

## About Our Origin

Contributed by Andrew  
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Being in a small business today is as competitive as it has ever been. Each day many new small businesses start and many more end their small business. The words customer retention has never meant more in this expanding world of small business. What can you do that the Big Companies over look? For the Small Business Owner it's all about customer service and making your potential customers feel important. Being dynamic is easier for the small business as usually you are prepared to cut through the red tape and go that extra mile for you customers. Whether you are a traditional small business or infact one of the new generation webpreneurs, the internet will be one of your best marketing tools. Our Orgin is here to help to guide you onto the internet to help increase your exposure to new customers and new advertising media. Once you understand how the internet can help your small business, you will never turn back to conventional methods of advertising and customer communications.

For the average web-surfer the internet is like opening a book that you can't put down. However, once they master the basics and gather tools to help navigate the vast number of internet pages their web searches will become more focused. For a small business, providing content to capture passing visitors is the key to maintaining customer retention. Although Our Orgin cannot help you write the content for you web site, we can impart a few small business ideas to help you bypass the distractions you may encounter along the way. Given a small percentage of small business ideas are ever successful, it is important to maximize your time with the business by not randomly wading through information and advertising on the internet.

We hope by using this site, Our Origin can provide the information you need to get started, succeed and master the internet for the benefit of your small business.