

## **SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL**

by GregDeTisi - Tuesday, December 29, 2015

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## **SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL**

SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL

**Have you ever wanted to start that dream Small business only to find that you don't really know where to begin?**

**Well, don't worry this is in fact very common.**

**It is really worth asking yourself first of all what type of [SMALL BUSINESS model](#) you may want to run and operate, as there are so many today. But it's also important to know where to spend your time and energy in the best role for you.**

In fact there are over 50 models these days to choose from, so it's a confusing decision on it's own, regardless of all the other factors to consider when thinking of starting a Small business.

So, where would one begin with such a mammoth task?

I have created this post to share with you some of those areas you may wish to consider looking at and into before you take the brave leap to go it alone or with a team of experts.

So, let's get into this now and start with some questions you may wish to ask:

**You could start by asking specific questions such as these to begin with:**

**What type of business might suit my working style the most?**

**What type of work or role am I passionate about most?**

**What could I see myself doing well and enjoying every day?**

**What would be both fun and challenging for me to do every day?**

**What type of work am I best suited to or - do I think I am great at?**

**What type of person am I personality wise and what tests might I take to find out?**

**What type of leader am I or could I be and is this something I can see myself being?**

**What kind of team/s would I like to manage if any and why?**

**What experiences might I bring to the table whilst also knowing that this will require an entirely different mentality of me?**

**Who might I see myself working with and why?**

**[What am I most passionate about](#) and why and how can this help me? [click here for help.](#)**

**Why do I want to do this now and why do I think I could make a an excellent business person?**

**What would I need to learn, overcome, change, adapt and expect to do as a business owner do I think?**

**Do I really think that I am cut out for business operation and the unexpected challenges, long hours and constant work and focus needed of me?**

Explore these questions for as long as you need to and this might give you a great start in discovering IF you are in fact even suited to becoming a business owner in the first place or not.

I have been running businesses for over 15 years and they vary greatly in type and so I have some experience and great education around this subject but also I know where my time now is best spent and I believe that this important as we really don't want to waste time n life doing something we have no passion for.

Here is a little Wiki info for you:

**Small and medium-sized enterprises (SMEs) or small and medium-sized businesses (SMBs)** are businesses whose personnel numbers fall below certain limits. The abbreviation "SME" is used by international organizations such as the [World Bank](#), the [European Union](#), the [United Nations](#) and the [World Trade Organization](#) (WTO).

SMEs outnumber large companies by a wide margin and also employ many more people. For example, Australian SMEs make up 98% of all Australian businesses, produce one-third of the total [GDP](#) and employ 4.7 million people. In Chile, in the commercial year 2014, 98.5% of the firms were classified as SMEs.<sup>[1]</sup> In Tunisia, the self-employed workers alone account for about 28% of the total non-farm employment and firms with fewer than 100 employees account for about 62% of total employment.<sup>[2]</sup> In developing countries, smaller (micro) and informal firms, have a larger share than in developed countries. SMEs are also said to be responsible for driving innovation and competition in many economic sectors. Although they create more new jobs than large firms, they also suffer the majority of job destruction/contraction.<sup>[3]</sup>

SMEs are important for economic and social reasons, given the sectors role in employment. Due to their sizes, SME are heavily influenced by their [Chief Executive Officer](#), a.k.a. CEOs. The CEOs of SMEs often are the founders, owners, and manager of the SMEs. The duties of the CEO in SME are difficult, and mirror those of the CEO of a large company: the CEO needs to strategically allocate her/his time, energy, and assets to direct the SMEs. Typically, the CEO is the strategist, champion and leader for developing the SME or the prime reason for the business failing<sup>[citation needed]</sup>.

At the employee level, Petrakis and Kostis (2012) explore the role of interpersonal trust and knowledge in the number of small and medium enterprises. They conclude that knowledge positively affects the number of SMEs, which in turn, positively affects interpersonal trust. Note that the empirical results indicate that interpersonal trust does not affect the number of SMEs. Therefore, although knowledge development can reinforce SMEs, trust becomes widespread in a society when the number of SMEs is greater.<sup>[4]</sup>

Thanks for that Wiki.

