3 business lessons most owners learn the hard way.

Learn them here instead. It's cheaper.

RESOLVE
STRATEGIES

01

Lesson 1

A 10% discount can mean 50% more work.

Sell at $100, costs $70	**$30 profit**
Give 10% off, sell at $90	**$20 profit**
To earn the same $30	**sell 50% more**

DO THIS

Know your margin before you discount.

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02

Lesson 2

Growing fast can run you out of cash.

More orders mean buying stock and paying staff before your customers pay you. The faster you grow, the wider that gap gets.

DO THIS

Forecast your cash, not just your sales, before you grow.

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03

Lesson 3

The costliest scam isn't a hack. It's one email.

"Our bank details have changed." A fake message from a real supplier can send your payment straight to a criminal.

DO THIS

Confirm any change of bank details by phone, on a number you already have.

Most lessons cost money to learn. We help you learn them first.

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