


# Out of the box



## Get Connected!!

It's no secret that small businesses are the engine of the American economy. Author of the bestseller, *The World is Flat*, Thomas Friedman was recently quoted as saying, "Good paying jobs don't come from bailouts, they come from start-ups.

Start-ups come from smart, creative, inspired risk takers." Now is a great time for meaningful growth and expansion of existing companies, or the development of new ones, in Cody!

One outstanding opportunity available to local entrepreneurs is the great access afforded through telecommunications. Qwest and Bresnan, through their nationwide networks, have formed the nucleus of solid connectivity for the area. Over the last several months, TCT-West's fiber optic project takes already great connectivity and makes it exceptional. Few communities have the option of choosing from three first-class providers.

So how do you make this transition to the world of cyber-business? Start by thinking deeply about your product or service and who your customer is. Where do they live? How often do they buy?



### cutline?

What makes your product stand out to them? Knowing the answers to these questions allows greater choices in how you can serve their needs. How can you alert them to specials, new products, or actually take their order from the convenience of their home? Many Cody businesses serve a customer they see rarely or maybe only once. How do you establish and maintain a relationship with them? Global connectivity provides you with that avenue. But you have to be creative.

It's been said that when opportunity knocks, be ready to open the door. This is the perfect time to examine your current business model and see how "connectivity" applies to the delivery of your product or service. And as options for connectivity become available, be ready to answer. It may be your pathway to a more profitable future.



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