**Now size wise we are talking about:**

- Micro enterprises which are: 1 to 9 employees.
- Small enterprises which are: 10 to 49 employees.
- Medium-sized enterprises which are: 50 to 249 employees.
- Large enterprises which are: 250 employees or more. So, you can get an idea about the amount of team members you will be managing, leading and working with.  
This will mean you will need to have great communication skills, listening skills, delegation skills, an openness for ideas, an ability to be flexible, an ability to deal with rotten apples and even hiring, holding meetings and speaking about sales, strategy, marketing, customer service, products and services, business planning, possibly financial forecasts and more.

Now, these are very serious things to look into, research and consider **BEFORE** you jump in, as you may find it a total nightmare being involved with a business where you are essentially going from a job or career to dealing with 100 others careers. Could you manage this? Have you got experience with this? So, my point is just to really look at what kind of operation will suit you, your personality and working style best because it might be that you will be happier simply running a smaller operation.

I, myself run a Micro Business and I have a team of ten. Whilst [I help and support Small Businesses I also support micro businesses.](#)

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**Many people start businesses without really considering the full impact of this on their lives both personally and professionally.**

*Many tend to focus on what will make them money the quickest way, and this doesn't always turn out well for them.*

**This is because, they fail to consider many factors around starting a business from scratch. But also whether their working style meets skills in order to create a competent and confident leader. Of course these things can be learned, but then the questions arises as to whether several months of personal training and development will or might get in the way of growing a business.**

They may also fail to look at the right niche market that they would enjoy being a part of. So often you will see a person work where they feel they might be able to work easiest in order to do as little as they can, and yet they wish to demonstrate profits quickly and negate the initial set up, planning, costs of set up etc. which means things start to spiral out of control.

But when we can start by really getting to the place where we have decided upon our passions, the ultimate role and business type we can also consider what we may promote or produce. We might wish to create a service based business which can be considerably cheaper to set up (coaching, consulting, training), or we may we wish become a product creator or designer.

This could be anything from an APP to a membership site to a physical product, so there is so much to consider in reality, not to mention that a business will take up a great deal of time and not be a walk in the park.

This means that the mentality and vision of a leader has to be one of someone who loves challenges, embraces working, and expects to be very busy for the first 5-10 years. So, if it's an 'escape' that someone wants then it pays to be very aware of whether this is delusional or not.

**But, without first drilling down and digging deep into which area to focus on we may simply choose something quite randomly.**

With that said - where should you be focusing your efforts?

I don't advise leaving this to chance or or random choice. Unless you are some kind of serial entrepreneur who has the past experience and education to know how to operate and grow almost any business and to

be an expert at risk mitigation and be passionate about the constant grind of unknown challenges. Maybe building brands is your strength area and role so it could be that this is exactly what you do.

**But there is more to consider here- business in my Country in UK is of course dependent on different factors to running a business in the USA or in Asia. Also, running a business in the UK but operating it with a customer base which is global is also different to owning a local business which is focused solely on the local community.** In my City I am associated with many online and offline businesses as a consultant and so I see what works and what doesn't and this means that I can predict trends also and see what's not needed here.

Through a deep understanding of my City and what people want and love to have I can see what is more risky or not, and so this helps my fellow business owners and friends who I can help - and also my clients to start right and be armed with the right knowledge to begin with.

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Based on the factors outlined in the image I love to help my community for those reasons and other reasons and I love to support people who I can help personally and in person.

That is not to say that I don't love helping global clients - i do very much, but I think it is clear that we can all help our communities in great ways. The more we do so the more we can grow that community.

