Expanding Beyond Your Local Area Is Not Done *ad-hoc* --- It Is The Result of a Well Thought Out and Executed Plan.

- Why do you want to go beyond your local area?
- What mechanism (Strategy) fits your business model best.
- Your Message – what is it, where should it go, what will be its focus?
- How much can you afford (not afford?) to invest?
- Who is going to carry your message (and make the repeated calls necessary for success)?

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The Fundamental Steps

1. Make A Plan
2. Fund the Plan
3. Actualize the Plan
4. Monitor and Manage the Plan

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