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an easy to use formula for testing high risk ideas in a low risk environment providing increased likelihood of success before you waste a lot of time and money moving in the wrong direction Be more confident in your business decisions from creating new products to hiring employees and launching new marketing campaigns as well as personal decisions like dating or choosing a retirement home This useful strategy evolves from the author s years of experience in conversion rate optimization helping companies improve their websites and marketing funnels so they make more money In addition Failure Is Obsolete reveals some of Benji Rabhan s best conversion techniques that readers can use on their own websites *Leap! 101 Ways to Grow Your Business* Stephanie Chandler,2009-09-01 Business growth requires more than a business plan and a dream You must utilize many tools and techniques to take your company to the next level LEAP 101 Ways to Grow Your Business is loaded with practical strategies that you can leverage based on your business growth goals and the distinct needs of your company LEAP is divided into four sections Leverage Execute Accelerate Prosper you will learn how to Develop a business growth action plan Automate your business Locate business capital Identify powerful marketing strategies Harness the power of the Internet Attract the media and gain valuable exposure Boost profits by innovating Protect your time so you can enjoy your life Also included are inspiring interviews with successful business owners who have made the LEAP to real business growth along with advice from dozens of industry experts Whether you implement just a few strategies from this comprehensive guide or all of them the results are sure to be extraordinary Are you ready to LEAP **Photography**

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