

DISCOVER SECRETS!

THE MASTER TECHNIQUE TO WEALTH,
SUCCESS, & MAGNITUDE



• **BASIL ZAFF MBA** •

Thanks for downloading the free eBook

discover-secrets

This one-of-a-kind eBook is jam packed with tips, tricks and information that will definitely help you setup a solid foundation of your business. The aim of the eBook is to guide you – to show you the ins and outs of how you can set your business goals, why it is really important to have the business mindset, mistakes to avoid, and much more.

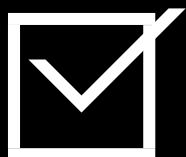
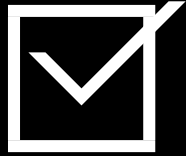
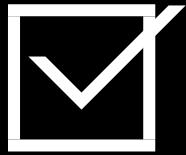
Please go through the eBook and let me know if there's any question. I am always here to assist you!

BASIL ZAFF

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Chapter 1 Starting Business Goals Is Crucial to Your Company's Success

If you're looking to start a successful company, you're going to need a business plan.

This seemingly-obvious statement is actually one of the industry's best-kept secrets, as young entrepreneurs jump head first into the market with no real strategy. Whether they're fueled by inexperienced naivety or by the misconception that ingenuity alone can create success remains to be seen.

What we can measure are the results.

And they're not good for new entrepreneurs.

Studies have shown that over 90% of businesses fail in their first ten years. That startling statistic alone should be enough of a wakeup call to new business owners. It's literally screaming that people aren't doing something right. It can be easy as an entrepreneur to blame your failures on the market.

People lost interest.

Nobody wants to buy ... anymore.

And while this can happen, the truth is that it's much more common that your failures are because of your own shortsightedness.

Too many entrepreneurs are unwilling to accept this bitter truth and fail to learn from their mistakes.

The result?

They never reach the success they're looking for.

Take it from someone who knows: true business success requires a plan.

And you need it from day one—so if you don't have a plan yet, it's time to get one. There's really not another moment to lose.

Below, we'll discuss some of the most powerful benefits of having a business plan. With this information in mind, you'll be able to start working on your own plan so that you can have better and longer-lasting success.

1. Plans Promote Unity

Importantly, having a business plan can unite everyone on your team under the same mission. By having a clear outline of what your company looks to do and how it plans to do it, everyone on your team can better do their part.

Let's face it: we all shut down when we're tasked with doing something we don't know how to do. This is even worse if we don't even know why we're doing it.

If we can't work with a clear goal and direction in mind, we'll grow to resent what we're doing and eventually quit.

It happens everyday.

And it can happen to your employees if you're making them work without a business plan. You need some structure in place so that everyone in your office or in your corporation has a clear understanding of his or her exact role and importance.

By letting your workers know how valuable they are to your business, you can get better work and retain quality workers who can help you achieve better success.

2. You Can Measure Your Progress

Much of this comes from the fact that with a plan you'll be able to measure your company's progress.

Think about it: if you don't have a plan to begin with, how are you even going to know if you're moving in the right direction?

You're not.

Too many businesses fail because their owners don't realize that they're seriously underperforming.

Many business owners start out setting the bar really low with their expectations, and once this is met, they don't ever realize that their company has room to grow.

By remaining content with their past successes, they fail to accommodate for a changing market and eventually find themselves going under.

By having a plan, you can prevent against this, as everyone on your staff will have clear standards in mind. You'll be able to better judge the performance of your workers, as well as the level of financial success you have.

Additionally, with a plan, you can tell if your business is moving in the right direction for sustained success. By establishing a benchmark for comparisons, your business plan can help guide your company in the right direction.

3. You Can Find Better Solutions

How can you find a solution to a problem if you don't even know what the problem is?

If you haven't established a business plan, you may realize that you have some issues within your company—but you won't be able to put your finger on what they are.

By measuring your company's current performance against established goals, you can diagnose areas that need improvement within your organization.

Once this is done, you can actively work with your team to find appropriate solutions that will help keep your business pointed in the right direction for long-term growth.

Without having a plan, you won't be able to do this, as you'll be unable to unite your team behind a common goal.

Though it may make sense in your mind, your employees don't have access to your mental vision for the company.

By writing it down, you'll allow them to better find solutions to pressing company issues. In this way, not only will you be more satisfied with your employees' work, but you'll also get better work done.

4. Judge Long-Term Success

We've discussed already the ability of your business plan to allow for short-term micro-adjustments to your day-to-day business actions.

We've also seen how this can allow you to measure your progress on a small scale. But it's important to remember that all of these small changes eventually add up.

This means that as you continue working with your business plan in mind, you'll eventually be able to judge your company's long-term success.

Maybe you'll perform yearly evaluations or even one every six months. This will help you understand the effects of your actions in the long-term so that you can better devise a plan for company success.

While a business plan is not a guarantee for company success, it can be a powerful tool that will help guide your company in the right direction.

With a business plan, you and your team will be better able to work with clear goals in mind to achieve real results.

Establishing a business plan early can help you enjoy more success and longer-lasting authority in the market. Now, it is really important for you to assess the mistakes before they ruin your business, so let's talk about the mistakes you need to avoid.



