

## SMALL BUSINESS

# Growth Tools

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### | LESSONS LEARNED |

What advice can you give entrepreneurs for taking their businesses to the next level?



**Thomas P. O'Neill III**  
CEO, O'Neill  
and Associates

Don't underestimate the importance of a strategically crafted message that emphasizes your niche in the marketplace. Your sales pitch, brochures, Web site – all communication must be “on message” about the differentiators that make your business stand out.



**Steve Hillman**  
Environmental  
Marketing Group

Advertise, advertise, advertise! With more mouths to feed, you will need to generate more revenue. Increase demand before adding personnel. Do the analysis necessary to determine that your expansion program is sustainable. Every business should have a five-year plan or an exit strategy.



**Sean Rizzo**  
Tiger Home  
Inspection

Be a leader in your industry! Get involved in your trade associations and “give back” to your industry and existing customers. Most of all, don't forget who ultimately will help get you to that next level – your customers. Deliver superior service and your business will thrive.