### **SO DO YOU THINK YOU KNOW WHAT YOU WANT?:**

A TRADITIONAL BRICKS AND MORTAR BUSINESS MODEL OR CONTAINER BUSINESS

AN NATIONAL OR INTERNATIONAL TRADING BUSINESS MODEL

A PHYSICAL LOCAL INDEPENDENT GOODS BUSINESS

AN ONLINE DIGITAL ECOMMERCE BUSINESS OR MEMBERSHIP SITE

A FASHION OR TREND ONLINE AND OFFLINE BUSINESS

A CONSULTING, COACHING, TRAINING BUSINESS

A BLOG, REVIEW SITE OR ANY INFORMATIONAL SITE

**There are still more business types today and many factors to consider and this is just the beginning of your new business exploration.**

**But, no matter what type of business model you choose to become a part of today you will need a website.**

**This is because today customers/clients expect you to have one. And how else will they find you when they are searching for a particular product or service 'or' if they are wanting to buy your goods from their home?**

Sure, if you are a local operator then potential customers can come in and sample your goods or talk to you, which is the greatest personal touch, but even then - it is very wise to have some sort of online capture tool so that even if they don't buy there and then you can acquire their email and offer them great value driven content through emails, blogs, newsletters etc. And at some point you can offer your amazing goods through the process.

When you run a business you need to 'invest' in people.

You need to connect, build rapport and create offers in order to gain a customer but also to keep that customer. And if you are local then it is certainly a great benefit when you can speak directly to them. If you cannot as you are mainly online then you will need excellent communication processes through video and other content.

I like to run webinars, give away videos, record podcasts and more so I can drive the right types into my funnels, and today this is critical in my strategy, but I also like to be active on Social media and in email marketing. Basically, we have to manage and measure our efforts all of the time to see what is working and what isn't as you may already know.

So, you do whatever it necessary to build trust, so customers begin to like you, know you and trust you to

be the person who provides quality goods and services. The reason I am touching on this in the post is because every factor needs to be considered when choosing your model and the effort that will need to be involved in starting a plan and moving forward each day to grow its presence.

I have a friend who is simply great in PR and she can help any Small business to shine very quickly, but she will only work with certain businesses as she knows just as I do which are going to flop and which are not. She will know which businesses are going to work as it also reflects on her name and reputation and if a business falls then it won't look good for anyone.

Sure businesses do fail, and they come and go, but this is why having a complete overview in [the beginning is critical to the life of any business](#).

**Since 2006 I have been mainly working online and back then I didn't have much money or experience, so I had to learn how to create content and learn how to make the most out of free promotion, so it's something which even today can be very powerful as keeping costs down where possible is of great benefit of course. Even though I really struggled to get it in the beginning I started to slowly see results. But can you imagine if I placed several years of effort into something which I had not much interest in? Or not much drive for? I would have quickly failed or spent many years for nothing on something.**

**Luckily today I am able to help others to not make the same mistakes that I made and there is a great deal of information out there to take for free to get started so it is so much easier now than it was then to start, but that is also one of the biggest issues. As it is easy it means that many more people TRY and attempt all kinds of businesses because they 'look fun' yet they fail to get any grip over it.**

**And I must say that there is a major problem with all of this information - people get a few ideas and think it's easy, then jump in with both feet into something TO MAKE MONEY FAST and they get excited about it having not done the vital homework first which we have talked about.**

**On top of that many think that 'an online business' IS SUPER EASY TO SET UP and run as you only need a laptop and an internet connection which is largely bullshit, so they try one thing and try another, and after 9 times they give up.**

We still need to communicate effectively with every connection we have in order to ensure we are operating at the optimum level.

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I mentioned before that one of the easier business models to set up is in Coaching, mentoring, training or consulting only because it requires very little to start.

But this doesn't mean that it is as we still need the right set up, systems and communication.

Also, it is not so easy that client just rock up at your door pleading you to help them. You still need to work hard to attract the right types in the first place and keep them coming in and be able to grow fans or followers who you connect with and offer value to on a regular basis.

**And you still need to be able to stand out from the crowd to become the 'go-to' person in your niche which means excellent branding, marketing, exposure and continued delivery of high quality offers which place you ahead of the curve.**

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**Why do people fail so often in managing to create financial success in their small business start ups and why do others never begin properly?**

**It's really simple in that, the excitement overtakes the logical part of the brain and they don't put enough effort into the nuts and bolts.**

**Very often it's just that starting part where the dream starts but quickly becomes a nightmare.**

**Think of all of the businesses out there that failed on your high street. and they spent a great deal of money and never got off the ground, as they just went ahead without any real aim or vision based on research. I see these every day in my City when I drive past, and I can predict which ones survive and which ones don't.**

They have this super snazzy funky hip trending shop which THEY THINK others will like, but it is sat there ready to go but doing nothing. Or perhaps they have a lovely little website which looks pretty with great branding, content and functionality, yet, it is not performing to the right types and is too generalized thus it doesn't really appeal to any one type. Maybe another person buys stock in bulk from another Country and stores it in a warehouse, yet this stock has no demand any more. You can name any factor and most new business owners will probably have omitted to consider these.

