

Jay Abraham: The Only Three Ways To Grow Any Business

Written by Jay Abraham



"According to Jay Abraham there are only three ways to grow any business, just three.

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Most people, including me, think that increasing business is a complex giant burden of thousands of possible tactics that one can try but Jay Abraham takes the complex and makes it simple.

Focusing on only three business building categories throughout our business lives doesn't seem so bad right?

So what are the three ways to grow a business?

1. Increase the number of clients, get more new prospects into paying customers
2. Increase the average transaction, get each client to buy more at each purchase
3. Increase the frequency that the average client buys from you, get each customer to buy from you more often

Just thinking of all your marketing and business activities as falling in one of these three categories will help keep you [focused](#) and will quickly give you a boost in revenues and profits.

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It would be nice for me to give examples of each category but I think it's much more powerful for you to take an hour and brainstorm ways to increase business and then to see in which of these three your ideas fall into.

Doing this will help cement this concept, that's at the heart of all of Jay Abraham's work, in your mind."