

A woman with short, light-colored hair and round glasses is looking thoughtfully to the side. She is wearing a dark, textured, sleeveless top. The background is a blurred outdoor setting with a warm, golden light. The text "SEIZING OPPORTUNITY" is overlaid in a large, white, serif font across the middle of the image.

SEIZING  
OPPORTUNITY



# OPPORTUNITY IS KNOCKING

*Entrepreneurship is all about taking risks and creating value. An entrepreneur must be constantly on the lookout for new opportunities that can help them achieve their goals. Opportunities can come in many different forms, such as a new market, a new product or service, or even a new partnership. Seizing these opportunities can help an entrepreneur grow their business and take it to the next level.*

## RISE ABOVE THE COMPETITION:

*One of the most significant benefits of seizing an opportunity is that it allows an entrepreneur to differentiate themselves from their competitors. By being the first to enter a new market or offer a new product or service, an entrepreneur can gain a competitive advantage over their rivals. Additionally, seizing opportunities can help an entrepreneur to grow their business and increase their revenue. By diversifying their offerings or expanding into new markets, entrepreneurs can increase their customer base and generate more sales.*



# FAST FACTS

THINK YOU CAN AFFORD TO PASS UP OPPORTUNITIES AS AN ENTREPRENEUR? THINK AGAIN. HERE ARE SOME STATISTICS ABOUT THE POWER OF OPPORTUNITY:

THE TOP REASON STARTUPS FAIL IS **A LACK OF MARKET NEED FOR THEIR PRODUCT OR SERVICE**, WHICH INDICATES THAT ENTREPRENEURS MAY HAVE MISSED THE OPPORTUNITY TO SEIZE A MARKET NEED. (CB INSIGHTS)

COMPANIES THAT ARE GOOD AT SEIZING OPPORTUNITIES **GENERATE 30% HIGHER REVENUE GROWTH AND 50% HIGHER PROFIT MARGINS** THAN THEIR COMPETITORS. (DELOITTE)

**75% OF SUCCESSFUL CEOs CONSIDER OPPORTUNISTIC GROWTH TO BE A TOP PRIORITY FOR THEIR COMPANIES.** (MCKINSEY & COMPANY)

COMPANIES THAT INVEST IN INNOVATION AND SEIZE OPPORTUNITIES **GENERATE 53% HIGHER REVENUE GROWTH AND 36% HIGHER PROFITABILITY** THAN COMPANIES THAT DON'T. (PWC)

# How to

# Seize Opportunity Effectively

## Stay Informed

To seize an opportunity, an entrepreneur must stay informed about the latest trends and developments in their industry. This can involve attending conferences, reading industry publications, and networking with other professionals.

## Be Proactive

Opportunities rarely come knocking on the door. Entrepreneurs must be proactive and seek out opportunities themselves. This can involve reaching out to potential partners, exploring new markets, or experimenting with new products or services.



# Be Adaptable

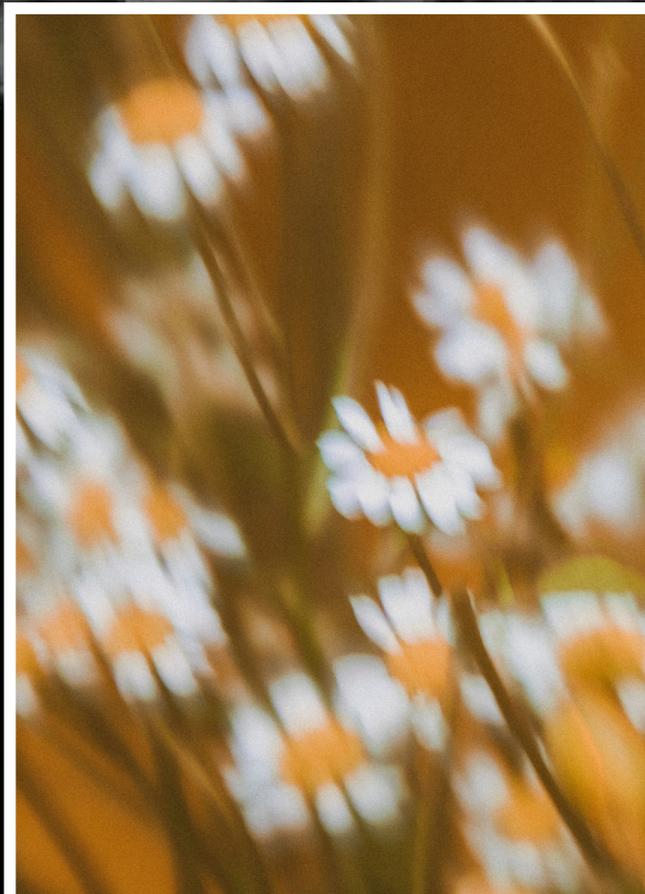
OPPORTUNITIES CAN COME AND GO QUICKLY, SO ENTREPRENEURS MUST BE ADAPTABLE AND ABLE TO PIVOT THEIR BUSINESS QUICKLY TO TAKE ADVANTAGE OF NEW OPPORTUNITIES.

# Stay Focused

ENTREPRENEURS MUST STAY FOCUSED ON THEIR LONG-TERM GOALS WHILE SEIZING OPPORTUNITIES. IT CAN BE TEMPTING TO JUMP AT EVERY OPPORTUNITY THAT COMES ALONG, BUT ENTREPRENEURS MUST BE STRATEGIC AND ONLY SEIZE OPPORTUNITIES THAT ALIGN WITH THEIR OVERALL VISION AND MISSION.

# TAKE CALCULATED RISKS

SEIZING AN OPPORTUNITY OFTEN REQUIRES TAKING RISKS, BUT ENTREPRENEURS MUST BE CAREFUL NOT TO TAKE ON TOO MUCH RISK. CALCULATED RISKS INVOLVE CAREFULLY WEIGHING THE POTENTIAL BENEFITS AGAINST THE POTENTIAL COSTS AND MAKING AN INFORMED DECISION.



# *About Us*

SACRED FIRE CREATIVE IS A PORTLAND, OR-BASED DIGITAL MARKETING AGENCY THAT'S FOCUSED ON CREATING LEGACY – FOR YOU AND YOUR BRAND. WE WANT YOU TO HAVE AN ONLINE PRESENCE THAT'S AUTHENTIC, RELATABLE, AND A FORCE FOR GOOD. AND WE WANT YOU TO HAVE A DEEP AND SOLID CONNECTION WITH A TRIBE THAT TRUSTS YOU AND IS LOYAL TO YOU.

OUR CEO AND DIGITAL STRATEGIST MALEE OJUA IS A ROCKET SCIENTIST, A SHAMAN, AND A CONNECTOR. SHE HAS A PASSION FOR FOSTERING RELATIONSHIPS BETWEEN BUSINESS OWNERS AND THEIR TRIBE. SHE INTENTIONALLY WORKS WITH PEOPLE WHO ARE LOOKING TO SERVE THEIR COMMUNITY IN A BIGGER WAY AND CREATE POSITIVE CHANGE IN THE WORLD.

LEARN MORE ABOUT THE WAY WE WORK BY VISITING  
[WWW.SACREDFIRECREATIVE.COM](http://WWW.SACREDFIRECREATIVE.COM).



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