Chapter 3 Mistakes

You Should Avoid When Setting Goals For Your Small Business

[Signature]

If you're looking to establish goals for your business, congratulations!

You've taken the proper first step to achieving longer-lasting financial success. With your actions, you're already potentially positioning yourself above other startups and small businesses within your market.

But while all this is good news, there is one catch:

How you set your goals and follow through with them actually matters.

That's right—while there may not be one set “right” way to set your goals, there's definitely a wrong one.

And if you're making these common mistakes, your business's future could be at risk.

Understanding these common mistakes is essential to avoiding them. That's why we've put together some of the most common goal-setting mistakes so that you and your business can enjoy greater future success.

Take a look at our list below so that you can protect yourself from these common business pitfalls.

1. Not Being Realistic

We get it.

Establishing a business is exciting. The world is suddenly open to you in ways that it never was before. You're confident in your product or service.

You know full-well that you're going to win over customers by outpacing all your competitors, and it's not even going to be close.

In fact, you're going to be so successful that your life as you once knew it will officially be a thing of the past.

Except when it's not.

As you can see, it's easy to get carried away when you first start a business. The thrill of securing funding, registering your business name, and even establishing a website or a brick-and-mortar store can be overwhelming.

But it's important that you don't let this cloud your judgment.

Ideally, you should have clear business goals in place by this point, but all too often that's not the case in the real world.

It's possible that you're so concentrated putting the pieces of the puzzle together to get your business started that you fail to take time to analyze your goals.

And more often than not, these initial goals are too unrealistic.

Granted, most business owners are going to oversell their initial potential—and that's okay. It happens to everyone at some point.

But learning to adjust to reality is key to making sure that your business is going to be a success.

Now, there's a difference here between adjusting and giving up. If you believe that ***a goal is firmly in your reach and have*** the evidence to back it up, by all means continue working for it.

But if your initial goals and predictions turn out wrong, you're going to need to know when to call it quits.

Making evidence-driven decisions can help you realign your goals with current market conditions. You want them to be challenging—crazy to a certain degree, even—but not impossible.

2. Not Working on Them Every Day

Let's imagine:

You've been open three months now, and the thrill of having your own business has started to wear off. Instead, you're now swamped with work and feeling the burdens of taking care of your customers and your employees.

In these cases, it's easy to start going on autopilot to try and reduce some of the stress in our lives.

But in reality, this oGen comes at a large cost—and usually it's the sacrifice of our goals.

Whether you've become disillusioned, disheartened, or both, in these situations, it can be easy to start putting off important tasks until “tomorrow.”

You know, for instance, that you have a goal to meet a certain profit margin in your first six months. Right now, it's possible, but it's going to take a lot more work on your end to get it done.

And you just don't know if you can handle it.

So instead of working toward it bit by bit every day, you enter a sort of retreat and avoid thinking about the problem.

Before you know it, your goal has arrived, and you've fallen incredibly short. You're disappointed with yourself and vow to do better.

Then rinse, recycle, repeat.

This toxic cycle will continue until you make a change. Making sure that you follow through with the goals you set—even if they are challenging—is important. Don't avoid those goals that are hard to reach—you set them because they seemed unobtainable.

Instead, make yourself proud and achieve the impossible by going the extra mile every day. It won't be easy, but the taste of success will definitely be better than that of bitter defeat.

3. Focusing on the Negatives

With this in mind, however, it's important that you aren't solely focused on the negative events that are happening.

Being too focused on setbacks can be detrimental to your business's success.

While it's important to learn from our mistakes, dwelling on them too long can actually be demotivating and prevent you from reaching your goals.

Learn to congratulate yourself when something goes right. Celebrate your employees when they succeed.

Create a culture of positivity that remains locked on achieving your business's goals—and not on its past failures.

Because the truth is failure happens to everyone. You're not going to achieve everything perfectly—no one will.

Moving on from your mistakes and learning from them is the only way that you're going to be able to grow as an entrepreneur—and it's the only way your company is going to succeed.

4. Failing to Reassess Your Goals as Conditions Change

When speaking of long-term business success, we're talking in terms of years.

That's why it's important to reevaluate your goals at least once a year to see if they still fit your current situation.

You may sometimes realize that you're on track to way outpace your business goals—in which case, it might be time to adjust for added challenges and greater success.

The bottom line is to make sure that your goals aren't stagnant. The market will change and adapt, and your goals should, too.

First of all congratulations!

You have gained understanding about why to set goals and the mistakes to avoid. Now, it is really important for you to have the mindset that supercharges your success.

Chapter 3



Maintaining A Positive Mindset To Grow Your Business.

Here's something every entrepreneur knows:

Starting a business isn't easy.

While it can be quite thrilling in the short-run, the eventual stress of maintaining success can weigh even on the most optimistic of souls.

During the everyday struggle of running a business, it can be hard keeping that positive mindset that helped make your company what it is today.

For those who feel as if a spark has gone out and that their passion toward the company is dwindling, matters are made even worse when the business starts to underperform.

But here's the thing: positive attitudes in business contribute greatly to their success. Not only does it make goal setting easier, individuals are more motivated to achieve them.

If you feel as if you're losing your spark, or if you're on the edge of burnout after discovering just how difficult starting a business really is, keep reading.

