bidder? Or by negotiating with the right customers? Decide what you want your reputation to be.

2. Recognize your special ty or niche — To be seen as the best choice, your customer must be made aware of your areas of

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George Hedley is a professional construction BIZCOACH and industry speaker. He helps contractors build management teams and get their businesses to work for them. He is the bestselling author of "Get Your Construction Business To Always Make A Prof t!," available on amazon.com. Email Hedley at <u>gh@ hardhatpresentations.com</u> to sign up for his free e-newsletter, start a BIZCOACH program, attend a Wealthy Contractor BIZ-BUILDER Boot Camp, or get a discount at hardhatbizschool.com online university for contractors. Visit hardhatpresentations.com

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