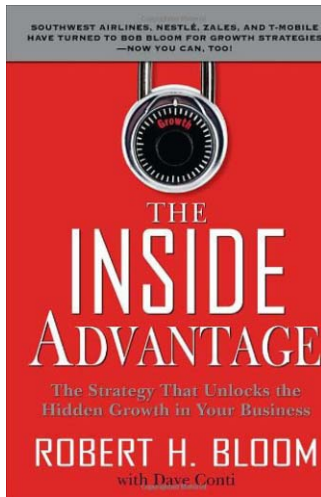




Biz Books AND Breakfast

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Inside Advantage, by Bob Bloom



BOOK SUMMARY

Your business will not grow, your business will not find its new customers – without action. Intentional action. Deliberate, well-thought-out action. *The Inside Advantage* provides a journey of action steps to take to grow your business that begins with identifying your *core customer*, and ends with *imaginative acts* to capture the emotional attention and loyalty of your customers.

KEY POINTS

- The Inside Advantage is the strategy that unlocks the hidden growth in your business.
- The Growth Discovery Process: WHO + WHAT + HOW + OWN IT = INSIDE ADVANTAGE
- WHO is the *core customer* most likely to buy your product or service in the quantity required for optimal profit.
- WHAT is the *uncommon offering* that your business will own and leverage.
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- OWN IT! is the series of *imaginative acts* that will celebrate your *uncommon offering* and make it well known to your *core customer*.
- All customers are not created equal.
- Zero in on your core customer.