

A
QUESTION
OF
SURVIVAL



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When the going gets tough,
the tough get going... *often on the next flight out.*



It's the SMART that survive.

True, trading conditions are tough, and they're going to get tougher. The effect of this world financial crisis is like no other in recent memory. It is likely that, over the next two to three years, most European countries will suffer a severe recession. Now, you can go into denial, you can delude yourself that you can 'tough it out' ... **or you can get smart. Here's how to get smart ...**

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Survive and thrive

There's an old saying
"Don't work hard. Work smart."
**To survive, and thrive,
you're going to have to do both.**

Smart McDonalds, Big Mat, Carrefour ... none of them are immune to this crisis – all of them will survive. Why? Because they all understand the power of image, presentation and marketing. You can learn their 'secrets', how they deal with market fluctuations – and how they thrive at the expense of small enterprises like yours. You can fight back and you can win.

Hard Two ways. First, whether you're an 'old dog' or not – you need to learn new tricks. Second, having learned, you must apply these to your business ... every day.

Survive and thrive Learn, apply and you won't just survive – you'll thrive. Why? Because, those who don't will fail. Their customers will become your customers.

How? **ATTEND OUR FREE SEMINAR AND FIND OUT**



**Find out how we can help
you to carry the load ...**

FREE SEMINAR

'Work Hard, Work Smart'

To reserve your place, call 966 814 506

**This seminar is presented by Tom Kay, Business Consultant
and Jo Caress, Legal Consultant**

your helping hand in Spain
Costa Blanca Lawyers