

JOSEPH ANDERSON

Joseph Anderson is the founder and CEO of Connex ECommerce, a company with a mission to help ecommerce businesses thrive. He is the creator of a suite of products to eliminate manual data entry, and forecast sales and profits for online businesses.

Since 2010, Connex has supported over 5000 small businesses worldwide. Joseph published his first book "The \$20 SaaS Company From Zero to Seven Figures Without Venture Capital" in 2021.



connexcommerce.com



FIRING YOUR WAY —TO— SUCCESS

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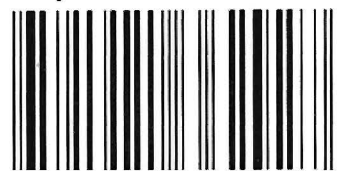
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Firing Your Way to Success is about dropping the dead-weight that is holding you back from getting your business to the next level.

Many business owners believe the key to success is creating new products, selling on more selling channels, hiring more employees, and obtaining thousands of disloyal customers. I believe the key to success is hiring experts and signing up customers who believe in your product.

As a business owner, I worked with underperforming employees, vendors who failed to meet expectations and customers without setting boundaries. All these forces dragged me down to a lower level. I worked overtime to please customers, perform the work of employees while paying them, and I paid vendors without a return on investment. In this book, I will show you how to hire and maintain quality employees, set-up key performance indicators for your vendors, and set boundaries with customers. You will learn when it's time to part ways with a vendor, employee, or a customer. I will show you how clear communication and setting expectations will take back your time, so you can grow your business.

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HOW GETTING SMALLER
CAN HELP YOU GROW

FIRING YOUR WAY —TO— SUCCESS



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