

Hi

Your company is like Anusol

Sorry to break it to you, but, yes, your company is like Anusol.

What problem do you solve?

What pain in the arse do you relieve?

Whilst I'm not a doctor or a pharmacist, I understand that if you have a pain in the derriere, you buy Anusol and it solves the problem.

So, think about it, what is your client's pain in the arse and how do you solve it?

You will only have a really successful business if you solve or ease a burning problem that potential clients have.

My previous business (WhichBingo) solved the problem that bingo players needed a trustworthy guide to where to find their next new bingo site.

The problem I now solve is business owners like you not knowing how to take that 'next big step', often caused by 'it's lonely at the top'. If you need me to help you solve this problem for you, [give me a call](#).

So what is your business the Anusol of?

Chicken of the Day

The only Business Coaching newsletter with a chicken picture in every one!



This is Agnes. She is a Lakenvelder and lays slightly off-white eggs. She's particularly special to us as we hatched her from an egg last summer (our first one !)

What would you like to see/hear from me?

Any topics, pharmaceutically-themed or not, that you would like me to cover in a future 'Nous Of Fraser', please let me know.

Thank you to those who have already made suggestions. I will be writing on those topics very soon.

Cheers

Phil

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Join me on [LinkedIn](#)

See my [YouTube Channel](#)

PS And of course, if you, or any of your contacts, need help getting to 'the next stage' in their business journey, please drop me an [email](#) or give me [a call](#) for a no-obligation chat.

PPS If you missed any previous issues of the 'Nous Of Fraser' newsletter you can find them all [here](#).

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