We'll walk you through some of the most important reasons why you should keep your chin up no matter what—and offer some advice on how you can. In doing so, you can protect your business and investments while making your workload much easier.

1. Don't Limit Yourself

One of the most common reasons that positive thinking so quickly burns out in new entrepreneurs is that their thinking becomes limited.

This can cause serious issues when problems arise and current options don't offer viable solutions.

When confronted with these situations, it can appear as if there's no way out. And trust us: this can be quite disheartening.

To get through these rough patches, you're going to need to utilize a bit of ingenuity and creativity. This means breaking established molds and traditional ways of thinking.

By boxing yourself in with conventional thinking, you're going to put yourself in a position where you feel trapped.

And trapped people aren't happy ones.

If this is happening to you, remember why you started the business to begin with.

Was it because you thought you couldn't do it? Did you believe that you were going to hit challenges that you just wouldn't be able to overcome?

Even more importantly, did you get into business without offering something of unique value to begin with?

If not, you've got the ability to think against the grain in you—and you've already shown you can use it.

So here's the thing: while plans, goals, and traditions are all important, don't be afraid to look elsewhere and get creative when in need of a solution.

By keeping all your options open, you're staying true to yourself and your business's nature. And who can be negative doing that?

2. Looking for Opportunities

In a similar vein, make sure that you've got a mindset that sees the opportunities in every situation.

When solving your problems, for instance, start seeing them as an opportunity to grow. And we don't mean solely in your skill set.

If considered closely enough, your entire business structure is based around the fact that you can solve a problem for an individual that he or she can't solve alone. That is really how you are making your money when you boil everything down to core principles.

So what does this mean?

It means that if you're having trouble solving a problem, others likely are, too. And if you can learn how to solve it, you can have an extra leg up on your competitors.

Really successful entrepreneurs understand that being successful is due in part to stepping outside of your comfort range—and remaining positive while doing it.

By keeping a positive attitude in the face of adversity, you're more likely to find a solution to your problems and grow in the process.

This ability is key to your company's long-term success—and to your individual happiness.

By remaining flexible and open-minded, you can start to see the silver lining behind every challenge and turn them into opportunities that can further your business.

3. Taking Care of Yourself

At the end of the day, your actions matter.

How you act throughout the day can have incredible and long-lasting impact on your mental state and on your ability to think positively.

Make sure that the actions you take throughout the day are conducive to positive thinking.

A great way to do this is to stay focused and work hard on your goals. Making sure that you follow a routine and accomplish your goals on the right schedule can boost your overall mental well-being. This increases your positivity and confidence—both traits that you're going to need to solve problems in the workplace.

With that being said, however, make sure that you give yourself a break sometimes. Though as a business owner, you're going to be busy—much busier than most—don't let it completely consume your life.

It's unhealthy to go 24/7, and even if you don't see the effects on your business at first, you will eventually. As you slowly progress to burnout, your products and services are going to suffer, as will your relationship with your staff.

This all creates a toxic work environment that can send your company crashing down.

In this way, making sure that you are taken care of is absolutely critical to the sustainability of your business. Don't feel guilty for taking time off—it's simply another measure of making sure that you can move forward positively with your business.

When running a business, it can be incredibly difficult to keep a positive mindset.

However, entrepreneurs who lose their power to think positively put their businesses at risk for future complications.

Maintaining your mental well-being is important to your company, so be sure that you are taking steps to think positively every day.

By following the guidelines above, you can have better success in positive thinking for the long-term, on both a professional and a personal level.

In this way, your business can start enjoying better and longer-lasting success in no time. Now, when you say MINDSET, what kind of mindset?

Chapter 4 THE TOP MINDSETS NEEDED TO ACHIEVE BUSINESS SUCCESS

Becoming a successful entrepreneur is as much about having the right mindset as it is creating a great product or service.

The truth is that no matter how creative or innovative you are, if you can't put your ideas into practice with the proper mindset, you're not going to reach your maximum potential.

It's all too common that budding entrepreneurs who look to have a promising start in the industry fail because of their inability to develop a business mindset.

How can you avoid having the wrong mindset so that you can better achieve success? Join us as we examine five of the best business mindsets below.

1. Have a Vision

If you ever want to succeed as an entrepreneur, you're going to have to have a vision.

In fact, this trait is so common to entrepreneurs, that we often think of the terms as synonymous.

Having a vision means more than just knowing what your company should look like in the future. It also means that you know just how you're going to get it there.

Successful entrepreneurs are able to leverage their visions and turn them into real-world success. This powerful ability drives businesses and helps them grow in market power and authority.

The better your vision is, the more work you'll have to do to achieve it, but successful entrepreneurs are up for the challenge.

2. Be Mindful

Successful entrepreneurs have a natural eye for what works—and for what doesn't.

This ranges from everything to products, to ideas, and even to people.

Though it may sound cold, an entrepreneur should be able to look at a situation and remove any element that is holding the company down.

This includes hiring and firing the right people, investing in the right products or services, and selecting marketing strategies that best target a specific consumer base.

While this is something that you should be able to do at least somewhat instinctively, mindfulness is a trait that you can develop over the course of your practice.

