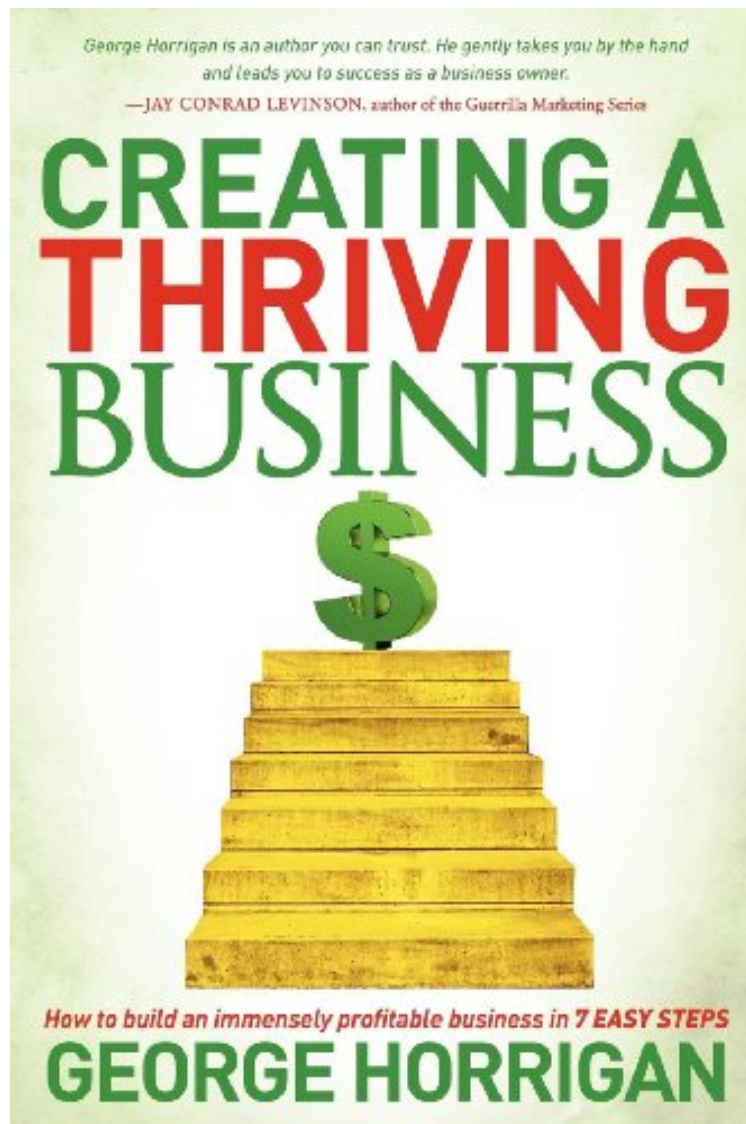


(Library ebook) Creating a Thriving Business: How to Build an Immensely Profitable Business in 7 Easy Steps

Creating a Thriving Business: How to Build an Immensely Profitable Business in 7 Easy Steps

George Horrigan

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George Horrigan : Creating a Thriving Business: How to Build an Immensely Profitable Business in 7 Easy Steps before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating a Thriving Business: How to Build an Immensely Profitable Business in 7 Easy Steps:

1 of 1 people found the following review helpful. A MUST Read For Business Owners By A. B. As a business owner, I have had the pleasure of working with George as a personal client and have read his new book. When I met George,

