17 HIGHLY EFFECTIVE WAYS TO GROW YOUR BUSINESS!



***How to Find, Harness & Drive the Power of Your Business Growth Opportunities***

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Founder



Grow Your Business, Enjoy Your Life

***Introduction: About this e-Book***

*First, I want to congratulate you for requesting my Business Growth Guidebook. While many of the topics I reveal to you are not new, I've found that many business owners have a hard time implementing these critical elements of growth in their business. That's why I've simplified this guidebook into an easy-to-use, step by step order. I strongly suggest you take full advantage of these insights by taking whatever notes you desire (in the book or on a notepad).*

I wrote this e-book to share what I have learned from over 3 years of working with coaching and consulting clients as well as my own experiences building businesses from start up to running $100 million dollar divisions. Regardless of the size of the company (revenue, employee count or product offering) most business owners find themselves dealing with the areas presented in this book. The cost of not dealing with these issues early enough or addressing growth in the proper order can take a horrendous toll on you as a business owner… and your bottom line.

In this book, you will learn where to look for growth. The fact is your future growth is already waiting for you. You only need to recognize it and spend your time deciding how to use it to get the results you want.

After reading this book and deciding how you will implement your findings, please feel free to contact me with questions. If you would like to learn where your growth opportunities are on a more in-depth level, you may request a free 30-minite Business Growth Diagnostic Session. I provide these sessions without obligation to business owners and entrepreneurs who are serious and committed to their future prosperity and I would be happy to provide one to you.



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***Contact me today for a complimentary Business Growth Discovery Session***

***“In times of change, the learners will inherit the earth –***

***while the learned find themselves beautifully equipped to live in a world that no longer exists.” -*Eric Hoffer**

**You will need to think differently about your growth potential**

Discovering the true source of growth for your business means having an open mind. Take this into consideration as you think about the current conditions in your industry, the structure and operation of your business and YOU.



*The growth opportunities you seek are already out there waiting for you to identify them, decide which ones to approach first and go for it!*

Growth can take many forms; from mergers and acquisitions to new partnership contributions and upswings in the economy. The best form of growth, however, is organic growth. Organic growth is the increase of product or service sales coming from the core of your business. Organic growth reflects a business that is well managed, focused on the primary reason of the business and has used its resources, time, finances and people extremely well.

Once you have harnessed the power of organic growth, your ability to control your destiny will be significantly improved, regardless of marketplace conditions.

If you are not growing now because you have hit a wall (plateaued), you are struggling to maintain a sustainable position (stagnating) or you have yet to realize the true potential of your business (untapped opportunity), you should follow this guide as a means of giving your business and you a thorough tune-up.

Once you have determined what areas represent the greatest growth return for your efforts, begin taking action. Growth without action simply squanders your opportunities and leaves them available for others who might also be looking for the same thing.

**Growth is an Observable Behavior**

You may have started your business because of a passion you have, a particular career skill you believe is valuable or you may have been encouraged to create a business from a hobby or interest by a family member or friend. However, you may be lacking the essential knowledge, skills and disciplines to carry the business to the level of success you desire. Your business is where it is because of all that you know and all that you are doing.

Before we get into the specifics, it’s important to spend a brief moment on the concept of ‘Growth Sourcing’. As I stated earlier, the growth opportunities you seek are already in play. Like low hanging fruit, they are waiting to be picked. The difference in realizing where they are is like picking fruit in the day light vs. going to pick fruit at night.

**The 3 Main Areas of Growth**

As I stated earlier, the growth opportunities you seek are already in play. Like low hanging fruit, they are waiting to be picked. The difference in realizing where they are is like picking fruit in the day vs. picking fruit at night.

Let’s begin by identifying the three main areas of growth.

**Growth in Your Marketplace**

Your marketplace contains your clients as well as your competition. Depending on your industry, there are many different factors that can affect your business. Perhaps your company is limited by government regulations or is significantly affected by the economy. Recognize that your competition also deals with the same market conditions. What will make your business stand out is how well you can react and take action to changes in your marketplace.

**Growth in Your Organization**

The next area of importance is the structure and operation of your business itself. Does your business structure support growth? Do you have the resources to take on more clients, expand your marketing and increase sales? A fair percentage of my past and current clients had strategies and systems in place that do not support growth.

Like all continual pursuits, you must have a structure that can develop traction; like a car whose engine must reach a certain level of torque before it starts to move.

