

# Entrepreneurs are from **Mars** and Business Owners are from **Venus**



## Why are traditional business models out of date?

Thursday  
18<sup>th</sup> February 2010  
5.15pm to 8.00pm  
at  
Guildhall Wrexham

**Have you thought about how the world is changing at a furious pace and the impact this is having on your business?**

Technology is advancing daily, environmental issues are ever increasing, your customers are changing their buying habits becoming more savvy asking for massive discounts, the increased use of the internet has had the effect of commoditizing products and services, new laws are forcing some companies out of business and the shifts in global economics means that many things can be done cheaper abroad.

**All of these factors will be having a massive effect on the profitability of your business.**

So, is the SPEED of CHANGE the problem or is the reality that our traditional business models can't cope with the demands of the 21<sup>st</sup> century as they are focused on cost cutting strategies to make a profit.


**So what can you do about these challenges?**

Business models have to change. Join us on Thursday 18<sup>th</sup> February 2010 to find out how:

- to deal with the speed of change.
- businesses in competitive markets are **secretly** the **best** opportunities to make large profits.
- the '**Niche**' business you have been searching for years has been **staring** you in the face?
- to formulate your sales and marketing strategies to grow your profits.
- 12 entrepreneurial principles to help you **Grow** your **Business** in the **21<sup>st</sup> Century**.
- discover why the internet is your greatest opportunity to grow entrepreneurial wealth.

**To book a place at this FREE seminar contact: Gareth Hatton  
Telephone: 01978 292092 or email: [businessline@wrexham.gov.uk](mailto:businessline@wrexham.gov.uk)**

This event has been organised in association with Businessline (of Wrexham County Borough Council), a predominantly free business information service based within Wrexham Library. Businessline is devoted to supporting local enterprises and can provide a range of services to help both new and established businesses. Subscribing to a number of market leading resources, we have the capabilities to work with companies to achieve set goals and objectives through the provision of business information.

 **In addition to this free seminar, you can benefit from over 80 profit making strategies to build your business by visiting [www.measureyourbusiness.com](http://www.measureyourbusiness.com) where you will answer 100 thought provoking questions in 10 growth areas of your business. This will generate a 20 page bespoke report for your business which will be e-mailed to you.**

### Your Speaker:

Gareth Emberton is a seasoned entrepreneur who owns The Entrepreneur's Coach Ltd based on Shrewsbury Business Park.

This seminar has been put together from his years of experience of growing his own businesses and working with Business Owners who wish to achieve a return on all the years of blood, sweat and tears of growing their own business.

This gives Gareth a unique empathy having 'spilt the same blood in the same mud' as his clients.

### Testimonials:

**"Thought provoking"**

N Jones  
St James Place

**"Inspiration to become an entrepreneur instead of a business owner"**

S Redfern  
Your Time Provider Ltd

**"Focus, Clarity and Energy"**

S Thomas  
My Big Toe Company Ltd

**"Lots of good advice and tips"**

M Taylor  
Excitim Ltd

**"Very thought provoking"**

J Burrows  
PCB Solicitors LLP