

Recession Survival - How To Profit From An Economic Recession



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Recession Survival - How To Profit From An Economic Recession! Is the Economic Recession Getting You Down? Discover the Secret to Weathering a Recession and Walking Away with Your Bank Account, Your Retirement Fund, Your Investments and Your Pride! The economic recession brought on by over eager lenders, underprepared borrows, and overzealous government and an economy that cares more about its bottom line than its citizens has been pummeling Americans from coast to coast, and it doesnt show any signs of going away any time soon. Are you sick and tired of counting your pennies? Looking for a way to be free of the constant fear that one day youre going to walk into your office and find a pink slip sitting there waiting for you? Would you like, just once to be the once sitting back and making a profit instead of the one worrying about whether this will be the week your business is going to have to close its doors? Let Me Show You How... Did you know that economic recessions arent anything new? The lifecycle of the business world very closely resembles the lifecycle of the average insect-it circles around, and around, and around, andwell, you get the picture. There are many stages inside that circle that keep business flowing smoothly and the wheels of progress turning the way theyre meant to. An economic recession is only one of these stages. Economic recessions are a vital part of the well being and health of our economy, and a study into our history will show that they actually happen on a fairly regular basis-and

they usually don't leave much damage behind. Why, then, do we panic so badly at the thought that this time might be our turn to weather an economic recession? Because we don't know what to do about it! Business magnates understand that economic recession, a time when consumer spending is going to decrease for one reason or another and have a negative impact on the life and health of their company, is a necessary stage of life. From the moment they step into their corner office they're carefully grooming and preparing the company for the moment when recession is going to rear its unattractive head and take a bite out of their profits. Those of us who haven't finished our MBA usually aren't that well informed. Without being aware of the necessity and the inevitability of an economic recession, most of us don't realize that sooner or later recession is going to happen, and it's going to impact all of our lives. We've been lulled into complacency by the constant boom and growth of the American economy, and were so focused on finding instant gratification for our desires that we don't see when recession starts to creep up until it is far too late. When you're unprepared for the impact of recession on your life and your business, the consequences can take you completely by surprise. Strings of layoffs Dramatic dips in the profits of your company An increase in outsourced labor The disappearance of expendable cash A crashing housing market Rapidly falling stock prices Decreasing values of 401Ks and other retirement accounts Companies going bankrupt Everyone knows about the negative impacts of an Economic Recession. But what about the positive ones? When you've walked into an unemployment office and seen hundreds of people filling out paperwork in the hope that somehow, someday, someone in that office will be able to help them find a job, it can be hard to believe that there are actually benefits to an economic recession. They are there, however, and if you're a savvy business person you'll be able to figure out how to take advantage of them. How do you think so many companies manage to stay in business when recessions happen at least once a decade? Major corporations around the globe have learned how to weather an economic recession and keep making a profit, and now you can do it too! Regardless of whether you're an entry level janitor or the CEO of a major corporation, the recession is going to have an impact on your life personally. The question is, what are you going to do about it? Are you going to let the recession bowl you over and leave you struggling for a way to keep your job and pay your bills? Or are you going to look at it as an opportunity to expand your horizons, stretch your wings and show the world what you can really do? That was a choice I had to make for myself not too long ago Two years ago I was sitting pretty. I had a good government job working as a contractor for the military, a good retirement plan, a salary that

more than met our needs and an insurance program that kept my kids in antibiotics and vaccines. All in all, life was looking pretty good. Then the recession hit. I dont know if any of you out there were unfortunate enough to be a part of this, but over the last two years military contractors have been steadily laying off hundreds of employees in an attempt to trim the fat from their bottom line and help them stay afloat as government contracts began to be canceled left, right and sideways. Because I had just accepted a new position within the company I was considered to be the new kid on the block, even though I had been working for them for years, and my job was among the first to go. I was devastated. Suddenly there I was, with a family to support and no income other than what I had coming in from our investments. Im not ashamed to say I panicked at first. I couldnt see how, at my age, I could possibly pick up and start all over again in another job. Id invested too much time and effort to get where I had been, and the thought of having to climb that ladder all over again was enough to make me want to lock my door and hide for a year or two. My general fondness for eating on a semi-regular basis got me out the door soon enough, however, and it wasnt long before I was roaming the streets looking for another job. I was fortunate. I had remained in touch with many of my old college buddies, and one of them happened to work for a firm that had just lost one of its key employees and was looking for someone qualified who would be able to fill his place-quickly. My friends recommendation and my own experience had me inside a new job within a month, but over the course of that month I saw hundreds of other contractors I had worked with who werent as lucky. They were out of work for months, many of them taking jobs that were far below their skills, their education and their experience just to have a paycheck. And then there were a few of them that decided to start their own companies and offer their services to the private sector. A few of them started new careers in real estate. When I first heard what they were planning I thought they were out of their minds, but it wasnt long before they started turning a profit-a big one. I was astonished. If the U.S. government was losing money hand over fist and having to shut down its operations, how on earth were these little start-up companies managing to not only survive, but to thrive? They were able to do it because they figured out how to take advantage of the recession! I would never have believed that there would have been anything about an economic recession that would allow a company or a private entrepreneur to thrive, but as I talked with my old friends I realized that there was a side of the recession that we never saw-and that side could make the difference between surviving and thriving in the middle of an economic recession. This is the ultimate guide to showing you how to thrive when everything else

seems to be falling apart! Its really not fair that only a small percentage of the population has the knowledge they need to hang on to their jobs, increase their net worth and help their company thrive-especially when all they really need to do is change their mindset!! Thats why I decided to write Recession Suvival - How To Proft From An Economic Recession. I figured it was high time the rest of the world had the chance to learn what the major players already knew-the secrets for surviving an economic recession without going into debt

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