

# The Termite Effect - Shawn Brodof

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The Termite Effect is an important resource for business owners, entrepreneurs, and sales professionals seeking ways to improve their odds of success. While small businesses fail at an alarming rate, it is often obvious, in retrospect, what mistakes led to the ultimate demise. The damage done by most of these mistakes can go unseen for months or even years just like the effects of termites on your home. Author and business coach Shawn Brodof presents twenty-five common business mistakes while offering practical strategies how to avoid them as well as arming you with solutions for fixing those that may already exist within your business. To help reinforce the message, the pages are filled with supplemental exercises and numerous recommended readings from other experts. Highlights from The Termite Effect:   
• Mistake #1 - Your Business is Not Organized • Mistake #8 - You Are Reactive, Not Proactive • Mistake #9 - Your Business is Not Generating Enough Leads • Mistake #25 - You Have a Poor Work/Life Balance  
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