

THE SWEENEY TICKET

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Business Survival: It's About...



Small businesses seem to always be worrying about one thing...SURVIVAL. Instead, small businesses should instead contemplate growth and success rather than simply survive.

It's about being agile – Businesses must be quick to pivot as soon as possible to meet the current demands of the marketplace. Small business owners can make instant decisions that have an immediate effect on top line sales and bottom-line profits. There is no red tape to cut through or layers of management needing approval before a decision can be made.

It's about marketing– Even though business has changed over the years, small businesses must still

Photo Scanning Service Testimonial Mercedes & Bob Blake – Big Flats, NY



"We've known Denis for over 25 years. That's why we trusted him with our greatest treasures, our family photos and home movies that needed to be digitized. professional, timely and high quality."

We were downsizing and wanted to preserve and share family memories electronically with our children for years to come. Denis was able to professionally convert our albums and VHS tapes to thumb drives. His work was professional, timely and high quality. So was his communication. We highly recommend Denis at Sweeney Enterprises LLC."

market. It is imperative for customers know a business is still in existence and operating to serve their needs.

Running in Place is NOT an Option for Success

TIP OF THE WEEK

Reward Failure

Sometimes, you have to take risks in order to achieve success. It's important to not be afraid of failure and recognize it when it happens, as long as the circumstances are right. This is often key for long-term success.

Stuck in neutral? That's not an option to gain ground in life, either personally or professionally.

This Association of Accredited Small Business Consultants® (AASBC®) "Tip of the Week" emphasizes the need to advance. Get rid of that treadmill approach to life! Otherwise, you'll watch the competition will fly by.

It's about satisfying customer needs – Since there are few monopolies existing in business, customers have always had the choice of who to do business with. Businesses must understand what their customers want and make necessary changes to meet those needs. Changes might be in pricing, payment terms, value-added enticements, return policies, warranties, or customer support in addition to changes in actual products or services sold.

It's about building relationships – There is no better time than the present for businesses to start working on developing relationships and building trust with customers. Although a sale today is good, two sales next month are even better.

It's about the future – Think not of what is going to happen in the future, but what could happen if the right business decisions are made today. The future of any business is never guaranteed, but the future can be made more optimistic with proper planning and execution of critical decisions.

NEW SERVICE ANNOUNCEMENT: Digitize Your 35mm Slides and Film Negatives



The digital transfer of 35mm slides and negatives has been added to the *Sweeney Enterprises LLC* family of video and photo scanning services.

Therefore, if you have a tray or two or three of 35mm slides contact *Sweeney Enterprises LLC* today. Our company can easily and affordably convert those slides into JPEG files. As a jpeg file, those colorful images can be loaded onto a USB flash drive. So,

instead of needing a slide projector carousel, you can view those memorable family members on your laptop.

Meanwhile, remember receiving those film negatives with the print photos processed at the local drugstore? Well, gone are the days of sorting and viewing those negatives. *Sweeney Enterprises LLC* can also convert those negatives into high-quality JPEG images.

What's the next step? Request a price list/order from dsweeney@sweenenterprises.com.

For the last several years *Sweeney Enterprises LLC* has successfully scanned photo prints and converted VHS tapes and audio cassette tapes to DVDs, CDs, or USB flash drives. Our customers reside in 15 states across the continental United States.

Visit Sweeney Enterprises LLC on the web and learn how Sweeney Enterprises LLC can serve as your marketing & public relations consultant.

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Sweeney Enterprises LLC:
A Member of the Social
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