

Having an online presence and other marketing tools will be quite helpful to exponential growth.



Mr. Morales owns a house across the street from your new location. A very nice fellow with the perfect location to be noticed from every corner.. This way patrons coming North and South couldn't miss you.. Wouldn't it be perfect to have a sign there directing thirsty people to your stand? ***You knock on the door and make another vulnerable request.***

You ask... "Mr. Morales can I hang A banner over your garage door for just 1/2 a day on Saturday?" I am offering you .50 cents. You ***prime*** the terms gently... He counter offers you at a price of \$1.00 with the provision you pay the \$1.00. to a charity of his choice after the sale. ***You Agree in a New York Minute.*** The transaction is a ***DONE-DEAL*** with the following mutual consideration. He allows you to hang a banner on his garage Saturday and you agree to donate a buck to charity.

This a metaphor for getting the word out to the world far and near! You must send a message out with crystal clear information! You make sure as many people as possible know about your venture. (including the what, when, where, and possibly why) Creating a website and make declarations about your outstanding quality and customer service is critical.

Start the power of network science ASAP. Time and Timing are of the essence. This will speed up exponential growth as more and more of your friends and associates learn all about your business opportunity! Moreover, they those friends are weak ties to other networks!

***An additional expense for advertising for \$1.00 is created.
Remember to pay this bill after the sale!***