3. Have a Strong Work Ethic

Being an entrepreneur means more than starting a business.

It means working days and nights. It means breaking out of a 9 to 5 mold and putting a little extra work in so that your dreams can become a reality.

It means working hard.

The unfortunate **reality that means** entrepreneurs fail to realize is that they are going to need to work harder than ever before if they want to achieve the results they're looking for.

Without the fortitude and the work ethic to make it through the long days and nights, an entrepreneur won't even be able to get his business off the ground.

4. Be a Risk Taker

Entrepreneurs should be able to use their power of discernment to take calculated risks. By weighing the pros and cons of a particular situation, entrepreneurs can determine which risks are of value for the company—and thereby help it grow.

5. Be Confident

Finally, if you're ever going to make it as an entrepreneur, you're going to have to be confident in yourself and in your abilities. After all, you're asking other people to be so confident in you that they hand over their hard-earned money.

Shouldn't you be confident enough to do the same?

Chapter 5 Determining if You Have a Business Mindset



Having a business mindset means that you are able to put your company's interests first in all situations.

No matter where you go, from a dinner party to a networking event, you should be able to position yourself as an authority and build your business's brand reputation.

Entrepreneurs with a business mindset have their companies constantly at the forefront of their minds so that they can capitalize on any opportunity that might arise.

How can you tell if you have a business mindset? This rare, but powerful, trait isn't found in everyone—not even those wishing to be entrepreneurs.

Identifying if you have it or not is the first step to developing a game-changing business mindset.

1. You Stick to Your Principles

Part of having a business mindset is the ability to stick to your principles. This could mean turning down opportunities that will hurt your brand's image to saying no to those who don't want to pay full price.

By sticking to your principles, you're telling the world that you have something of value to offer.

It's all too common, for instance, for customers to attempt to control you—especially if you have a small pool of customers to choose from.

The fewer customers you have, the more they'll be able to demand lower prices—and while this can be reasonable, you're going to need enough gumption to not be taken advantage of. Learning to say no to those who don't fit your image of the business is the first step in developing an effective business mindset.

2. You Know What You Want

Additionally, a successful business mindset is developed when an entrepreneur knows exactly what he wants—and how to get it.

Instead of listening to outside sources and influences, entrepreneurs are trailblazers in the industry who set a standard for others to follow.

In this way, entrepreneurs are able to leverage their own unique knowledge, skills, and audacity to take risks that enhance their company's standing.

3. Keeping Your Eyes on the Prize

When you're doing business, making money is the most important thing.

A true entrepreneur doesn't lose sight of this. All of your business actions should be based on how much return you can get on investments and the profit margins you can make.

A successful entrepreneur is one who never loses track of what it takes to close a big sale or to jump on a new business opportunity.

4. You Know What You Need

In addition to knowing what you want, if you wish to be a successful entrepreneur, you're going to know what your business needs.

And you're going to have to be able to deliver it.

This is the mark of a true entrepreneur, as they are able to grow their company with careful attention and strong ability.

5. Being Able to Diversify

True entrepreneurs are never satisfied.

They don't stop with one business or product. There's always something new to be developed and more money to be made. Realizing these opportunities is the mark of a real business mindset.



Chapter 6

TEN SECRET TRUTHS BEHIND EVERY SUCCESSFUL ENTREPRENEUR

When considering some of the most successful entrepreneurs of our time, it can be easy to laud them for their award-winning and even industry-defining ingenuity.

And we're sure that's done with good reason. It can be incredibly difficult to make game-changing technology or products that completely revolutionize a market.

The unfortunate truth is, however, that this isn't all there is to know behind some of these famous entrepreneurial achievements.

Would it surprise you to learn that some of the best entrepreneurs have gotten where they are by appealing to less-than-desirable parts of human nature?

We mean it.

If you're looking to become a successful entrepreneur, don't discount the ability to sell down to primal needs and fears.

In fact, a look at recent entrepreneurial innovations shows that developers are doing just that. Why?

Because it sells.

Consider the following ten secrets behind every successful entrepreneur.

1. Most People Aren't That Bright

Ouch. That sounds harsh, right?

But the truth is that many products and services are made with this principle in mind.

Now, of course this isn't used as part of any company's marketing ploy, but you can see it in just about every product you buy.

The iPhone is a great example. It's sleek, modern design and user-friendly interface have earned it the reputation of being an old person's phone by some. In reality, however, the simplified interface is very much intentional.

By keeping their designs simple, Apple is able to appeal to as many people as possible.

Because the truth is that when consumers are confronted with something complex or challenging, they're likely to give up.

No one likes to solve a riddle—and depending on their cognitive ability, it may be too much of a task for them anyway.

From “tear here” marks on packaged foods to pull handles on soup cans, products are increasingly made to be as simple as possible.

And while sometimes this is passed off as convenience, the real reason behind the move is that manufacturers know that if the product is perceived as being too complicated, consumers will be put off.

It's a fair assessment and probably not wrong—but the truth behind this entrepreneurial trick may be a little hard for people to swallow.

2. Your Product Likely Doesn't Come First

As an entrepreneur, this is your dose of “hard-to-swallow” pills.

No matter how great you may think your product is, it's likely not on the must-have list of any of your clients.