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This is why it is vital to do as much customer and competition research, testing and tweaking as you can as you move. And this may mean having the right team there with you. So who are these people anyway?

You will also want to know what the market is really hungry for and also know how you can innovate beyond others and stand out from the crowd to gain market share.

**Here's a tip: Don't become another statistic. No matter what type of business you are considering or thinking of owning, be sure to fully explore each and every part of the Pro's and Con's of this model.**

Be sure to ask others what they think, what they want and what they don't have yet. Get into your City and talk to business owners to get a feel for what they do, how they do and what is working. If you wish to go global then connect with a business owner in this area, subscribe to their email list and message them about the various factors which will need to be considered.

Essentially, you will want to really [get defined around your craft and then master it. This is what I help with.](#)

You will send out surveys, polls, questionnaires to your social media friends and also to locals and Google the most searched key words of the area that you are passionate about starting in, so you can see what is going on already and where to focus your attention when gathering data. You will need to know 'who' is ALREADY out there doing what you want to do, and do it better. And if NO-ONE is yet, then you need to ascertain whether you are onto a winner OR whether it is a massive risk which has little to no market.

**There may be others out there in other unique 'one-of-kind' small business start up's, but these are quite rare and maybe some have no competition as they are the only operators..... but whatever you do, you have to be able to drive a hungry buyer to what you do.**

**If you are inventing something new or innovating something yet to be crated, then there may well be 'no competition' but there needs to be a strong market demand for this. Innovation is always possible as there are always ways to improve many things, so, perhaps you could just look around you at what might be improved upon.**

**I see things every single day which could be WAY better, however we must also consider whether the innovation is being thought of for innovation sake. There are hundreds if not thousands of things which have no real need for innovation, and they work best how they are.**

**Not all innovation is necessary but it is ultimately a good thing especially in certain fields and one in particular is the medical field.**

**certainly healthcare sectors are continually innovating whether in materials which help prevent disease or in digitally enabled devices that help improve patient care and time, the sector is always pushing forward and rightly so, we tend to assume that a breakthrough is always a winner however, not all change is better. Certain products in the U.S medical field are being pushed through as innovations yet they have not be sufficiently tested thus they are essentially unknown quantities. The U.S body the F.D.A (food and drug administration), CDRH will grandfather in and pass products without testing them fully because of the huge costs involved, so this means that we now have products coming through and being used which are in no way superior to previous products yet, but because of innovation they are allowed because they are significantly similar enough to previous products.**

Certainly we can encounter more issues with the advancement of technology.

So innovation ISNT always improvement. And that's a significant point to be aware of when considering entering into this space.

**We may look at building new digital services, products, businesses, and other creations which can ALL potentially change the world and develop or improve our lives, but not always.**

**If you are some kind of inventor or innovator, maybe you need a great experienced team for your idea/s and to fully explore it, as you could be one of those who is innovating something special whilst improving it but you also don't want to waste a great deal of time and money.**

*As I said before, we all need the right teams to support us and to execute these often wild ideas successfully, and without the right people around us we will simply struggle to see that vision come to fruition in it's greatest form.*

When I work with clients, this is a subject which I go through and explore with my clients in great depth, as identifying the best use of time and money is critical in starting out.

I was recently helping an inventor friend of mine who has many ideas, some greater than others, but we hide in his garage at the back of his house and start to write ideas on the whiteboard as we simultaneously google as much as we can around the core subject.

We hire in experts in certain fields also when we feel that the idea is worth investing into more.

*My pal and I spend most of our time sharing, and using social media to expose what we can offer and this is something we all need to be able to leverage or source or hire. Without the use of effective media exposure we will be simply missing a great opportunity to market.*

My suggestion would be to hire an expert in this area and check up with them every day whether they are a VA or a local Social media consultant.

