

## **A business is like a fire!**

It can warm or destroy all within its range.

Once lit, you have to keep it fed if you are to benefit from the heat it produces.



**Managing and controlling growth is where the real challenges are to be found.**

**These articles will help you meet those challenges**

**I also lead a team in enterprise growth support at Turnpike Farm - to find out about the enterprise growth support we offer click [here](#) \_**

Here are a couple of examples of what you'll find in this section.

### **The [cold sales letter](#)**

We all have to approach people we don't know and make them aware of our product or service. It's how we all find new customers. One of the most effective ways of doing this is by letter.

### **And from [10 ways to enjoy your work](#)**

Here are three:

**Be comfortable** – you spend a lot of time at work so why not create a comfortable environment?

**Be ethical** – you have to live with yourself

**Be confident** – take a pride in what your organisation does

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