

Other Peoples Problems/ Creating Opportunities

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Just because everyone else views the current economy as problematic (nice word for disaster, isn't?!) doesn't mean that we can't use the current circumstances to our advantage. Take a look at the people who make a lot of solid business decisions, who have created successful companies – what are they doing today? They're creating opportunities!

Thousands of people have been laid off – that means skilled employees are available, sometimes for a fraction of the former cost!
Companies are closing or making drastic cuts – means market share is suddenly available in the market place that previously was solidly taken up by the existing companies/providers; and their customers are left hanging with their products or services.

Time of opportunity for the small business or entrepreneur to GROW! Take a look to see who is “suffering” the loss of products or services, and see what you can provide. Success business are much more often created out of providing what someone needs or wants, rather than some here-to-fore unknown brilliant idea.

So use the Empowered Enterprises Three Keys to Cash:

- 1) **Ask** what their goals are
- 2) **Ask** what resources they need to reach those goals
- 3) **Ask** what you can provide to have them reach the next level of success

Then let them have what they want!!

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