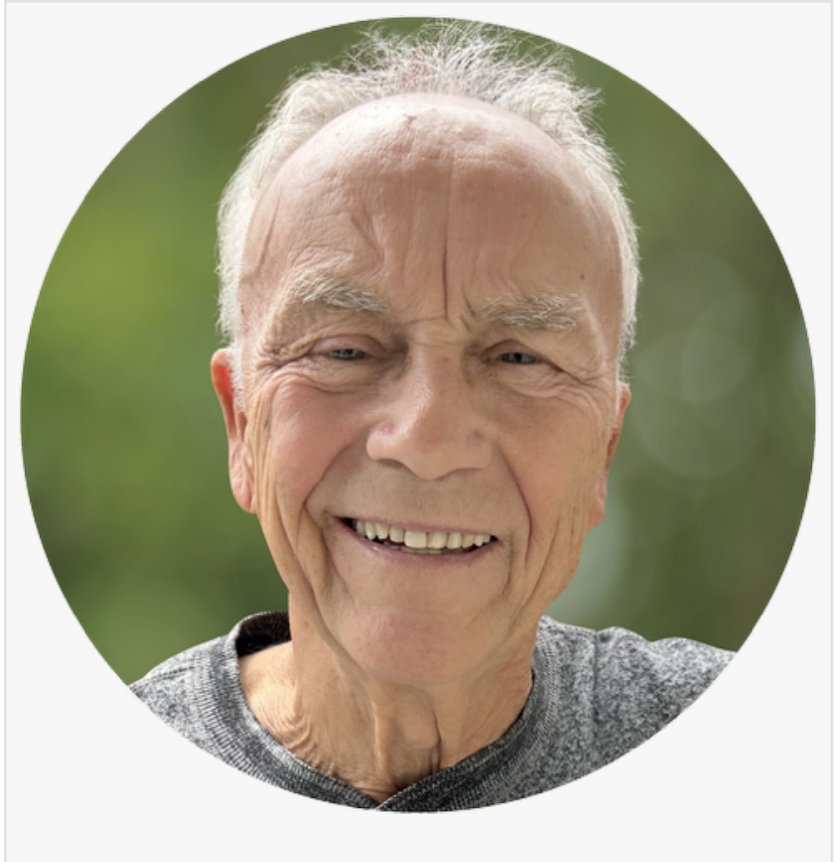


# John L. Ugyan Introduces 'The Robin Hood Method – Raiding and Poaching Strategies to Enrich Your Small Business'

*Innovative Guide Empowers Small Businesses to Thrive by Emulating Top Competitors*

UNITED STATES, June 19, 2024  
/EINPresswire.com/ -- Esteemed author and former banking executive, [John L. Ugyan](#), is thrilled to announce the release of his new book, "[The Robin Hood Method](#) – Raiding and Poaching Strategies to Enrich Your Small Business." This essential guide demystifies the path to business success, presenting practical strategies for small business owners to elevate their operations and maximize profitability.



"The Robin Hood Method" offers a revolutionary approach to business growth by encouraging small businesses to emulate the successful strategies of their most accomplished competitors. Ugyan explores practical tactics for raising prices without losing customers and sheds light on the pitfalls of traditional business plans. Key topics include accelerating revenue for new businesses and identifying "thirteen reasons businesses hesitate to raise prices when they should."

In addition, the book simplifies financial literacy, demonstrating how mastering 'business numbers' can be straightforward, enjoyable, and immensely profitable. By breaking down complex concepts into accessible lessons, Ugyan equips readers with the knowledge to enhance their financial understanding and drive their businesses forward.

John L. Ugyan brings a wealth of experience from his extensive career in banking, where he served as a commercial credit analyst, lender, and branch manager. Despite facing early

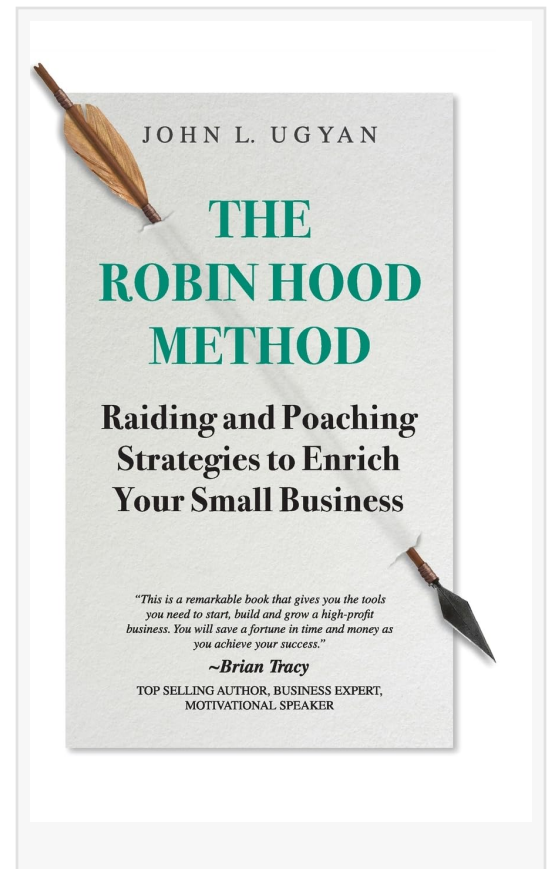
setbacks due to his introverted nature and limited marketing experience, John's resilience led him to collaborate with two fellow entrepreneurs. Together, they developed the Robin Hood Method—a simple yet revolutionary business approach inspired by the strategies of successful companies. This method helped John build and eventually sell a \$100 million enterprise.

In his retirement, John enjoys a serene life with his wife, spending winters in Mexico and summers in the Okanagan Valley in Canada. His hobbies include playing old-timer soccer, biking, chess, gardening, and reading.

John wrote "The Robin Hood Method" to share the invaluable insights he gained from building his business, aiming to help other small business owners avoid the challenges and stress he faced due to his initial lack of knowledge. This guide is designed to provide entrepreneurs with the tools they need to succeed without enduring the same hardships. The core message of "The Robin Hood Method" is that small business owners can gain specialized knowledge by learning from and enhancing the strategies of their most successful competitors. Much like the legendary Robin Hood took from the wealthy sheriff, today's entrepreneurs can 'steal' successful tactics and adapt them to enrich their own businesses.

John L. Ugyan's "The Robin Hood Method – Raiding and Poaching Strategies to Enrich Your Small Business" is an indispensable resource for small business owners seeking practical, profit-enhancing strategies. With clear, actionable advice and a wealth of personal experience, Ugyan provides a roadmap for achieving business success.

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