Especially if you are selling to those with a limited income.

You're always going to be competing on a variety of levels for your customers' business. And it's not always going to be obvious that you are.

Let's say that you're a bookseller, and you've got one rival across town.

That's pretty direct competition, right? It's easy to visualize the bitter rivalry two booksellers may face while they're competing for the same market.

But the reality is that there's much more in competition with your business even if you don't realize it.

For starters, our bookseller here is also competing with the movie store, the theater, and the local library among other things as he tries to win the favor and the attention of his target audience.

Because here's the deal: though you may not be in direct competition with any of the three listed above, if your consumers are spending time at the theater and not buying books at your shop, your business is still hurting.

The problem is compounded when selling to low-income individuals. Recreational activities likely fall last on their list of needs, as most of their income will be devoted to getting food, shelter, and the other basic tenants of life.

And no matter how great of product or service you sell, you're not going to be able to compete against that.

Realizing this is important to establishing more realistic goals in the market place. By having a proper strategy, you can better predict and guide the success of your business.

3. Time Is Limited

It's not just your customers' time and money that's limited.

It's yours, too. And as an entrepreneur, time is one of the most important things you can have.

One of the helpful ways that many entrepreneurs achieve greater success is that they start to see their time as money.

A high-end businessman who makes \$1500 an hour, for instance, might start to see his time as being that valuable no matter what he's doing.

Instead of his cup of coffee and newspaper in the morning costing \$3.00, it's suddenly \$1503 for the time it took to read it.

This mode of thinking helps spur entrepreneurs to stay motivated to always use their time in a productive manner. By rationalizing their time through a monetary lens, entrepreneurs attach a price tag to every product and every action so that they can decide if they're worth the returns on their time investments.

If you're looking to become a successful entrepreneur, a similar approach is likely right for you. As you start to negotiate how you're going to spend your limited time, it's important that you make sure you're conducting productive activities.

If not, you can learn to realign your actions with better business practices for greater success.

4. Sometimes You Just Have to Try

All the planning in the world can't prepare you for everything you're going to encounter in the marketplace.

And that's okay.

Instead of trying to plan every little detail, learn to let go and take risks.

Risk taking is integral to the entrepreneurial process and can help grow your business and hone your professional skills.

It's normal to be concerned about taking risks, but don't let your fear keep you from taking chances.

Because sometimes they're the only way to move forward.

5. Learn to Be Patient

You're likely not going to be a success overnight.

This sad-but-true fact has done many an entrepreneur in who wanted to achieve instant success.

The truth is that most business fail, and the ones that do survive are the result of an incredible amount of hard work.

You may work a long time without seeing any real gains from it. It could even be years.

Stick it out.

If you're still open without significant issues after the first year, that's a milestone in and of itself.

Learn to be patient and accept things as they come. You can't rush the market. Instead, strategically work to grow your business and followings so that you can enjoy long-term success.

6. Even If You're Patient, Your Customers Aren't

When offering a product or service, it's important that you're able to provide results to your customers faster than your competition.

Granted, the nature of some businesses prevents immediate rewards to clients. If this is the case, your customers should know that.

And at the very least, you're going to want to be competitive with others. If you're a mechanic, for example, and it takes you three weeks to do a job that another could do in two, you're likely not going to make much business.

And here's the thing: yes, there are customers who care more about quality than delivery time. Most, however, prefer expediency—especially if you're in an industry that requires it. The bottom line is to make sure that you're offering the best-possible service at the fastest times. Striking the proper balance between these two qualities can help your business succeed.

7. Know Your Stuff

Though we've noted that it's important that you don't let details get in the way of taking needed risks, it's still important that you understand your current situation.

Keeping track of your business's important data is crucial to your company's success.

An effective business plan that will allow you to compare your company against pre-established goals must be established.

Being able to judge your company's current trajectory is key to knowing where you stand in the market.

Understanding where you are in relation to your competitors is also important to helping provide you a leg up over your competition.

At the end of the day, there should be nothing about your business that escapes you. As a successful entrepreneur, you need to know just

where your company stands at all times in relation to your own goals and to others in your market.

And it's important to separate these two issues.

You could be exceeding your goals while you are still behind others, for example, even if your long-term goal is to become the industry leader.

By keeping track of your short-term goals in this manner, you'll better position your company to achieve long-term success.

8. Being Able to Discern Information

Part of knowing your stuff comes from the ability to discern information in a way that's useful.

For example, you're going to have to take a data-driven approach to establishing your business's goals. In doing so, you'll have reasonable and trackable expectations that will allow your company to grow.

But it doesn't stop there. If you're going to be successful, you're going to have to get your hands dirty.

This, of course, means that you're going to have to be willing to fire others. Even people you like.

Being successful in business requires cutting anything that isn't working—even if you've become emotionally attached to it.

This could mean axing your favorite employee—the one who gets up early just to bring coffee to everyone else in the office, for instance.

When doing so, you should feel confident enough in your decision that your move will positively influence the company. And again—let your confidence come from the data.

9. Be Open-Minded

Even the best business plans will result in failure, just as the best predictions are never going to be 100% accurate.

Don't try to force them to be.