**Growth in YOU as a Business Owner**

Lastly, the area of most critical importance to the growth of your business is you, the owner of the business. Your dreams, desires, wants, needs, limitations, beliefs and perspectives are the foundation of your business.



In other words, business is only as powerful as its business owner. All too often I find that once the excitement of starting up a business has worn off, business owners fall into a daily routine and stop looking for new opportunities for growth.

It’s critical to understand that business growth should be the single biggest objective of the business owner.

**Business Growth Requires a Systematic, Methodical Process**

The following focus areas represent some of the greatest potentials for growing a small business. Regardless of which area you chose to start with, getting started is the most important thing you can do if you really want to change the outcome of your business. Whether you hire professional help with all or part of your growth plan or you try it yourself, just do something! Ironically, doing nothing is a choice too and one that usually comes with unintended consequences.

1.  **Get really clear about the outcome you want:** The old saying ‘You can’t hit a target you can’t see’ is extremely important in business. The target for what you want your business to become is your vision. Unlike other goals and objectives (like sales targets or budget restrictions) your vision should include your ‘why’ as well as your ‘what’. Being clear about why your business is important to you will provide the fuel for the journey. Be very specific about every aspect of your vision and consider the size, scope and revenue your business will produce. If you want a $1 million company but you don’t want to manage staff, your product/service prices and the systems to support them will have to be sufficient enough to get you there.

Ultimately, your vision needs to define the business you have created, preferably without you hooked to it. We’re talking about a stand-alone entity that should run while you’re off traveling or taking vacation. Anything less is actually a job. For a greater understanding of this all important foundation, read ‘Start With Why’ by Simon Sinek. It will reveal an entirely different level of mindset and focus for building a financially successful, market dominating organization. You can also visit my website at [www.GrowthSourceCoaching.com/Business-Growth-Worksheets.html](http://www.GrowthSourceCoaching.com/Business-Growth-Worksheets.html) and download my ‘vision mapping worksheet’ to help you clearly define your future.

1. **Get in touch with your commitment and determination:** While there are exceptions to every principle, the idea that making it big in business with little effort is simple fantasy! Most business owners start with high levels of excitement only to become discouraged when success eludes their schedule. The size and scope of your vision will greatly determine what you need to do (and endure) in order to achieve the success you want. You know yourself better than anyone so tap into your own mindset, feelings and behaviors to determine what you are willing to do to go the distance. Do you have a history of finishing what you start or do you tend to give up for something that seems like a better idea. Can you bounce back from a setback or will the first big performance disappointment derail your dream for success?

If you are having trouble taking inventory of your, begin by writing down your major accomplishments to see if patterns of commitment exist. You should also take inventory of your failures to understand why they happened and what you did to recoup and move forward. If you really want to get clear about your ability to go the distance, elicit the feedback of someone you respect and trust. But before asking them to be forthcoming, let them know your intentions. Your relationship going forward will depend on it. If you want to understand how other great business people dealt with the turbulence of business building, read ‘A Setback is a Setup for a Comeback’ by Willie Jollie- one of today’s most sought after motivational speakers.

1. **Be realistic about your capabilities:**  No one is great at everything. The most successful entrepreneurs know this and account for their own strengths and weaknesses. Ideally, the core of your business and the vision you have for your future should be grounded in the things you excel at. Know what these attributes are and how they are best used. Everything else will eventually need to be outsourced (partnered, hired for, bartered, etc). The more you try to handle everything, the greater your chance for failure in an untold number of ways, not the least of which is your determination for staying on course. Be sure to write down your strengths and weaknesses and tie each to the essential elements of your business’ operation. You may have to start by doing things you can’t afford to hire for, but staying focused on the goal of finding others who play at what you have to work at (book keeping, website management, data base management are common examples) will free you to keep moving your whole organization forward.

If your fundamental skills don’t match the demands of the business you want, think long and hard about why you want to do this. Consequently, if your skills and abilities have veered away from the business you now own, look at how to adapt your organization to close the gap.

One of the best business books I have ever read on this issue is ‘The E-Myth Revisited’ by Michael Gerber. Knowing where your skills and capabilities lie can mean the difference between being involved in an exciting business pursuit and living in hell!

You can get help with this area by going to http://[www.GrowthSourceCoaching.com/Business-Growth-Worksheets.html](http://www.GrowthSourceCoaching.com/Business-Growth-Worksheets.html) and using the document called ‘Keys to Success’.

