Small Business Saturday is getting bigger.

By Melissa Erickson

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In the spirit of Small Business Saturday, consumers can find a myriad of ways to shop for gifts and support small businesses and their communities. Black Friday and Cyber Monday are fast becoming a thing of the past, with more and more people embracing the hallmark day of Small Business Saturday, a day designated by the National Federation of Independent Business to recognize small businesses. The United States is home to more than 28 million small businesses, according to the Small Business Administration.

Small Business Saturday is less about getting the best deal and more about keeping your dollars in your community. Make a change at a big chain store and only 1 percent of that money is circulated back into the community, versus 48 percent that is spent at a local small business, according to the National Federation of Independent Business.

Millenials are focused on perceptions that millionaires' interests are better served by Wall Street than Main Street. The study found that less than 2 in 10 millennials are focused on perceptions that millionaires' interests are better served by Wall Street than Main Street. The study found that less than 2 in 10 millennials are focused on perceptions that millionaires' interests are better served by Wall Street than Main Street. The study found that less than 2 in 10 millennials are focused on perceptions that millionaires' interests are better served by Wall Street than Main Street.

It's been 12 years since the founding of Facebook, the creation of one of the most known millennials, Mark Zuckerberg. In 2012, Zuckerberg gives the impression that entrepreneurship is the norm for the millennial generation. However, the Small Business Administration’s Office of Advocacy found that less than 2 percent of millennials reported self-employment in 2014, compared with 7.6 percent for Generation X (born 1962 to 1981) and 8.3 percent for Generation Y (born 1982 to 1994). While their numbers may be small, millennial entrepreneurs are adopting a more committed relationship with their businesses, according to a new Wells Fargo study. In an online survey of 1,000 U.S. small-business owners, the majority of both millennial and older owners said they started their businesses to control their future and be their own boss, wanting greater flexibility in where, when and how they work. “We found that millennial small-business owners have a much longer-term horizon for their businesses than many may perceive them to have,” said said, Melissa Di Gangi, executive vice president for enterprise banking at Bank of the West. “Small business ownership isn’t always a financial decision – an even bigger draw is the flexibility and independence to chart your own path and create a business that can be passed on to the next generation. These are benefits that many other career paths simply do not offer.”

For more information and to find nearby small businesses visit https://www.americaspective.com/SmallBusiness/Shop-small/
Growth hacking is a buzzword that has emerged around a lit of the past few years with regard to businesses that have employed creativity, social media monitoring and social engineering to grow their businesses at an accelerated rate. 

Growth hacking is another term for success-driven marketing, according to Jamie Quint, co-founder and chief executive officer of GrowthHackers.com, as is used by people trying to promote their own businesses. What is it? 

A growth hacker, chief executive officer of GrowthHackers.com, is a term that has been coined in 2016. He played key roles in early growth and marketing to some extent, said Aaron Ginn, an early growth hacker. 

Not only do growth hackers make marketing strategies, they have raised billions of dollars in venture capital and have led three steps: attracting clients, acquiring customers, and engaging the user base. 

Achieving growth, Ginn said, is not just a matter of securing new customers, but a matter of securing new customers and then engaging them. 

For successful growth hacking, growth hackers need to build a self-perpetuating growth machine. If growth hacking is a buzzword, it is both an art and a science that combines the concepts of social media monitoring and social engineering to create growth at an accelerated rate. It's about experiments. If something doesn't work, ditch it. 

Not only do growth hackers need to know about growth hacking, they also need to know about growth hacking's core tenet of reporting passion as a metric for sustainable growth. 

The goal of growth hacking is to build a self-perpetuating growth machine that can scale up to millions of people by itself. Growth hackers are stories tellers, said Growth Hackers president and co-founder, Arianna Handarpour. 

There's a lot of confusion over the term, said Rhian法兰西斯, a startup coach and growth hacker who has worked with Microsoft, PETRONAS and IBM. "As a great growth hacker is not necessarily a startup coach or advisor. It's about marketing and acquisition, and being able to follow the success or failure of things like landing pages, viral content, general chicken and half rate. 

While most small-business owners say they hope to grow their businesses in the next few years, many report they are passing it to their own children someday, in spite of most (39 percent) having yet to pass it to their children. By comparison, 65 percent of older small-business owners say they hope to pass down their businesses to their children.

"A great growth hacker is a person who understands not only the tools behind the scenes, but who understands how to use the tools," said Ginn. "And of all startups operating in the valley, are using growth hacking. But it's not just growth hacking."

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