Instead, start to accept failure as part of the entrepreneurial process. Once you do, you'll be better equipped to learn from your past mistakes. And as you do this, you'll start growing your business in ways you didn't think possible before.

Now, it's important to state here that if you're really looking to be successful, you're going to have to let go of business plans that just aren't working.

Sometimes it's possible to love an idea so much that you want it to be more successful than it really is.

Learn when to pull the plug on a bad business investment or strategy so that you can pursue more profitable efforts.

Never let yourself get so stubborn and boxed in that you won't accept change. Learn to take criticism from others and use it to make your products and services better.

Keep in mind that no matter how good you are at what you do, you're not perfect.

Establishing and maintaining a successful business is a journey. Learning to grow along the way can help aid in your success.

10. Listen to Others, But Not Too Much

Finally, it's important to listen to what others are telling you ... in moderation.

Being a successful entrepreneur means that you are going to have to trust your own judgment and your own voice, but also allowing yourself to listen to the ideas and the advice of others.

You might just learn that others have something to teach you.

One common suggestion that some successful entrepreneurs have made is to hire people who are more intelligent than you are.

In doing so, you'll surround yourself with the right company of people and—ultimately— take credit for their ideas and work.

While maybe not the most moral of pursuits, this is a great business strategy for those looking to shoot to the top.

By keeping this, and the other hidden secrets listed above, in mind, you'll be on your way to being more successful in your business. And though you may have to play to some of the less-appealing or unflattering sides of humanity to do so, your wallet will thank you later.

It is also imperative to learn from successful minds, so let's explore that a little...

Chapter 7 Important Lessons to Learn from Successful Entrepreneurs



Experience is the best teacher—especially when you can learn from the experience of others. As Stephen Hawking once noted, we're all standing on the shoulders of giants.

This is true of the most successful entrepreneurs, and if you're looking to hit it big, it should be true of you, too.

The truth that most new entrepreneurs attempt to avoid is that starting a business is more difficult than one can imagine.

And that's probably a good thing.

The amount of time, hard work, and ingenuity required to keep a business afloat may be enough to drive away anyone from starting a business if they knew ahead of time.

In order to help budding entrepreneurs get started, successful businessmen and women have passed down some of their hard-earned knowledge.

We've collected some of the most valuable lessons from successful entrepreneurs so that you can get started building the business of your dreams.

The following list contains ten of the most-common mistakes that new entrepreneurs make they're getting started in the industry.

1. Going at It Alone

When starting out, it can be easy to assume that you know everything. Nothing could be further from the truth.

While it's good to have confidence moving in, hubris can be a detriment to your business's long-term success.

Unfortunately, many entrepreneurs start out unwilling to listen to the advice of others— even if that advice could help save their businesses.

While it is important for an entrepreneur to follow his or her own voice, it's even more important to discern which advice to follow and which is not.

Taking constructive criticism from others is a sign of maturity and can help your business grow.

You might get advice from others in the industry, close friends, or even your customers—but before you simply discount it, consider if it has merit.

With over 90% of businesses failing in their first ten years, it's absolutely critical that you avoid the trend of attempting to go at it alone.

With the help of a few close advisors, you can grow your company into something bigger than you might ever have dreamed.

Consider selecting quality talent simply for the purpose of advising you on business practices. By hiring the right staff, you can get your business pointed in the right direction.

2. Failing to Take Risks

Risk-taking is an integral part to the entrepreneurial process, and if you're not willing to take risks, you might find yourself lagging behind.

The fear of taking risks is understandable. If you've come into your business with low expectations that you've now exceeded, it can be terrifying risking your newfound success.

But risks are something that every entrepreneur must take. This isn't to say that one should throw themselves recklessly behind any opportunity that has surface plausibility.

Instead, a successful entrepreneur should be able to look at the data and at the current standings of the business to calculate if a risk is worth taking.

Smart risk takers don't do so on a whim. While there is a place for gut intuition in business—and while it has made some wildly successful—the best practice when starting out is to use your knowledge and just go for it.

And remember, the higher the risk, the higher the reward. Though you never really want to find yourself in an “all-or-nothing” situation, educated risk analyses can help you determine which will make the biggest returns on your investments.

3. Seeing Oneself as Separate from the Business

Your business is your brain child and the product of your hard work.

However, it's all too easy to detach oneself from the inner workings and the day-to-day operations that are going on beneath the surface.

Seeing yourself as someone locked away behind closed doors is a great way to lose the support of your staff.

It's important to build a connection with all members working in your business and to align your workers with the company's overall vision and direction.

By becoming more involved, you can increase the productivity of your workers while making sure that your company is moving in the direction you want it to.

You'll also be able to better retain talented employees, as they'll feel more useful and involved in your company's mission.

Don't underestimate the ability your presence can make inside the company.

It will also help give you more perspective on the work being done, helping you to better make higher-level decisions.

4. Losing Sight of the Money

Sometimes when you're first starting out, business can be so slow that when you do finally get a customer, you'll do anything to please them.

You might even lower rates significantly just to keep them happy.

In the end, you just end up doing more work for less money—and that's never a good combination.

If you lose sight of the money, your business is doomed to eventual failure because one of two things will happen:

1. You're not going to make enough to cover expenses, or
2. You're going to get burnt out too quickly

While there's nothing wrong with trying to please your customers, successful entrepreneurs have learned the hard way that you have to draw the line somewhere.

