



Welcome to Strategically Speaking

Welcome to Strategically Speaking! I'm Sean Atkinson, and I'm thrilled you've opened this newsletter because this week we're talking about overcoming the challenge of lack of expertise.

In life, we all serve as examples—sometimes it's an example of what to do, like in this success story we're sharing today. You might think it's a strategy only available to big brands with even bigger budgets, but that's definitely not the case.

Overcoming lack of expertise is something that small businesses face too, and there are ways to overcome it.

Case Study Example: Revel Systems

What They're Doing Right

The Strategy

Let's take a look at how Revel Systems, a Shark Tank contestant, addressed the challenge of lack of expertise:

1. **Identifying the Gap:** Lisa Falzone co-founded Revel Systems to modernize the point-of-sale market with no prior experience in the tech industry. She

identified a significant gap in the market.

2. **Acquiring Expertise:** Lisa and her team learned and innovated, acquiring the necessary expertise to build a successful tech company. They leveraged industry knowledge and partnerships to gain credibility.

Why You Should Care

These examples show that with the right strategies and mindset, small businesses can overcome common challenges and achieve success. By focusing on learning and innovation, you can overcome the challenge of lack of expertise.

Apply This Strategy to Your Business

As a subscriber, you might be wondering how you can apply these strategies. Here are some actionable steps you can take:

1. Identify Your Audience:

- Ask yourself: Who are they, and what do they care about?
- Ways to take action: Conduct surveys or engage with your audience on social media to gather insights.

2. Choose the Right Strategy:

- Ask yourself: How can acquiring expertise help you?
- Ways to take action: Identify gaps in your knowledge and seek out learning opportunities.

3. Plan Ahead:

- Ask yourself: What resources do you need, and what is your timeline?
- Ways to take action: Create a detailed project plan with milestones and deadlines to stay on track.

Questions to Consider:

- **Ask yourself:** What partnerships can you leverage to build credibility?

- Ways to take action: Look for local businesses or industry influencers who can provide mutual benefits.
- **Ask yourself:** How can you ensure consistent growth and financial stability?
 - Ways to take action: Implement a robust financial management system and regularly review your financial health.

Get Strategy And Implementation Support For Your Business

Through Majority Media, I partner with new and existing businesses to drive the results you dream of. I start with an evaluation of where you're at now and end with a customized strategy based on where you want to be — your goals, your budget, and your timeline.

If you'd like to talk more about these strategies or explore how I can help you gain the clarity you need to take action with confidence, check out the options below:

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120 Elgar Pl., Bronx
United States of America



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