Whilst on media it is important to also seek the help from local sources and PR experts where possible when you have a launch.

I personally have go-to experts who I trust and will get the job done so I can carry on with what I do best;

Business consulting.

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**So are you a budding inventor?**

**Creating something from an idea is a very exciting area and a very fun area to be involved with, and it can certainly create huge rewards, but there is also always great risk in investing time and money into the unknown.**

**That's why it is critical that we need to first research the market to find out if the product or service we wish to create is even needed or wanted - and if there are already potential customers for it.**

**Also there may be other products and services already being sold in this area, which you can learn a great deal from.**

So, we need a plan for the progressive and successful operation of a business, and we need to start identifying the sources of revenue we will be looking at earning from, as well as the intended customer base, products, and details of financing. A business model really describes in the plan the rationale of how your organization will be creating, delivering, and capturing value in economic contexts. The whole process of the business model construction and modification is known as business model innovation and always forms a part of business strategy.

It is advised that you seek help when establishing your plan and business strategy. As I mentioned before, a model can combine ways to sell which are hybrid Business **models**, and such **businesses will** combine internet retail with brick-and-mortar stores for example 'or' they may be an independent shop which also delivers events to increase brand awareness.

There are various ways we can expose our businesses through various strategies.

**The key is in starting the most suited business model for your products and services, just as it is critical that the product or service you are seeking to provide is something which is in demand. If it is promoted in the wrong way, this can have a serious detrimental effect on the growth and success of the product itself.**

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**So establishing the right business model is critical, but why?**

Simply that the consumer today is way more sophisticated and they know how they wish to buy. So you have to know how to sell to them.

Sometimes this may mean changing our model or pivoting 'how we operate' in order to cater to the right types.

**A consumer will associate the types of businesses with what they want to buy and how they want to buy; for example think of Amazon, it's huge, and people trust it to go and buy something quickly and conveniently, and its the same with eBay.**

**With that said, we can therefore leverage from large established platforms and brands to help get ours off the ground.**

Something to consider if creating an online store is in creating a site whereby a customer can go to the primary well known site (Amazon), but be led to your site, thus ensuring that 'should' that primary site fold, yours doesn't. What comes into this also is, when you decide to get a site built from a trusted source you need to ensure they also understand what your site needs to do. How it functions and so on.

NOTE: If you need an expert website built using the WordPress platform (which I recommend) then I can also recommend an expert [HERE](#).

## SMALL BUSINESS START UPS: TRADITIONAL LOCAL OR INTERNATIONAL?

**I said at the beginning but I will say it again that, you will need to build an email list NO MATTER WHAT BUSINESS MODEL YOU BUILD!**

**And this is something which I could write a whole book about, but right now just know that – you need a responsive list from the very beginning - and one which is of great value to your customers. Giving plenty of free goodies and gifts to offer your list is a sure fire way to you increasing trust, buyers and retention. Not to mention referrals. A great list is worth it's weight in gold as it will be a stable source of connection and sales and even if your primary business does fold for whatever reason, you will be able to keep the list as you pivot or start over with new products or services.**

*So it can be a lifeline to making sales even when all other parts are in serious need of change or work.*

In other words, you keep your customer happy which is way more beneficial to you than trying to continually find new customers/buyers. Think about it, you may give away a simple free report or eBook, or video training - and a few months down the line this same person may buy a \$5-10k product from you. So, you are doing the smart thing by growing your relationship.

## Where do you begin with SMALL BUSINESS START UPS?

**Start to really think about your skills, passions, interests, experiences, and also take note when others say you are strong in certain areas. Also, look at issues, problems and complaints and see where 'you' could be a solution to a specific customer base. With SMALL BUSINESS START UPS and new ventures it is a matter of stripping back the layers of business before you even start to set things up and start paying people to help you. That leads me onto outsourcing.**

Once you have committed to at least a few months of homework, you can then start to look at outsourcing for help when beginning **SMALL BUSINESS START UPS**.

The key to successful business is knowing your message.

