



# A SUCCESSFUL BUSINESS DEALS WITH RISK EVERY DAY

Every Business must constantly search for new opportunities

Every now and then business owners are faced with tough decisions. Okay, maybe it's more like facing tough decisions every day, but some decisions are tougher than others, and require a lot of thought before taking any action.

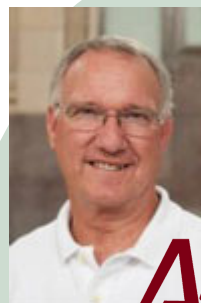
For example, let's say that your company sees a great opportunity to expand into a new market, but it's going to require a significant investment to make it happen. Of course, with investment comes risk, and there is no way to absolutely guarantee that the expansion will be successful. All of the thinking, planning, and projections may look good, but there's still no guarantee that the outcome will work out as planned.

That's the life of an entrepreneur. You can either play it safe and stay where you are, or you can take the risk required to take your business to a higher level.

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](mailto:jack.newcomb@totalcsi.com). You can also visit the ARPI website, [www.advancingruralprosperity.com](http://www.advancingruralprosperity.com).

The thing to remember is that "status quo" can be risky in itself. A company that becomes complacent, and refuses to invest in itself, may not survive. A company should always be looking ahead to find, and capitalize, on new opportunities. A business requires constant evaluation of the status of the market, the competition, and its ability to compete. If that evaluation shows the need to invest in the future, then you must be prepared to do it.

A successful business is one which constantly searches for new opportunities, and is prepared to make the necessary investment to take advantage of them. Can it be risky? Of course, but a successful business deals with risk every day.



**Jack Newcomb**  
Co-Founder

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