And that line starts with money.

It's important that you're getting full and prompt payment for your services. Though promotional activities and specials can be a great way

to attract new customers to your business, don't rely on them too heavily.

You don't want your customers used to getting your product or service for too cheap.

It's a lot harder to get people to buy your product if you raise prices than if they had been high all along.

Additionally, depending on your business type, you might want to get upfront payments instead of invoicing new customers. If you do choose to invoice customers, make sure that you are receiving their payments promptly—and if you're not, take the correct action.

As an entrepreneur, if you don't draw a hard and fast line when it comes to money and your services, you're going to go nowhere fast.

Make sure you draw this line as early as possible to prevent yourself from several unnecessary headaches.

5. Working Too Hard to Please Customers

Which all goes to say that you shouldn't work so hard to please a customer that it starts affecting your business's bottom dollar.

It's simply not worth it.

One great strategy to prevent this is to start diversifying your customer pool. Note: this does not mean that you should take on more customers—simply expand your reach.

You want enough flexibility that serving one difficult customer doesn't have to be a make-or-break deal for your business.

And the more demand you can generate for your company, the better. You'll be able to justify price raises as you increase your exclusivity—a win-win for your business.

Not only that, you can narrow down which clients are truly interested in working with you and develop longer-lasting and more beneficial relationships.

6. Not Taking Advantage of Their Families

Some successful entrepreneurs note that if you've got family involved, make sure they're pulling their fairshare.

For some, the thought of making their families do extra work and be involved in the process sounds a bit extreme, but it's likely that your biggest supporters will love to see you succeed.

Having family help you out with your business can provide for a cost-effective alternative to hiring employees—especially when first starting out—and it keeps your money within the family.

Having the support of your family can be especially useful in the early years of your business as you face the majority of your setbacks. As you go through your learning curve, having a support system you can trust can help you navigate some of the trickier aspects of establishing your business.

7. Losing Sight of the Goals

Though it's unfortunate to admit, humans have a tendency to be lazy.

This is true even of the best of us—and if you're looking to start a successful business, it can be detrimental.

Growing a business requires one to stay focused at all times. In this case, you're going to want to make sure that you're working to keep your business pointed in the right direction.

There are several factors to this equation, including:

- **Keeping Employees Motivated**—Make sure that each of your employees understands his or her part in your business. No one likes to feel like a dispensable cog of a corporate wheel. Consider using various planning methods that keep your employees involved and mission-oriented to get the best-possible results.
- **Protecting the Company's Image**—In addition to ensuring that your employees are motivated, you're going to want to make sure that the decisions you make at higher levels reflect your business in an appropriate manner. If you're running a community newspaper, for instance, it might not be a good idea to advertise the local adult bar—no matter how strapped for cash you are. Make sure that you're not selling out your company's principles for profit.
- **Staying Motivated Yourself**—On top of all this, it's important that you stay motivated and focused on company values. Remember why you started your business and don't deviate from your values.

8. Not Putting in Maximum Effort

With this in mind, it's important to note that you're going to have to put in maximum effort every day in order to get the results you want.

There are no “off days” when establishing a business, and putting tasks off until the next day doesn't exist in an entrepreneur's playbook.

“Later” is never okay, as you never know just how many opportunities your laziness is costing you.

Though you're going to want to remain forward-thinking and develop a business plan, make sure that you're completing all the actions in the moment, as well. Secure opportunities as they come along to enjoy maximum success.

9. Not Developing a Business Plan

Having a business plan is a fundamental element to making sure that your company stays on track. Without an effective strategy, you won't be able to chart your company's progress, nor will you be able to measure its growth in any real capacity.

Establishing a business plan can be an important measuring stick for you and your employees and can serve as a constant reminder of where you're hoping your company will go—and how it will get there.

If you're looking to establish a successful business, developing a business plan should be your top priority. By defining who you are,

what you do, and how you will manage to do it, you can lay the foundation for your business's future success.

10. Failing to Adapt to the Market

That being said, however, don't treat your business plan as if it's written in stone.

If your business is going to be truly successful, you're going to have to learn to adapt to fluctuating market conditions.

Consumer preferences change, and it's important that you stay ahead of the curve so that you can remain above your competitors.

It's worth noting the difference between sticking to your values and in adapting to market change. Your values can remain unchanging because they are, in theory, unchanging.

So while you may adapt to new consumer demands and even shift your marketing focus, always do so in a way that doesn't force you to compromise your values.

By striking this balance, you can remain competitive in your market while increasing your brand's reputation. Keep your mind open to new ideas and be sure to employ forward-thinking individuals who can help you stay ahead of the curve.

Chapter 8 TOP SALES SKILLS EVERY SALES REP MUST MASTER



The best salesmen weren't made overnight.

Learning how to be an effective salesman takes considerable time and effort—and effective coaching.

While it's possible to be born with natural sales talent, much like a high school quarterback looking to make it in the NCAA, new salesmen require strategic coaching.

Bringing out the talent in their sales staff is just as much the job as the sales manager as it is the salesman. In order to be effective, salesmen must be taught the necessary skills to close more sales for a business.