**What are you trying to get across? What solution are you providing? Then you have to decide upon what your strategy will be. If working online (as I do) then you can create a strong message and have a great strategy but the real bonus is that you can create multiple products and services thus creating multiple streams of income. If you have a more traditional business you may have a variety of products to promote (perhaps consumable?) so the great news is that once you find your 'thing' you can then look at the bigger picture and the huge variety of ways you can increase revenue.**

This all depends upon your vision for a business model. What can you see yourself doing? Why?

**You see, as I previously touched upon, too many budding entrepreneurs and **SMALL BUSINESS START UPS** never succeed because of the distinct lack of having a vision. They focus on money and getting money as quickly as possible rather than providing something worthy and of value **TO START WITH**.**

**It's really no wonder that so many people are confused when you just look at some of the many various micro and **SMALL BUSINESS START UPS** business models there are to choose from these days.**

MEMBERSHIP SITE  
AUTHORITY BLOG  
AFFILIATE MARKETING SALES FUNNELS  
WEBSITE WITH TRAINING / COACHING /CONSULTING

REVIEW SITES WITH AFFILIATE COMMISSIONS

WEB DESIGNER



CONTENT CREATOR

CONTAINER BUSINESS

FOOD OR DRINKS VAN

BRICKS AND MORTAR LOCAL BUSINESS SHOP

VIDEO OR OTHER CONTENT PRODUCTION BUSINESS

ECOMMERCE BUSINESS

FRANCHISE MODEL

TRADITIONAL CONSULTING BUSINESS

EBOOK BUSINESS/TRADITIONAL BOOK BUSINESS

FOREX TRADING/STOCK MARKET TRADING

PODCASTING AND WEBINAR BUSINESS

HANDY MAN IN VARIETY OF AREAS

SOCIAL MEDIA INFLUENCER BRAND AMBASSADOR

DROP SHIPPING OR WHOLESALE BUYING ECOMMERCE OR SHOP

In fact, there are many many more micro and SMALL BUSINESS START UPS and business models where one can become self-employed in almost every area these days.

**It's no wonder many folks get confused with it, as they dream of the laptop lifestyle (for example), but they have no idea what they are going to promote, why or how they will sustain themselves on a monthly basis. So a typical action will be a person trying many things half heartedly.**

**And of course as we touched on; no matter what type of business you go for these days you need to build a list so that you can market to them and invest in your buyer/customer.**

**Luckily for me, 15 years ago I knew what I wanted so that wasn't really a problem, the problem for me was HOW would I do it.**

**I was and still am quite tech disabled to some degree, so I had to determine what I was going to do versus what I was going to outsource. Thanks to my years of experience and knowing where to get help and then helping those from all over the world today to start income producing Small business models I can tell you that, it is hard work no matter what you do.**

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**Always bear in mind that YOU NEED TO BE BUILDING SOMETHING so that, if all else fails you have an exit strategy which means that you have something to sell such as a franchise model or a membership site, blog like this or website.**

**A friend of mine recently sold  
a membership site for exactly \$1 million.**

**That's right \$1 million. But HOW?**

**He had built a solid and automated business model with a great team that was turning over between \$80-90k per month and he had a solid list tied to it which he sold to. So, it was a great asset. Bear in mind that, this takes a great deal of work and results are not typical.**

**But my point is that you will want to create something worthwhile just in case life changes and you want out of your Business model.**

## **SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL**

My advice

Follow those whom you respect, get into their minds and see how their business works. See, how they operate and what their vision, ethic's and brand are all about. Get into their lists and phone them. What's the worst that can happen? We have to be bold and brave when seeking to attempt something worthy and great otherwise it wouldn't be great. It makes us grow.

**TIP: If you can write great content you can literally sell that; so I create content, books and videos and people buy through my content. I now have 26 eBook's and training courses, a podcast, a blog and many videos which I create great leverage from; all in my writing and content.**

**The great thing also with this type of business model is that I can RE-PRODUCE this content and change it as much as I like. I can use it for videos, list emails, content for membership sites and more, so in other words I can RE-CYCLE it. Cool huh!**

This is using the power of the information age to my advantage.