my growing business, while a great blessing, was overwhelming to me, things were happening so fast I felt like I was trying to hold the ocean back. I could no longer see my vision so I certainly couldn't cast it to my employees or clients. And the plan, well, it had gotten lost in a shuffle of permits, HR and licenses. We were operating in panic mode, I had become a firefighter. George and his coaching entered the picture. My company, and I, no longer operate in panic mode. George uses, with his clients in Atlanta, the steps in his new book to help them learn to examine their business thoroughly and honestly, discover where they are missing the mark, discover the do or die critical success factors for their business, cast the vision and to address issues within a company in a thorough and well planned manner. The steps in this book are invaluable tools on the journey to a successful company and George lays them out here so clearly, I read the book as a personal client of his and learned even more useful ideas. I have seen first hand how much the process outlined in this book works and how much it can help any business, big or small, new or old. Remember, a dream is just a dream but when you write it down it becomes a vision and a plan. To succeed, you need a plan. George's new book will give you the tools to design that plan and take your business to the next level OR make your current business much more efficient and effective and get you back where you were when you started your business: with a fire in your belly. With the method and steps in this book, I have watched my company grow, in some areas, over 300% and we have been able to cut cost significantly. I have watched the quality of our product improve, watched my own role as CEO greatly improve, seen my team get organized and focused and my turn over among employees has almost disappeared. George makes the steps to success in business so clear, easy to follow and efficient as his client and now in this new book. And I was not an easy sell on these steps, I am very wary and distrustful by nature. But, he walked me thru these steps and will walk you thru them too in this book. Yes, you have to do the work, but with this book, the plan and steps are there for you! Buy it. You will not be sorry. 1 of 1 people found the following review helpful. Stop Surviving and Start Thriving By Debra Lewis When businesses thrive, who benefits? Everyone! George Horrigan has done a remarkable job here. In this easy-to-follow guide, he challenges and inspires us raise the bar on our expectations as we realize our dreams of owning a successful business. George's questions, his proven steps and tools, and his illuminating stories, fast-track our efforts. So what are you waiting for? 1 of 1 people found the following review helpful. Build a factory, not a fruit stand By JRI I confess to having known the author for years, and I was first captivated by a concept of his that lies at the heart of this helpful new book: the fruit stand vs factory model. In the final chapter of *Creating a Thriving Business*, Horrigan explains that every business operates as either a fruit stand or a factory. Fruit stands rely heavily on the owner for almost all their day-to-day operations. They're notoriously hard to grow. Factories, however, are truly systematized, scalable businesses that have much greater value and are far less dependent on the owner for day-to-day operation. According to Horrigan, systems make all the difference, "Systems are the key to transforming your business from a fruit stand to a factory." With this in mind, Horrigan walks readers through a step-by-step approach to building a thriving "factory" using Critical Success Factors to achieve their mission and fulfill their vision. In his highly detailed, methodical way, Horrigan addresses almost every aspect of creating a successful business from the original vision ... to marketing and sales strategies ... to production and financing. Even though the book is easy to read, don't expect to breeze through it in a couple of sittings. *Creating a Thriving Business* is more like a textbook or a reference guide that you steadily work through as you build your business. Horrigan's experience consulting with over 1200 small business owners gives him the practical insights and experience needed to make the book itself a thriving success.

Most business owners and leaders have expectations for today, hopes for tomorrow and dreams for down the road for their business. They say to themselves, if this is the business I have and that is the business I want, how do I get from here to there? By using a systematic, structured methodology build upon George Horrigan's experience with over 1,200 businesses over the past 17 years, *Creating a Thriving Business* shows business owners, leaders, and managers how to solve real world problems and get the kind of results they want. By using a proven, practical, and comprehensive methodology that is simple to understand, straightforward, easy to implement, and extremely effective, the reader will be able to achieve the goals for their business in less hours than they are currently spending on their business, thereby turning today's problems into tomorrow's promise. *Creating a Thriving Business* shows the reader, step by step how to create a successful, thriving, and immensely profitable business by providing an approach that enables them to eliminate the guesswork, trial and error, and uncertainty associated with trying to beat their competition, grow their business and increase its profitability.

"George Horrigan is obviously an author you can trust. He gently takes you by the hand and leads you to success as a business owner. He does not make it sound easy. But he does make it sound possible. He does not regale you with tales of how quickly it will happen. But he proves to you that it will happen eventually. Even God had to wait. For you, as for Him, it will be worth the wait." --Jay Conrad Levinson Author of the *Guerrilla Marketing* series