



SEEK OUT THE ASSISTANCE OF EXPERTISE

Finding the help you need is the smart business move

As a business owner, I readily admit that I'm baffled when it comes to devising marketing strategies and programs. I also realize that when it comes to making sales calls, I'd rather be having a root canal. If you add those two things together it becomes quite evident that marketing and sales are not my cup of tea.

Fortunately, there are experts in those fields, and I've been able to utilize their services to fill those roles that I lack either the expertise or the desire to do. Which brings us to an important point about owning a small business – you don't have to know how to do everything, you just need to be smart enough to identify the areas where you need help. Every one of us has something that we struggle to do well, whether it's due to a lack of knowledge, or just a lack of desire. In those instances, the most important thing we can do is to realize that weakness, and to seek assistance.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.

Most of the clients I see, struggle with at least one of the components of managing a business. What gets them into trouble, however, is when they convince themselves that they know everything, and can do everything. Recognizing one's shortcomings, and then having the courage to seek help, is an important part of running a successful business.

So, if you find yourself struggling with your business' product/service, or the marketing strategy, or the financials, perhaps it's time to seek the assistance of an expert. It's nothing to be ashamed of, and it might just save your business.



Jack Newcomb
Co-Founder

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