1. **Thoroughly evaluate the way you spend your time:** Next to finances, your time is the most valuable resource you have. How you chose to use it will determine how quickly you reach your goals. Do you find yourself working overtime each day and having to continue transferring today’s tasks to tomorrow? Do you find yourself bogged down with low level minutiae while the really important activities go unaddressed? If your days are covered in clutter or responding to other people’s issues and emergencies, you need to re-assess how you use your own time.

One very effective technique I teach each of my clients is called time blocking. First, you must determine the highest revenue producing activities you should be doing. What activities actually generate revenue? These are usually ‘sales and marketing’ related which many business owners don’t spend enough time or attention on. Decide what specific activities your business requires to produce growth and schedule time to accomplish these activities. Get use to committing yourself to your own calendar. Once you have scheduled these important areas into your weekly calendar, let the rest fall in the open spaces. Nature abhors a vacuum and minutiae will find unscheduled time quicker that termites can find unprotected wall studs!

If you want to get a tight grip on your ability to spend your time on the most important things and successfully manage the rest, read ‘Getting Things Done’ by David Allen. It will open your eyes on how to accomplish more and work less!

1. **Does your circle of contacts inspire you?** A big part of maintaining an attitude for growth is the company you keep. The late President John F. Kennedy was known for his ability to surround himself with people who could accomplish things he could not. The power of attitude has been thoroughly researched and demonstrated in a wide number of fields and the conclusion boils down to this: If you hang with people who have bad attitudes (fun suckers) or chronic losers, your future aspirations will fall prey to the same. Successful entrepreneurs know this and will seek out those that inspire them or motivate them to reach higher results; not take their ball and go home!

Rather than start casting off your friends and family to rid your life of negative vibes, begin networking in professional business organizations. Your chances of meeting a dooms day profit are still possible which is why you need to reflect the mindset you seek. Look for the possible before raining on someone else’s parade. Offer to help someone with a challenge rather than commiserating about how life is unfair. The more you convey a ‘winning attitude’ and a willingness to engage other successful people, the more encouraging your circle of contacts will become.

In fact, as your new connections grow, you’ll find you have less time to service the old tiresome ones. While there are books available on this subject, the best way to begin changing the circle of people you get your inspiration from, is to start looking for venues where successful people go and put yourself out there. One of the best, most well organized business networking groups on the entire planet is BNI- Business Networking International. Dr. Mizner’s bestselling book ‘Network Like a Pro’ is available at <http://www.amazon.com/Networking-Like-Pro-Contacts-Connections/dp/1599183560>

1. **Take a close look at your current marketing strategy:** Every effective marketing strategy needs to have a specific customer target, compelling messaging and a means of converting interested parties into loyal clients. This is difficult for most successful businesses but nearly impossible for business owners who put little effort into marketing. A few years ago, many industries flourished without any marketing plans… not today! The rules have all changed. You need to focus on finding clients who want what you sell (and stop wasting time on the ones who don’t).

Not having a marketing strategy or plan can cost you thousands of dollars. I have seen way too many business owners spend precious funds on advertising and programs that will never deliver results for them. This happened because they didn’t know what they needed and so they funneled money towards the next “big thing”.

The only 2 activities that produce revenue in any business are ‘sales and marketing’. Everything else is a cost of running the business. Before you start buying marketing programs and systems, invest in developing a strategy that clearly defines your market and customers and can be inserted into the ongoing operation of your business. The absolute best book I have read on this subject is ‘The Answer’ by John Assaraf & Murray Smith. It contains a detailed roadmap to follow that I use myself and teach my clients to create for themselves. You can purchase John’s book at [http://www.amazon.com/Answer-Business-Achieve-Financial-Extraordinary/dp/1416562001/ref=sr\_1\_1?s=books&ie=UTF8&qid=1368142992&sr=1-1&keywords=the+answer](http://www.amazon.com/Answer-Business-Achieve-Financial-Extraordinary/dp/1416562001/ref%3Dsr_1_1?s=books&ie=UTF8&qid=1368142992&sr=1-1&keywords=the+answer)

1. **Are you speaking your customer’s language?** People may need windows for their homes but why do they need the $1,000 windows you offer? The essence of all compelling marketing messages is the ability to reach the emotions of the intended buyer. People may *need* a lot of things but they will always buy what they *want*. And ‘wants’ are based on emotions, not rational thought.

