



# 10 Things I've Learned in 10 Years of Business

In April, my company celebrated 10 years in business, and I can't even begin to describe the gratitude I feel for achieving this milestone.

## Paying It Forward

I want to give a heartfelt shoutout to EVERY single person who has even remotely helped me along the way, and I also want to give back by sharing my top 10 business lessons I've learned over these 10 years in business.

## 10 Things I've Learned in 10 Years of Business

Here are the top 10 valuable business lessons that have all played a crucial role in our ability to survive and thrive as a company.



Competitors can be your best source of revenue. Collaborating with competitors is what built my business.



Networking is NOT "not working". Without networking, you really will be "not working" because you won't have any clients to work for!



People buy processes, not services. Having a solid process and providing prospects a visual to help them understand what you're selling will close more business in less time.



Don't just care about your clients, SHOW them that you care. If clients feel like you don't care, they're going to leave.



Great people lead to great results, but you can't expect what you don't inspect. Consistently provide minor course corrections to keep the process train on its tracks.



Business is math. Keeping an eye on the numbers is like monitoring the heartbeat, blood pressure, and other vitals of your business.



Your time is your inventory. Envision labor hours as physical products to keep them moving "off the shelves" at an appropriate markup.



One-to-many is the only way to scale. Develop products that can be created once and sold to many different clients.



Change doesn't have to be scary. If you're running a company, you are in the business of navigating constant change. It comes with the territory. Get used to it.



Perfectionism is lethal. As Jason Fried and David Heinemeier Hansson said in their book, Rework, "you're better off with a kick-ass half than a half-assed whole."

## Here's to Another 10 Years...

Check out my [accompanying blog post](#) to learn more about each of the 10 business lessons and skills I've learned throughout my 10 years as an entrepreneur and follow me on social @pamannmarketing!