



# **Content Market Your Way To Triple Business Growth: How to use Apple, Google & LinkedIn to Hypergrow your business in 12 months**

*Jim Butz*

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Looking to triple the size of your business? You'll need a plan, new prospects and an easy process to create and distribute new content to engage them. And much more. To avoid getting overwhelmed, a technique we have used in the past is: raise your growth question up to a high-level, define some parameters and then drill down. For Business Growth, you start with three elements: Customers and Products/Services. You further delineate by looking at Current Customers versus New Customers. We'll show you how to visualize your growth options using a 2x2 Growth Matrix. If you're looking for ideas, strategies and tools to triple your business by engaging your ideal customers using content and the biggest media platforms, this book is for you.

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