
MARKET FACTS!

MARKET FACT #248

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #248

75%

**of the small businesses in the
U.S.A. have ZERO employees.**

DATE: February 16, 2024

COMMENT: If you're thinking this is not a "big number", remember another serious factor: **"There are 32 MILLION small businesses in the USA today."** So basically there are individuals running "a job" on a daily basis but who are represented by a company ID to The Market. And just 1% make a million dollars. Deconstructing the market is a must if you want to be an Entrepreneur. Knowing this harsh reality shows also how most business owners in America – *the land of opportunity* – are actually thinking small, and may not be an ideal customer for those who think big and are B2B entrepreneurs. Remember: You'll have a hard time selling to those people. Why? Because they're small thinkers. It's the truth.

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE