.UltimatePassiveIncome.com

Business owners need to reassess their business models to ensure they adequately address the biggest obstacles within their respective industries. For example, Ultimate Passive Income utilizes a scientific, data driven approach to profitable real estate investing by offering completely remodeled, fully managed homes in emerging markets for \$46,000 to \$60,000 per house. The biggest obstacles we face in the real estate industry are that investors do not want to get tenant phone calls at random hours, chase tenants for money, or invest in areas that have excessive vacancy or unpredictable home valuations. We overcome those obstacles by working in cities with attractive underlying fundamentals, working with professional property management that handle all calls, working with oversubscribed governmental housing authorities that make the majority of each month's payment on the tenant's behalf, as well as offering equity, rental, and remodel guarantees with every purchase.



James Brown
Nationally Renowned Bankruptcy
Attorney and Author
www.DebtSecretBook.com

In a changing economy, it's time to get lean & mean. Big business does it all the time, but consumers should do the same. Eliminate debt, restructure your budget and make some sacrifices until the economy improves. Don't overlook bankruptcy protection as the most powerful tool in your toolbox to help position yourself to get through tough times.



Dr. Scott Schumann
America's Premier Cosmetic and
Sedation Dentist
www.GroveCityDental.com

Create systems that will allow you, in a worst case scenario, to have a temporary worker come in that talks, thinks, and moves slow and with a bad attitude, to become proficient quickly. Monitor them for success and results and improve as needed. Have your team help develop the systems and you can simply tweak them. If you can develop systems for the worst of times, you'll have success even in a down economy and it will pay off even more when the times get good again.



Tyrell Gray
Co-Founder, Junk House Riches, LLC
www.JunkHouseRiches.com

There is only one way to thrive in our changing economy, change! You have to adapt to the changes or you will get left behind. Look around you and see what changes have made the biggest impact in peoples' lives, then start providing the solution and you will succeed.



Dr. Vesna Sutter
CEO, Sunrise Dental Partners
www.SunriseDentalCare.com

What is going to help your business thrive or succeed in this changing economy is actually pretty simple. Recently people have lost trust in a number of things, we have lost trust in our government, big business, and the overall economy. People are searching for a place to belong, they want to feel as though they are a part of a trusting, caring, and dedicated group. Step away from the idea that you have "customers" and focus on building relationships and friendships. It only takes a little extra effort to show someone you view them not as a customer but as a friend, and by doing this you will see your business increase in these hard economic times.



James R. Parrish, Esquire
Personal Injury Attorney, Revealing
Insider Insurance Secrets
www.TheParrishLawFirm.com

I am often asked by entrepreneurs and business owners, "What is the single best way to attract more business from people who fit my definition of the perfect client?" The answer is simple- **CONSTANT CONTACT** with your existing and past client base. You need to stay in front of these people as frequently as possible in an interesting, entertaining and compelling fashion. This constant contact can be accomplished in a number of different ways to include email or video blasts, automated telephone calls, and podcasts, but the most effective way is with a good old-fashioned newsletter that is published and sent at least on a bi-monthly basis. Fill your newsletter with some information about your business, but make it mainly about your life (SURPRISING, huh?), so people know who you are and what's going on with you. Remember, you want your clients to know and like you, so that they will refer others to your business!



Ed Sanderson
COO, College Planning Specialists, Inc.
www.CollegePlanningSpecialists.com

The new economy has changed the way we do everything. But in order to prevent history from repeating itself we better start doing the one thing that would have prevented the whole financial meltdown in the first place. We need to...**SAVE**. It sounds kind of cheesy, huh? Teach your kids to put some money aside for a rainy day, you never know when the next storm is coming.



Brad Hess
CEO, Junk House Riches LLC
www.JunkHouseRiches.com

4-tions for Fortunes: "Imagination, Creation, Dedication, and Appreciation." Imagine a new you, act on your imagination with your creative power, dedicate yourself by keeping your eye on the goal and then be thankful once you have accomplished what you set out for. These steps are an absolute must during any changing economy in order to stay focused on what you are looking to accomplish.



Ron Caruthers
CEO, College Planning Specialists, Inc.
www.CollegePlanningSpecialists.com

Invest in yourself as a business owner first: your skills, your marketing expertise, and your financial savvy. And, don't run scared. When all of your competitors are going out of business around you or scared to act, that's the time to seize as much market share as possible. Act boldly now and take as much ground as possible.



Todd Eaton
COO, Junk House Riches LLC
www.JunkHouseRiches.com

With today's changing economy, economic fear can lead to indecisiveness; with change comes opportunity. Take advantage of these changing times, discover new opportunities and step out of your comfort zone that stifles financial success.



Lindsay Dicks
Online Celebrity Agent
www.CelebritySites.com

"People buy people, they don't buy your services, they buy you as a person, and once they get to know you, like you, trust you and respect you, then ultimately they'll do business with you. In today's economy, you need to stand out more than ever. You really have to brand yourself to stand out above the crowd."



Nick Nanton, Esq.
The Celebrity Lawyer
www.CelebrityBrandingAgency.com

Your Personal Brand is all you've got. As we see data, relationships and the new economy merge online there is one of the greatest opportunities in history to capitalize on your knowledge and knowhow. Don't miss it, embrace it!

For more information on each of these talented experts, we encourage you to visit
www.AmericasPremierExperts.com,
call us at (800) 980-1626, email us at
info@AmericasPremierExperts.com
or visit the individual web site of the expert you are
interested in learning more about.