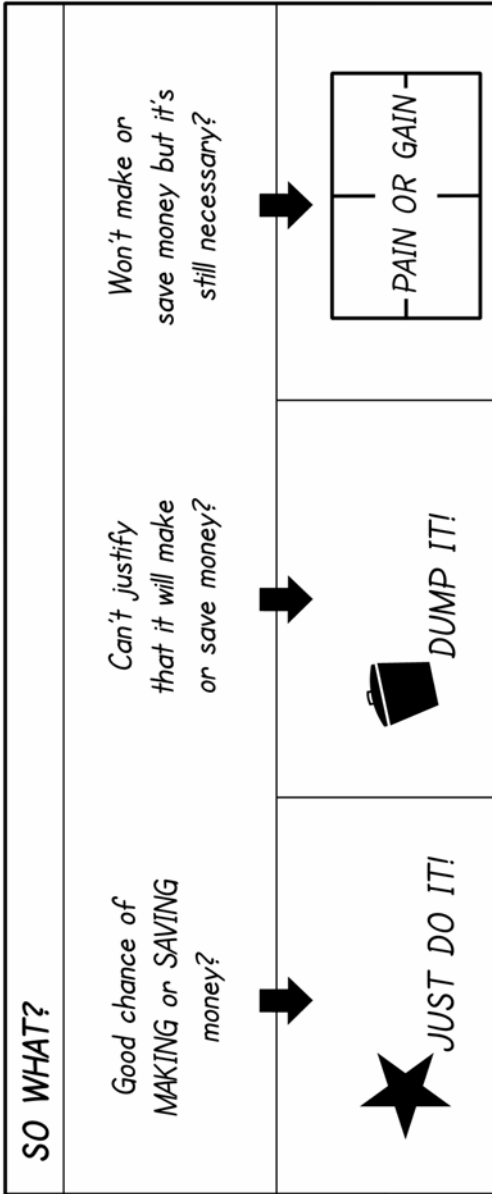
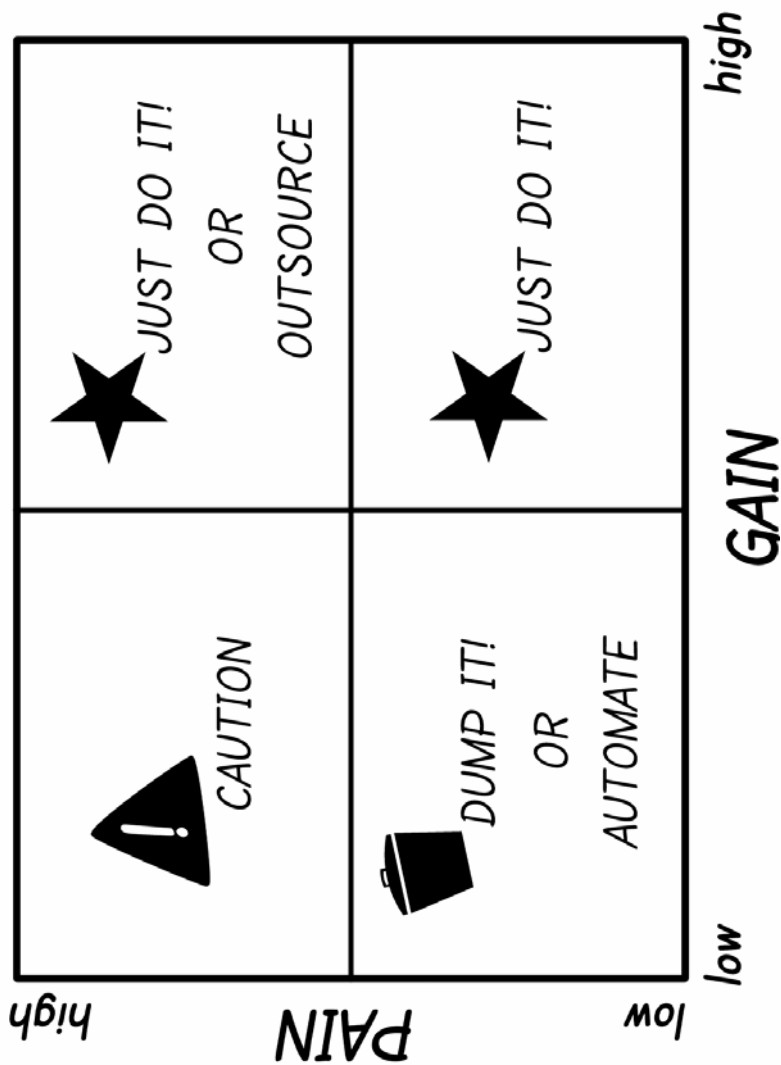
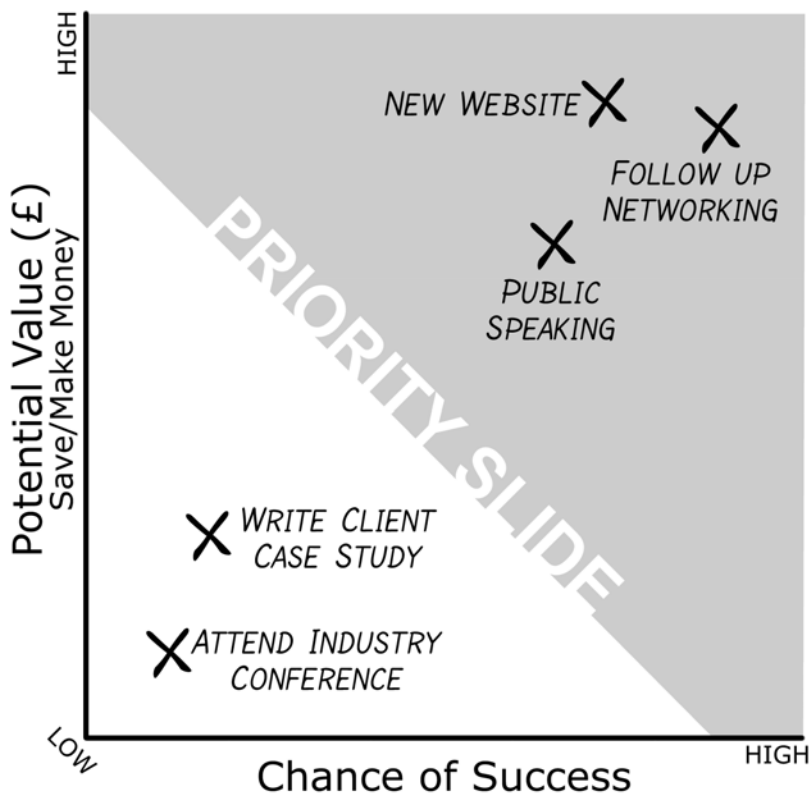


