



## **Defying Gravity**

Ever since the apple fell on Newton's head the idea that what goes up must come down has been a rule of science and life that is beyond dispute.

Or is it?

When it comes to business growth there are many ways to defy gravity and make certain that the gains achieved become the new starting point for additional growth that follows. The idea that business has its "ups and downs" is a gravity-like concept, and while it is natural for a company to have periods of more and less activity, it is not natural for gains to be reversed.

This means that what goes up stays up...if the right steps are taken to consolidate gains and continue growth. The trick is to disavow all belief in gravity and commit to growth through the development and implementation of growth strategies and the consistent deployment of tactics designed to maintain momentum and drive growth forward.

The gravity defying increase in revenue (thereby defining growth) is fueled by the selection of qualified target markets and the customization of the company's marketing message to meet the needs and temperament of each specific sector. The ability to graduate from one sector to another, maintain the previous customer base, serves to establish a firm foundation and the cornerstone of an on-going growth process.

The practice many companies have to offer up generic marketing materials and maintain a nonspecific campaign so as to be broad in appeal is an error only because it seeks commonality at a time when consumers are more and more individual. The need for consistency may still remain, but this does not need to be confused with conformity.

If a company expects peaks and valleys and accepts them as the inevitable byproduct of engaging in business, then it will indeed find itself with the occasional battle to prevent losses. On the other hand, companies that realize that growth is boundless and learn to approach it in steps and consolidate gains and move on...these companies are going somewhere...fast.

Up, up, and away....