

## How can I grow my business?

Over the past four years I have had the opportunity to meet with about a hundred business owners or individuals interested in starting a business. I distinctly remember one person telling me that he had too much customer demand and that he wasn't interested in hiring help to grow his business.

For that person my recommendation was quite simple, just keep raising your prices until you no longer have so many customers calling you. The proper advice for the other 99 Score clients wasn't quite that easy to find. However, part of the solution for almost every business owner involved marketing.

It just so happens that, like many of our clients, we don't all profess to be marketing experts. The good news here is that we know where to find one. His address is a website known as: [score.org](http://score.org)

You may think this is an over simplification of the effort required to locate help but I disagree. Back in my college days it was a difficult task to research topics at the library and find the right type of help but this one website contains more useful resources than all of the books my roommate had to read just to graduate.

Too many business owners say they are so busy running their business that they just can't find the time to figure out how to improve it. My suggestion is: just visit and explore the Score website. Here are the step-by-step instructions and a sample of what you will find.

Google the term: [score.org](http://score.org)

Go to the Score website home page (you do not need to register to use this site)

Note on the Home Page that there are menu titles across the top of the page for important topics including:

- Business Advice
- Start-up
- Run & Grow a Business
- Marketing**
- Finance & Money
- Technology
- Management

Now assume you would like some help with **Marketing**. Select that menu heading and a drop down menu will appear containing 14 sub-headings. One of those is called "**Five Marketing Must Haves for Small Business**". Select that topic and you will see that to brand and market your business you'll need:

- A brand identity
- An elevator pitch
- Promotional tools**
- A social network
- An experienced mentor

Next select any of these topics and you will discover useful suggestions on how to improve your marketing efforts. I drilled down another level under Promotional Tools to get help with **how to design a better business card**. That opened a page showing me the top 5 questions to answer before choosing a business card design.

The amount of resources available on the internet can at times be quite overwhelming but that shouldn't be an excuse for not getting the help you need to improve your business. My suggestion is to make your task easier by using the website **sore.org** as your starting point.