MAKE MONEY	SAVE MONEY	NECESSARY	COST MONEY
<p>Need proof that this task has made money in the past with a high likelihood of it making money if implemented.</p> <p>➔</p> <p>★ JUST DO IT!</p>	<p>Need proof that this task will reduce costs or save time and money if implemented.</p> <p>➔</p> <p>★ JUST DO IT!</p>	<p>Tasks that are needed because of Promises, Protocol (legal etc) or Processes (how you work)</p> <p>➔</p> <p>— PAIN OR GAIN —</p>	<p>Don't fit the other categories. These tasks may have been suggested by the boss or are just bad habits.</p> <p>➔</p> <p>SO WHAT?</p>









Read this book for more on these tools...

a Lean Marketing™ *toolbook*

**THE**  
**SMALL**  
**BUSINESS**  
**DETOX**

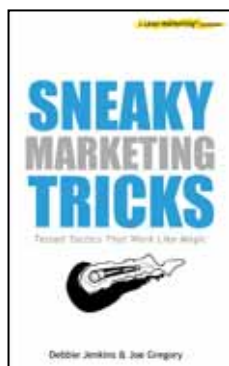
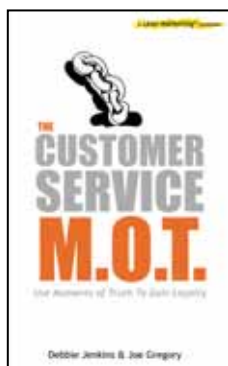
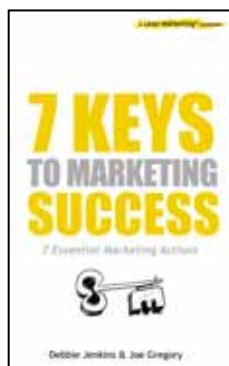
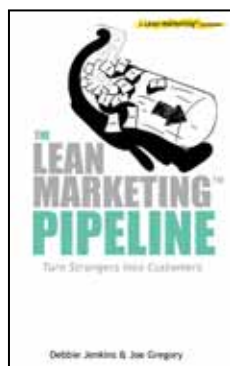
A black and white line drawing of a beaker or test tube. The beaker is filled with a liquid that has a thick, bubbly foam on top. On the front of the beaker, there is a black radiation warning symbol (a trefoil). The beaker sits on a small black circular shadow.

*Do Less. Spend Less. Get More.*

Debbie Jenkins & Joe Gregory

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Collect the complete set...

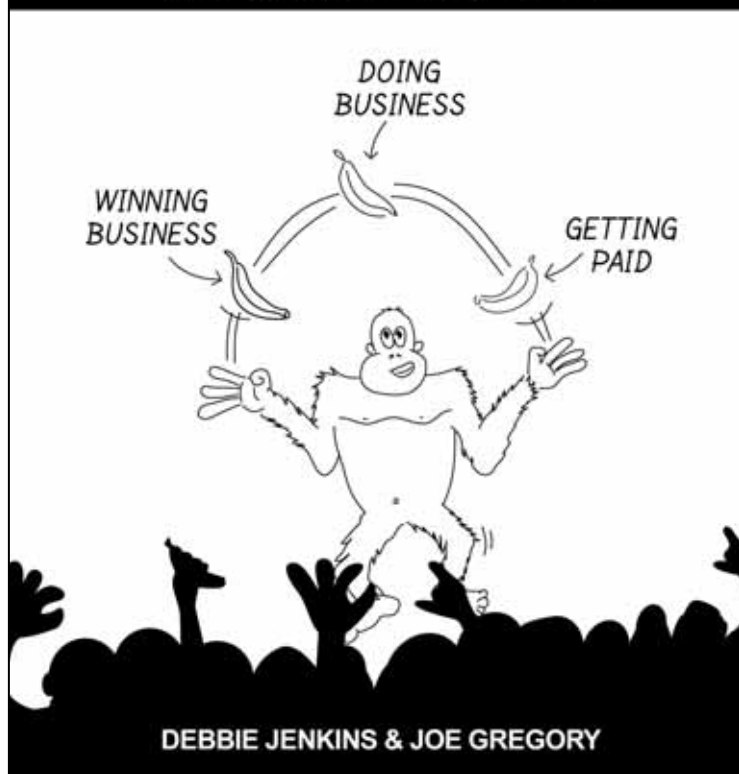


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