



# Double Double: How to Double Your Revenue and Profit in 3 Years or Less

*By Cameron Herold*

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## Double Double: How to Double Your Revenue and Profit in 3 Years or Less By Cameron Herold

A step-by-step guide to enjoying the roller-coaster ride of growth -- while getting the most out of life as an entrepreneur. A growth-focused approach: The book is divided into three sections, which cover planning for fast growth, building a company for fast growth, and leading for fast growth. Each topic the author covers -- from creating a vision for the company's future to learning how to generate free PR for a developing company -- is squarely focused on the end goal: doubling the size of the entrepreneur's company in three years or less. A down-to-earth action plan: Herold's experienced-based advice never gets bogged down in generalities or theory. Instead, he offers a wealth of practical tips, including: How to design meetings for maximum efficiency; How to hire top-quality talent; How to grow in particularly tough markets; How to put together a board of advisors -- even for a smaller company; How even the busy entrepreneur can achieve a work/life balance.

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### **Editorial Review**

#### **Review**

Check out the author's website for more information about Cameron Herold's book. "If you do what I suggest in this book, you-like myself and other entrepreneurs I've coached-will double the size of your company's revenues and profits, and the amount of free time for you and your employees." - --Cameron Herold

#### **About the Author**

**Cameron Herold** has taken twenty years of experience operating some of the biggest business success stories in North America and turned it into a flourishing career as both a business consultant and a motivational speaker. Cameron is a business coach and mentor to several fast-growth businesses and a CEO coach to large corporations throughout Canada and the United States.

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