

**Aldonna R. Ambler, CMC, CSP**  
**The Growth Strategist™**

**21 Ways to Grow**

	<i>APPROACH</i>	<i>SURVIVAL</i>	<i>GROWTH</i>
1.	Promotion of existing products to existing customers and/or markets		
2.	Promotion of existing products to new markets		
3.	Promotion of new products to existing customers and/or markets		
4.	Promotion of new products to new markets		
5.	Improved quality control		
6.	Improved customer service		
7.	Increased control over distribution channels		
8.	Franchising or Licensing		
9.	Geographic Expansion		
10.	Specialization		
11.	Diversification		
12.	Improved Efficiency		
13.	Investment Outside of the Core		
14.	Joint Ventures		
15.	Strategic Alliances		
16.	Mergers		
17.	Acquisitions		
18.	Rollups		
19.	Equity Deals		
20.	Sponsorships		
21.	Initial Public Offerings		

