

## Business growth leader Dean Seddon plans to help one million businesses grow.

The ambitious goal is part of a decade long plan for Dean's business, Maverrik



**London, Oct 15, 2019 ([Issuewire.com](http://Issuewire.com))** - Every business knows that they should have a business plan, in fact in order to finance the expansion of a business, it is essential if you want investors and financial institutions to take you seriously.

Yet, for many businesses, a business plan is just a set of numbers and plans which are never translated into real actions which are carried out in the business daily. This results in unstable revenues as well as wasted time and money.

This is why, Dean Seddon, CEO of Maverrik has set an audacious goal to help one million businesses grow.

"Businesses have to get to grips with their own marketing. Marketing is an essential pathway to growth. Many approach marketing like Magpies, they get drawn in by shiny things, but never really get the results because of their fascination with shiny stuff distracts them from the goal - increase profit and

revenue".

Over the past two years, Maverrik has been delivering training across the UK and Europe, their course Win your next Client on LinkedIn, which was launched in 2018 has garnered over 5,000 students, with a 5-star rating on Trustpilot. The Maverrik team intend to scale their ideas to help more businesses, not just in the UK and Europe but into the United States too.

"When you set a big goal, it forces you to think differently about your business. It challenges to make decisions differently and, importantly, helps you realise that what got you here, won't get you there".

Dean's view on business growth is clear before a business can even consider growing, it has to get a clear strategy for the future of the business, not just 'more business'. As a business grows it attracts all kinds of customers, not all customers can be profitable.

"We fundamentally believe that to build a business you have to know exactly who you are, the problems your solution can fix and a consistent battle-plan to acquire more of the right customers. If you don't get that right, you can ruin a business.

With the digital revolution upon us, businesses now have many different channels they can use to promote their products and services, but how does a business decide what is best, Dean believes it starts at the beginning.

"If a business wants to grow, marketing is the answer. Whilst there are many different channels, it isn't always about more. We've worked with clients where the focus has made the difference, no new activity, no real new expenses, we made one small change to their marketing doubled their revenue in 12 months."

Dean is under no illusions about the scale of the goal, in fact, their goal is forcing Maverrik to adjust its business model where they give away more free of charge in order to achieve the goals.

"We know it is a totally crazy goal. We're rebuilding our website and business infrastructure to take on the challenge, what we do recognise is that to reach our goal of helping one million businesses grow, we have to raise our game to realist it"

Maverrik, led by Dean Seddon, operates out of London, Plymouth and Austin. They currently host training events in 25 cities each year. The main training delivered by the company focused on Business growth topics and social media, these include Client Attraction Strategy, Win your next client on LinkedIn, Growth Hacking Bootcamp and Learn to Leverage Instagram. The company also provides a number of training articles and videos on its website and social media channels.

For further information, please visit [maverrik.com](http://maverrik.com).



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Source : Maverrik LLC

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