

FOREWORD

THIS BOOK IS FULL OF VALUABLE, inexpensive, simple and easily implementable ideas and strategies that come directly from Jen DeTracey's real world business experience. They are not hypothetical, complicated or require large investments of capital. Jen understands the culture of small and medium businesses as she lives it almost every day of her life. She sees firsthand what works and what doesn't and thankfully shares it through her client work, keynotes, training programs, and in this wonderful book.

In reading this book, I was reminded of a baseball analogy. Several years ago a study was carried out on the relative levels of compensation paid to professional baseball players. It was determined that a player with a batting average of .333 earned 10 times more than a player with a .250 batting average. That's the equivalent of \$5 million to \$50 million a year! Yet, the difference in performance is only one base hit in every three games. In other words, a minor improvement but a major gain. That is the message that prevails throughout this book. You don't need to radically change the way you do business. You just need to make minor adjustments in the critical performance areas.

Lift Strategies should be mandatory reading for every owner of a small- or medium-sized business. The format of presenting the information in easily digestible bite-size chunks of information has the added value of making it easy to read and digest. However, the value of the information lies in the using of it. Without implementation, there is no value. I strongly encourage you to take a few of Jen's strategies and implement them immediately. I guarantee that small improvements to your business will result in significant gains.

Norm Friend

Canada's Leading Franchise Expert

Author of *The Complete Canadian Franchise Guide*,
So You Want to Buy a Franchise and *Be Your Own Boss – The
Ultimate Guide to Buying a Business or Franchise in Canada*