Just as important as having a message that is emotionally targeted is the understanding of how consumers make decisions to purchase something. In a survey conducted by a former consumer products company I worked for, we found that ‘price’ was #6 on a list of the 10 most important purchasing attributes. Number 1 was VALUE! People want *value* for the money they spend. Does your product/service’s message convey incredible value?

Ask some of your best clients about what compelled them to buy from you. The ability to fully understand your best customers buying intentions can be a lengthy process, but well worth it. Once you learn what drives your customers to buy from you, the rewards and the returns on your marketing expenditures will be tremendous. This will affect the message on all your company culture, sales material, website and the way you speak to potential buyers.

1. **Are you distinguishable from your competition?** Very few companies enjoy doing business without competition. Even if you think no one else does what you do, consumers have choices about how to solve problems and spend money on solutions. Not being able to show consumers why your approach is better than the rest, however, will only leave you talking about price!

The essence of niche marketing depends on your ability to narrowly define your distinction. The best way to determine your point of difference is to thoroughly evaluate your top competitors. Look at what they talk about on their websites; what they promote in ads and what offers they make. Are they talking about something specific or are they offering price discounts? Do they have a unique point of difference or are they leaving something out that you know customers are concerned with. Remember, all of you could offer the same thing but it’s what you talk about to your customers and prospects (your message) that will separate you from your competition in the minds of the marketplace.

If you’re having trouble finding something distinct to stand on, take a look at how you can innovate your business. Create additional benefits to offer customers that win in the marketplace. Try asking your good customers what else you could provide that they would like. If they value what you provide, they will usually tell you what you could do to improve. Don’t get offended, take great notes and figure out how to make it happen!

1. **Do your marketing materials look like they belong to the same company?**  Consumers are barraged with so much marketing and information today, their retention rates are the lowest in advertising history. Big companies spend millions of dollars each year to keep their company’s images firmly planted in the minds of their consumers. Most small businesses can’t really afford this type of branding strategy. So what can be done to create a consistent message and image so your customers will recognize you with little effort?

This exercise is one I do with my more advanced clients. Gather together a sample of every piece of marketing collateral you use: business cards, brochures, flyers, letterhead, coupons, ads, websites, blogs, Facebook pages, etc. Are your colors consistent, fonts the same and logo/tag line present? These are the easy areas to check. What about your message, benefits and call to action? Number 1 overlooked blunder? Spelling!

The one place most often missed to put a ‘call to action’ is the back of your business card! Everything your prospective client comes in contact with should have a call to action. If you regularly spend hundreds, maybe thousands of dollars on promotional items, do you ask the viewer/user of these items to do something? You should!

If you find that your presentation is lacking, convene a session with your staff and determine what you need first before replacing everything. If you make contact with clients on a personal basis, you need business cards and brochures. Ad banners on websites may not be a good use of your dollars. Correspondingly, if your first contact comes from telemarketers, you should have materials for them to use that promotes their phone effectiveness.

Companies who attend to their image details will always come out ahead.

1. **Are you getting the most from your current customers?** Your consumers and clients know you and have put enough trust in your business to spend money on your products/services. They are also the customers most willing to buy more, as long as you can extend the value they expect.

If you’re a carpet cleaner and your regular customer has their carpets cleaned once a year, offer then a healthy discount if they agree to have their carpets cleaned 3 times a year for a 2 year term. You may have to do each cleaning for 20% less but you’ll have 3 times as much business guaranteed for 2 years.

You can also offer a referral program to your regular clients encouraging them to spread the word in exchange for additional services or just a nice gift (flowers or fruit baskets are great for this). To be successful with referral marketing, it needs to be an ongoing practice. Advertise the fact that you offer something for referrals; on your invoices, on your newsletters, on your business cards and email signatures. Like everything else, your customers will need time and multiple messages before they start consciously thinking about talking up your praises.

The average business generates 80% percent of their revenues from 20% of their service offerings. What can you do to increase some of the hidden gems in your product line for the customers you already have? A great book that provides ideas and strategies for expanding your business is called ‘The Referral Engine by John Jantsch’.

1. **Look for new markets to sell your existing products/services:** It’s a sure bet that the items or services you sell to your traditional client channel could have revenue opportunities in other channels. For many food companies, the change of gas stations from service bays to convenience stores ushered in a whole new customer channel. Ready to eat breakfast food manufacturers now sell individual cereal servings in these outlets. In another instance, a local wine distributor decided to partner with a company making fruit baskets and started selling wine and cheese baskets at twice the price. These new segments of their businesses now generate more revenue than each of their original offerings.

