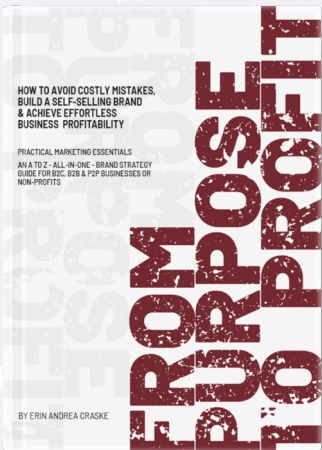


BUSINESS ESSENTIALS



'FROM PURPOSE TO PROFIT' is now available on The Great British Bookshop and all Amazon regional sites and in retail globally via The Great British Bookshop's and IngramSpark's networks, offering accessibility and convenience to English-speaking business professionals worldwide.



Erin Andrea Craske is an award-winning strategist, business author, and designer with a 20-year career in the industry, rising to Global Head of Consumer Brands. Her repertoire encompasses over 40 industry-leading brands spanning diverse sectors. Her expertise extends to strategic development, profitability, leadership, and communication. Armed with an honours degree in higher education and 16 years of successful leadership, coaching, and mentoring experience, Craske has emerged as an ICF-certified business and leadership success coach, mentor, trainer, speaker, advisor, and educator. She empowers ethical and positive-impact-driven business leaders to to live, lead, and create effortlessly, be their best selves, and achieve profitable success on their own terms

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From Business Struggles To Effortless Profitability - Unveiling the Ultimate A to Z Strategy Guide

The only book you need to succeed in your strategic efforts - an all-in-one solution tailored for time-starved impact-driven brand owners and business professionals aiming for business visibility, longevity, and profitability while avoiding business-detrimental mistakes.

Approximately 50% of small businesses fail in the first three to five years, with around 80% of these failures attributed to branding and marketing issues. This critical period is known as a strategic planning period. In essence, businesses that neglect strategy and undervalue marketing knowledge will likely go bust.

In a world brimming with potential, too many companies stumble on the same basic errors - blinded by ignorance, swayed by fleeting trends, or shackled by immediate gains. These hidden pitfalls sabotage businesses, driving teams towards exhaustion and quiet quitting. Yet, the key to evading these pitfalls is remarkably within reach.

Authored by Erin Andrea Craske, an executive coach and formerly an award-winning strategic marketing executive, this guide distils two decades of in-depth knowledge of business strategy, profitability principles, and brand passion into a practical and comprehensive journey.

This essential book stands out in the midst of marketing noise, uniquely designed to equip brand owners with:

- The foundational principles of business, brand, marketing, launch, portfolio, and communication strategies;
- An easy-to-digest format, presenting information in a simple, down-to-earth, practical, and informal way.
- A blueprint that merges concise structure with skimmable design and powerful insights, blending theory, practical knowledge, research data, case studies, inspirational quotes, classic frameworks, and actionable steps.
- Strategic, psychological, and customer-centric wisdom, providing the mindset and skills necessary to navigate challenges.
- Coaching questions, research techniques, and the reasons 'why' behind recommendations, as well as common errors with mitigative actions.

Backed by 20 years of strategic business experience, an honours degree in high education, along with 16 years of coaching,



'FROM PURPOSE TO PROFIT' isn't just a practical guide; it's a strategic insight that empowers brand and business owners offering knowledge, skills, and tools required to construct self-selling brands, establish profitable longevity, thrive in saturated markets, and sidestep business-threatening errors.

educating, and mentoring teams, this essential business book will:

- Provide practical tools and knowledge while walking the reader through an easy step-by-step process of creating a strategy;
- Aid to grow comfort around making strategic decisions and explain the connection between strategy, business longevity, profitability, and return on investment;
- Help build confidence to challenge the competition and conventional thinking to create a self-selling brand;
- Shift perspective from business to customer-driven and enable to form a strategic mindset rooted in customer empathy;
- Empower to live and breathe the business purpose by turning beliefs into a tangible contributions; and
- Demonstrate how to inject meaning into the business journey, making it more fulfilling and enjoyable.

This all-in-one solution meets the needs of busy, time-constrained professionals by offering a comprehensive repository of valuable, bite-sized information. It caters to young and mature, small-to-medium-sized businesses across various sectors, as well as entrepreneurs seeking to craft winning business plans. Business coaches and consultants will equally benefit from this valuable information.

FIREBIRD BOOK AWARD WINNER in Marketing & Public Relations, Entrepreneurship & Small Business, and Book Interior Design Nonfiction categories.

I HAPPENED TO WITNESS TOO MANY COMPANIES ENGAGING IN FIREFIGHTING AND, OFTEN, EGO-DRIVEN, CLUELESS TACTICAL MANAGEMENT. IT'S A SHAME THAT PEOPLE DON'T REALISE THAT RUNNING A BUSINESS STRATEGICALLY IS ACTUALLY MUCH EASIER, LET ALONE MORE SUSTAINABLE AND PROFITABLE. WRITING THIS STRATEGY GUIDE WASN'T ONLY ABOUT PROVIDING PRACTICAL KNOWLEDGE BUT ALSO ABOUT HELPING DEVELOP EMPATHY, GAIN STRATEGIC BUSINESS CONFIDENCE, AND BRING SATISFACTION FROM RUNNING A BUSINESS - ONLY A MERE FEW BENEFITS THAT HAVING A STRATEGY BRINGS.

— ERIN ANDREA CRASKE

TRIGGER WARNING: The guide references alcohol, tobacco, and sexual goods that may not be suitable for readers sensitive to these product categories.

PLEASE DOWNLOAD THE BOOK PRESS KIT, THE FIRST SAMPLE CHAPTER, BUSINESS CV, CASE STUDIES, MARKETING FRAMEWORKS AND QUOTES, AND COMPLEMENTARY MATERIALS FROM
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