**So, where do you begin with this though?**

**DO YOUR DEEP RESEARCH  
KEEP IT AS SIMPLE AS YOU CAN**

**STAND OUT AND BE DIFFERENT TO THE REST  
GET A RELEVANT COACH OR MENTOR TO GUIDE YOU**

**That's all you need for now REALLY.**

**When you can narrow down 'what you want' and 'why' you can really focus on taking massive action. And you can then consider investing in other experts to help you build it. Wherever you live there are experts around you so find someone you can trust, work with and ensure you know and like them so that you can work quickly and effectively on getting results.**

TAKE NOTE: SMALL BUSINESS START UPS are all about results and income. It's about learning how to improve and increase your income and growing your enterprise in the most efficient way possible.

So, you have to be able to build your business the right way with the right help and knowledge and not get too overwhelmed with information - as it is very noisy out there. Keep and maintain that focus on what you really need to do.

### SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL

**Here's a little test here for you that may help you to define what you may want to do. Please write down your answers on a piece of paper and work with it:**

WHAT ARE MY STRENGTHS, SKILLS, EXPERIENCES, PASSIONS, INTERESTS AND WHAT DO OTHERS SAY I AM GOOD AT THAT I COULD USE IN MY BUSINESS?

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HOW MIGHT I MATCH THESE TO A MARKET NEED OR DEMAND AND STAND OUT?

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WHAT PRODUCTS OR SERVICES WOULD BE THE BEST USE OF MY TIME TO PRODUCE/CREATE/SOURCE AND WHY?

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WHAT IS MY CORE MESSAGE AND MISSION FROM THIS? \_\_\_\_\_

WHAT TYPE OF MICRO OR SMALL BUSINESS START UP BUSINESS MODEL WOULD WORK FOR ME AND ALLOW ME TO SHARE MY ULTIMATE PRODUCTS OR SERVICES?

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WHAT COULD I SEE MYSELF DOING EVERY DAY AND WHY THIS  
ROLE? \_\_\_\_\_

WHO DO I THINK COULD BE MY IDEAL CUSTOMER AND WHY?

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WHAT WOULD THIS ALLOW ME TO DO WELL FOR MY CUSTOMER AND WHAT VALUE  
COULD I BRING? \_\_\_\_\_

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WHAT KIND OF TEAM WOULD I NEED FOR THIS AND WHY?

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WHAT KIND OF REVENUE LEVEL COULD SUSTAIN ME AND MY FAMILY AND WHY THIS  
AMOUNT?

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WHAT WOULD I DO WITH MY TIME EVERY DAY AND WHEN NOT WORKING? \_\_\_\_\_

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HOW WOULD I RE-INVEST SOME OF MY INCOME TO CREATE MORE STREAMS OF INCOME  
AND INCREASE MY INCOME AND INVEST IN OTHER AREAS?

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WHO'S EXPERT HELP COULD I GET TO CREATE SOLID BUSINESS PLAN AND LIFESTYLE  
TO HELP ME REACH THAT INCOME  
LEVEL? \_\_\_\_\_

WHAT SECTOR/S COULD I SEE MYSELF IN THE MOST AND WHY?

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IS THIS THE RIGHT TIME FOR THIS KIND OF BUSINESS NOW OR HAS THE TIME PASSED  
AND IF SO, WHAT COULD BE GAINING POPULARITY IN THIS OR A SIMILAR MARKET NOW  
? \_\_\_\_\_

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AM I LOOKING TO RUN A ONE MAN/WOMAN OPERATION OR DO I WANT TO EXPAND  
INTO A LARGER BUSINESS MODEL AND IF SO WHY? \_\_\_\_\_

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WHAT DO I SEE IN 1 YEAR 3 YEARS 5 YEARS and 10 YEARS AND HOW IS THAT VISION  
FORMING A PART OF MY PLAN?

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WHT DO I SEE AS MY POTENTIAL CALLING, PURPOSE OR DESTINY?

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HOW WILL I CONSIDER THE ENVIRONMENTAL FACTORS INVOLVED IN THIS?

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WHAT EXPERIENCE DO I HAVE WHICH I CAN BRING TO THIS?

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HOW WILL I WORK ON MYSELF DAILY AND MY MINDSET IN ORDER TO THINK LIKE AN ENTREPRENEUR?