The key to finding out whether or not your products have application to another market is to understand how your existing clients are using them. When I worked with the Lysol Company, we learned that not everyone who purchased Lysol Toilet Bowl cleaner was cleaning toilets with it. It came to our attention that our formula was one of the best cleaners for removing barnacles and scum from fiberglass boats. Our all purpose cleaner was outstanding at reconditioning old paint brushes. We began marketing to hardware stores that traditionally had not carried household cleaners. Now just about every hardware/ home improvement store carries these products.

1. **Who can you create a joint venture with?** Joint ventures are a tremendous way to accelerate your revenue. They involve forming an arrangement with another company that targets your market but with a different service. Book keepers and CPA could develop a good JV partnership. Small auto dealers could develop a JV strategy with repair shops or insurance carriers. The key is to understand what JV arrangements do and how to insure yours works.

The basis for successful joint venture partnerships is the desire to expand your market by getting exposed to the client list of others. It’s like referral marketing on steroids! If you are trying to increase your sales by 25% and you need 10 more clients to do this, find a company that has a well developed client list that meets your client profile. If the other company promotes you to their client list and there are enough potential clients for you to increase by 10, you have a tremendous opportunity with little expense. Of course, you will need to reciprocate so you’ll need to have the kind of client list the other company seeing as valuable.

JV partnerships usually involve active participation on the part of each side and an agreed upon fee for closing business from each other’s database. Whatever you agree to, be sure to get it in writing. It’s also good to have another experienced business person look at the details. You may want a lawyer to review it too, although most of these agreements don’t require much legal oversight.

1. **Expand your sales channels:**  As with most endeavors, routine sets in and people stop looking for new avenues to explore. Most businesses have between 3-5 identifiable channels to do business in but many don’t exploit them fully. Finding new sales channels means looking for new ways to reach your existing client market.

One of the best examples of this concept is when many brick and mortar retailers began selling their products over the internet. Another example is the practice of having health care professional like chiropractors sell over the counter supplements from their offices. There are many ways to increase your sales channels as long as you remember the primary way people seek out your service.

To figure this out, put yourself in your client’s shoes and say to yourself, “where else would I be willing to purchase XYZ”? Starbucks sells coffee not only in their stores but in grocery store kiosks, sometimes right in the same shopping center. If you can come up with one more legitimate channel to sell your product (one that doesn’t directly cannibalize your primary channels) you can begin exposing your business to possibly a whole new sector of your market.

1. **Offer new products/services to your existing customer base:**  One of the benefits of researching your market and soliciting feedback from your customers is that you’ll probably discover a gap that needs to be filled for which you don’t have an existing product or service. When you find such an opportunity, you’ll need to make a few decisions. If this opportunity has been addressed by a competitor in another market, you may be inviting a new competitor into your marketing circle- one that comes with considerable clout. You may also be getting ready to provide something that one of your referral partners has been doing which means you may lose this partnership by doing the work yourself.

In any case, expanding your product or service offering to accommodate a newly identified opportunity can have huge payoffs but bring new risks as well. Do your homework and understand the returns before you launch your expansion.

1. **Invest in systems that offer ways to improve your marketing:** Before you decide to pay for new production equipment or some other infrastructure need, take a look at your ability to consistently handle all your marketing and customer communications.

As mentioned earlier, marketing and sales represent the only ways to generate revenue. Yet systems that can handle most aspects of marketing without your involvement get overlooked. Do you have a comprehensive data base management system to refine your client and prospect contact information? Do you have a way to automatically respond and communicate with anyone who signs up on your website? How much time do you spend marketing to your existing client base? With the right systems, a large amount of this work can be done for you.

One of the best websites I have found for evaluating the programs and services available to choose from is <http://www.toptenreviews.com>. Whether you are evaluating CRMs, email marketing systems or any other program to support your marketing, Top Ten Reviews will give you more than enough information to make your best decision.

One thing to consider with these programs is your needs, now and in the future. Don’t limit your ability to grow your client data base because your subscription caps you at 2,500 but don’t buy a Cadillac if all you’ll need is a good Chevy for the next 3 years.

1. **Upgrade your staff!** Initially, people think I’m suggesting you fire everyone and start again… not so! Most of your employees are probably hard working, conscientious, and loyal folks. What they may lack are clear performance standards that let them know when they do good work. Make sure each employee has a job description and specific, measurable performance goals to be accomplished. Let them know that their efforts will be rewarded and that regular meetings will be held to view their accomplishments or lack thereof.

