

# Advantages of Using Temporary Help During a Slow Economy

**B**usinesses are faced with challenges every day: Inventory turnover (or not), staff problems, shrinking margins, encroaching competition, achingly slow or non-paying customers, and on and on. Running any business successfully is not for the faint of heart – it is for the lion-hearted, positive, enthusiastic and the smart.

It's time to take the wheel and steer in the direction of your business or career goals. Creativity is the watchword! What are your goals? What needs doing right now that will further your goals?

Using temporary staff has been key to our company's success. These "contingent" employees have helped us transform our business into a more powerful and effective business service.

How many times and ways have we used temporary staff to help us out? Catalog design/development, telephoning-updating client/prospect DB information, file reorganization, postcard labeling, stuffing folders for tradeshow, printing, stapling and collating handouts, creating mail stuffers and vacation backup.

Using staff only when we need them – especially during this period – has really helped us to save enormous time, get things done, tap into expertise not on our staff, and even try employees in anticipation of future hire.

Taking charge of your business, making creative, positive changes during slow economic periods, and employing the resources available such as "at your convenience" staff, can result in a greater harvest when the "weather" changes again.

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