

Wallace Morgan: The Unwritten Rules of Entrepreneurship

Written by Australian Business

NEW YORK, NY, August 30, 2014 **/24-7PressRelease/** -- When growing a business a range of challenges will be faced. As a business grows, different problems and opportunities demand different solutions; what worked a year ago might not be the best approach now. Recognising and overcoming the common pitfalls associated with

[business growth](#)

is essential for continuous growth and success. Crucially, a business owner will need to ensure that the steps taken today won't create additional problems in the future. Effective leadership will ensure opportunities are used fully and sustainable future growth will be achieved.

The journey as an entrepreneur will face many challenges. [Wallace Morgan](#) highlights some of the less common rules of running a business that could help future entrepreneurs.

- Make sure there is always a wise guy in the room - running a business isn't easy and sometimes you need someone who can lift spirits or know what to say when there is silence in the room. If a business has one, they must keep hold.

- Good workers come to work every day, great workers have your back - when starting a successful business, as the owner, it is difficult to take time off. Taking time off can be a real challenge for entrepreneurs. The truly successful entrepreneurs will find a way to have incredible workers who will run the ship in the absence of the owners.

- Share the good and bad news with your workers - while non-disclosure and confidentiality are paramount to a business and its success, there comes a time when you have to level with your workers. Key workers should be brought into the fold when really big things are happening in your business.

New York based firm Wallace Morgan has built a reputation among Fortune 500 clients for providing dynamic and personal marketing solutions. The firm has a foundation of over 10 years working in marketing and sales and at the core is a solid management group with experience and education. Wallace Morgan achieves quality results for their clients with professional events, promotions and brand awareness campaigns. The firm have equal experience in reaching both consumer and corporate level audiences.

Wallace Morgan support entrepreneurship through the firm's management training program that offers extensive hands on sales and marketing training to individuals looking to broaden their skill set. The program is an accelerated course lasting 6-12 months taking an individual from

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entry level to a senior position.

About Wallace Morgan: <http://www.wallacemorgan.com/#section-about>

Wallace Morgan is an outsourced sales and direct marketing firm. The firm generates quality sales and offers a high ROI for their clients. The firm connect with their clients and consumers directly through face-to-face interaction and this creates lasting and personal relationships between brand and consumer.

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