Every employee from the front desk attendant to people in the back room must know that part of their responsibility is to sell. Watch the looks you get when you tell them that! But seriously, everyone you hire that comes in contact with a customer or prospect must be ready to sell. Not necessarily a full blown pitch but a way to ensuring people who call, visit or meet up with them that your company is top notch!

Offer to pay for select staff members to join local networking groups. For each employee that joins a BNI chapter, that’s 30+ more businesses you will come in contact with every week. Reward your most valuable employees by sending them to seminars or local workshops. Getting continued training is worth more to employees that annual salary increases of 2%.

Finally, about those few employees who are doing the rest of your staff a disservice. They complain constantly; they are always negative and they frequently do their jobs with minimal effort. Move on them quickly but professionally. Make sure their infractions and your handling of the situation is well documented. Getting rid of people like this will have tremendous benefits to the rest of your staff and they will thank you because they see these kinds of situations brewing months, maybe years before the owners do!

1. **Overhaul your sales process:** More sales are lost to small businesses because no clear process is in place to follow. Every employee needs to understand the entire process from the time someone visits your website and makes contact to the person calling in to get a price quote. What specific steps do you take to insure you don’t lose the ones who don’t buy immediately? Today, with all the marketing and advertising noise out there it takes between 8-11 contacts before a customer will buy.

If your product is a large expenditure and you have lots of competition (general contractors are a great example of this) you need to have a very exacting follow up process and a system to support it.

If you have trouble getting around the question of price when you first answer the phone, look at the message you are using to attract prospects. Pure price shoppers represent about 28% of the general buying public so if price is not your marketing strategy, don’t have discounts, coupons and other ‘Price’ incentives all over your website and brochures.

Understand how your best customers make their decisions to buy your product and design your sales process to follow it. If people need to experience your service or try your product before they buy, create a sampling program to create a low-risk way for them to test drive your business.

Last but not least, spend time working your existing client base. The most valuable asset any business has today is their client list. Try to sell your business without one and see how much interest you get. A well developed list that maintains communication, offers incentives for referrals and let’s loyal customers try new services at little or no cost can drive your growth for years to come.

**Business Growth is a Journey, Not an End Destination:** Like any other endeavor with a lucrative payout, growing your business must be an essential part of your vision, your focus and the culture you develop in your company. Learn the fundamentals and practice your ability to see what is possible and you will always be positioned to seize growth opportunities!

If you would like to know more about the growth potential of your business and want to have an experienced pair of eyes look at your current situation, return to my website at <http://www.GrowthSourceCoaching.com> and request you complementary Business Growth Discovery Session. In 30 minutes, you’ll have a very good idea of the things you need to do to build the business you’ve always wanted. Better yet, you’ll feel more confident about your future and be in control of where you take your business.

If you chose the entrepreneurial route because you got tired of working for other people, wanted more time with your family or just felt you could be successful on your own terms- Congratulations! If your journey so far is not giving you what you wanted when you decided to go into business for yourself, don’t wait! Call me and start taking action that will result in a business you previously thought was only a dream.

Until then, all my best to your success!

Steve Smith is an accomplished sales, marketing and management professional who brings 25 years of business building experience to every client relationship.

Steve left behind an impressive career in the consumer products industry with such well known companies as General Mills, Lysol Brands and Carter Wallace to start his own business coaching company. As the President and Founder of GrowthSource Coaching, Steve's business coaching methods produce clarity, energy and immediate action for business owners who know their businesses can achieve more but need help getting there.

Steve hosts an internationally recognized weekly internet radio show, ‘Small Biz Big Shots’ and is an accomplished writer for more than a dozen business websites and online publications. He’s been featured in the Wall Street Journal, OC Talk Radio’s Smart Money and Talent in the Southland.

Steve has honed his coaching methods by taking what he mastered from his experience in the Fortune 500 arena and adapting it for small business owners. He specializes in leadership development, marketing strategies, productivity techniques and getting things done.

Steve Smith is a graduate of Frostburg State University, Frostburg Md. with a degree in Business Management and concentrations in accounting and sociology. His knack for evaluating situations and creating innovative solutions makes him a valued resource for small business owners, professionals and executives.

Steve lives in Lake Forest, CA with his wife, Sharon. They have 2 grown children, Travis- an engineering recruiter and Carly- a pastry chef. On the weekends Steve and Sharon spend their time traveling on their motorcycle with an international riding organization.