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WHAT TOOLS AND RESOURCES WILL I NEED AND WHAT COSTS WILL BE INVOLVED IN THIS?

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Now you are already armed with  
far more clarity than 80-90% of the  
population out there who are starting  
a Small Business.

**With this information you can get some concrete ideas down and start to make some more refined decisions on what to do next.**

**Good luck and get to work.**

## **Now for a little story**

I want to talk about two real entrepreneurs called Sara and Richard. They are both own or owned very different SMALL BUSINESS START UPS to each other but they are both business owners. One is a millionaire and the other is a billionaire. The idea with this section is that you will have more information with understanding the two major types of business you can aim for establishing. For example you may wish to be a '1 person' entrepreneur or a 'large corporation' entrepreneur.

**This true story is to show you that, no matter what level of success you aim for, there are very similar principles to getting where you want to be. Sara is in the craft industry and she always loved to create things. She gained great success as a crafter and with making cards, gifts and other things she created a great business. One day she approached her father with a business idea and, this was to create a machine that was designed for crafters BUT was much more compact, clever and innovative so to dominate the market. Well, they got to work and decided to create this machine. It became a huge success as was in massive demand.**

**The machine was the thing that took her from successful to Millionaire status.**

**Richard started his business way back when he was 16 as a mail order record shop and magazine. He went onto create 300 separate business globally and expanding in many sectors during his career (which still exists today). He is Richard Branson. I am sure you have heard of him? Anyways, being chairman of the Virgin Group he is always busy as you can imagine.**

**Two years after opening he built a recording studio and Virgin went on to become one of the top 6 record companies in the world.**

## **SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL**

The Virgin group has expanded into 30 countries and he has built 8 billion dollar companies. Did he have struggles, set backs and challenges? Hell yeah, but the larger you get the more crap you will need to face but this is something which Richard knows and expects therefore he has succeeded where others never will.

The point is that, whether you are a small business start up or an internet guru of some kind you can go on to keep it yours OR grow so big that you need many staff. it all depends on what you see as being your ideal business model.

**I have a code which I have created and which I apply to all of my businesses and it without question works every time.**

My code is the DOOCA method this means -

- 1) Delivery of your service or products in an effective and direct way = Before production or creation of products you must find the needs of the customers. Passions or fears are a part of this. This must be included in the product design process and spec. There must be quality control measures in place and at all stages of production. This includes; raw materials, plant and machinery, selection and training of teams, completed products, packaging and so on. All through your primary aim and story.
- 2) Operation and how you work on a daily basis = Daily tasks for each team member roles, all knowing the vision. Knowing objective and strategy and meetings to ensure all are on same page.
- 3) Organisation and how this comes across to your customers = Organizational strategy marketing and systems to deliver in the most effective ways whilst managing people around accountability and responsibilities.
- 4) Communication of how you get your message across effectively and in a highly focused customer orientated way. = Customer driven research and development and specific marketing efforts and mix in order to position brand and offers to right areas. Solid Customer service and follow up to ensure you are the number choice and become the monopoly in your market sector.
- 5) Attention to detail in what you create **THIS IS SO IMPORTANT**= Quality and standards in all that you do. Seeking to be the best and further up sell as customer loyalty comes from satisfaction. Paying attention to standards means you are ahead of the curve and always asking customers questions through polls, surveys and so on.

## **SMALL BUSINESS MODEL: TRADITIONAL LOCAL OR INTERNATIONAL**

To learn more about how I apply this to plans to build highly successful micro and small business models and help my clients all over the world to create sustainable and fun filled businesses, check out my coaching site at [www.GregDeTisi.com](http://www.GregDeTisi.com) where I offer a free 45 minute free session.

To Read My Books Go To: <http://tinyurl.com/GregseBooks>



Finally, never forget that, the world is always changing as is business. So never think that you won't need to be prepared to make changes as they will happen. Be sure to [hire experts](#) who can keep an eye on customer behaviour, data, trends, and keeping ahead of competition.

As always wishing you the very best with deciding how to begin with your ideas for your own SMALL BUSINESS: TRADITIONAL LOCAL OR INTERNATIONAL

*Greg*

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