

# This week in small business: Old school principles, surprise facts, 100 SEO factors and more!



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Surprising facts, an unconventional formula, old-school leadership principles, and over 100 Google SEO factors are included in this week's gaggle of great guidance. Scan it from top to bottom to find the information that will propel your business in the coming weeks.

## Leadership, management, and productivity

Increased productivity makes good sense and it adds dollars and cents to your bottom line. Payal Sondhi [shares five strategies](#) to boost productivity on your team.

But if you want to work with just one big idea to increase output, hear what Joel Carnevale has to say about [narcissism](#) as a productivity killer.

In her Forbes article, Denise Lee Yohn [details six surprising facts](#) that explain the secrets to the success of Trader Joe's.

Diversity is proven to help boost success and with the advice in [Grace Donnelly's article](#), you can add some variety to your team.

If you can spare five minutes, you should give Jeff Rose's [approach to journaling](#) a try – you may find that it gives you more energy and focus.

Thinking of tapping the burgeoning freelance market? Luke Tierney [details four things business owners must know](#) about the scene.

Some things never change but it's critical to know which things those are. In this essay, John Boitnott outlines [four old-school leadership principles](#) that still hold true today.

## Marketing and sales

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Even though Lauren Coulman says that "Purpose marketing is an oxymoron," she relates several strategies to [ensure that it's not merely a fad](#).

In this installment in Entrepreneur's *\$0 to \$1,000 in a Day* video series, Andrea Huspeni [talks to Trevor Chapman about the marketing method](#) you need to use to grab people's attention.

Ann Smarty gives us [three ways to get more comments](#) on our Facebook posts, and increased engagement is always a good thing.

[Nikki Baird asks retailers](#) about the specific initiatives they are taking that will lead to sales and how do they expect them to lead to sales. Remember, sales is an outcome, not a strategy, she cautions.

In his infographic, Andrew Hutchinson lists more than [100 Google SEO success factors](#) and ranks them.

## Entrepreneurship, startups, and innovation

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Seven thriving women entrepreneurs break down how becoming your own boss can be the ultimate in self-care in [this piece by Lisa Gordon](#). For more from a women's perspective, check out how Garnysh CEO Meeta Vengapally [navigates male-dominated Silicon Valley](#).

Mary Juetten has a good series on startup success and [in this article](#), she discusses the importance of signed contracts.

Co-Founder and CEO of Wve Labs Dave Shah has some excellent advice on [how to maintain your company culture](#) as your startup scales.

Alexandra Kirkman [tells the story](#) how a savvy female entrepreneur created the world's next "it" bag.

Good news! Entrepreneurs can actually find time on their schedules for [some summer fun!](#) Or so contends Brendan M. Egan.

Want a little "outside the box" thinking? Jolie Dawn says that one part of entrepreneurial success is hard work and offers an [unconventional formula](#) for the other part of success.

Dig into some digital lessons to boost your chance at startup success. Lydia Belanger lists [15 of the best and most unusual](#) online courses.