These skills are varied in number and take years of experience to fully master. With the correct training, time, and effort spent on them, however, you too could start mastering the art of making sales.

Below, we've provided ten of the top sales skills that every sales representative must master. Being fluent in the following skills will allow a salesman to make even the highest-ticket sales.

1. Building Rapport

One of the most effective skills that any salesman must know is that of building rapport.

It's this ability that will allow a salesman to build a relationship with prospects. The goal of building rapport is to gain your prospect's trust and thereby establishing a better reputation for your brand.

If the prospects like and trust you, there's a much greater chance that they're going to close a sale.

Importantly, the more comfortable your prospects feel around you, the more likely they will be to treat you as a market authority.

And if you've earned this position in your prospect's eyes, you've all but closed the sale. There are several different techniques to build rapport with customers, and the method you use will largely depend on the method of your communication.

Are you speaking face-to-face? Are you on the phone? Are you chatting through email (If you are, stop. Pick up the phone.)

Learning how to effectively build rapport will get your sales effort off on the right foot.

2. Listening

Listening to a customer is one of the best ways to earn their trust. And we mean really listen.

Chances are that customers can pick up on fake sincerity, and if you don't look engaged, they're going to be able to tell.

By actually listening to them, you don't have to worry about coming off as dismissive—and you might gain valuable insight into the customers' wants and desires.

Listening is the first step to establishing proper communications with your potential clients, so it's important that you take the time to develop effective listening skills.

3. Asking the Right Questions

This means asking the right questions. You're going to want to ask questions that really allow you to better understand the customer and their needs.

And while you may have to read between the lines sometimes, give the customer a chance to tell you what it is that they really want.

By actively listening to your client and engaging with targeted questions, you can get a better understanding of what it is your customer wants exactly.

When asking your questions, make sure they specifically address your customers' concerns so that they know you've been listening.

4. Selling Benefits

If you're failing to make many sales, the number one reason is likely because you're failing to sell benefits.

Too many salesmen start out by trying to sell the benefits of a product. A car salesman, for example, might tell you that this new car is great because it has foldable seats that make for more room in the back.

But does he ever really tell you what that means for you?

When you're making sales, always be prepared to answer the following question: So what?

Consider the following exchange between a car salesman and a young mother looking to buy a new SUV.

Salesman: "This car has four doors and extra storage space..."

Prospect: "So what?"

Salesman: "The extra room in the vehicle makes it great for moms like you who need a safe way to transport their families."

It's clear that the second approach by the salesman is a much more effective method to convincing the woman that she should buy the car.

Because here's the truth: you might be excited about the products you sell. Your customers are not.

They're looking for a cost-effective and quality way to solve a problem.

They don't care about the features of your project if you can't specifically tell how they will benefit them.

And while many customers may be able to put two and two together, you shouldn't make them do your job.

5. Closing Sales

Closing sales is the most important job a salesman has. No closed sales means no sales, and no sales means no money.

And no money means you will be out of a job.

Learning to close can be difficult, especially if you have high-ticket items, but adopting proper techniques can have you closing more sales in no time.

We cover some of the great ways to close more sales below.

6. Dealing with Objections

You can't please everyone.

That's something every salesman knows, but that doesn't make handling objections any easier.

It's quite possible that you will run into a prospect who either doesn't believe what you are saying or raises other kinds of objections.

Making sure to handle these objections appropriately and with tact is crucial to your sales approach. It's important that you don't make the prospect feel as if their voice wasn't heard—in doing so, you'll come across as uncaring and cold.

Instead, work to make sure that you handle objections appropriately and respond firmly with evidence to back up your claims.

7. Sorting through Leads

For a salesman, time literally can be money.

That's why it's so important that salesmen don't waste any time chasing bad leads.

Ideally, your company will have a strong enough marketing policy that customers will come to you, but if you do have to follow leads, make sure that you're only choosing those who may truly be interested in the product or service you offer.

Make sure that you can identify some benefits the lead would get through the project, otherwise your call may become more annoying than beneficial.

8. Proper Communication

It's imperative that you maintain proper communication with your client throughout the entire process. Even after they've made their purchase, work to keep up good relations with them.

This can boost your company's top of mind awareness and keep them coming back for more.

Make sure that your clients can get in touch with you easily and have the appropriate contact information to do so. If you look elusive, they're less likely to contact you, and it could end up costing you a sale.

9. Establishing Buyer-Seller Agreements

The importance of Buyer-Seller Agreements cannot be overstated. It's absolutely critical that you make sure that you and your clients are on the same page before you ever agree to talk.

This is especially important for high ticket sales, as you don't want the cost of the item to instantly scare the potential customer away.

Additionally, one of the worst things you can hear as a salesman is “maybe.”

“Maybe” essentially means no, but it also includes several more attempts at communication and faux deliberation before the prospect finally rejects your offer.

Make sure that somewhere in your agreement, you have the client agree to give you a straightforward yes or no answer before they leave.

Don't leave room for any maybes. Instead, force them to give you an answer. If they say no, that's okay. They likely weren't going to buy it anyway, and now you don't have to waste your valuable time continuing to contact them.

10. Establishing Authority

All this boils down to making sure that you look like you've got some authority in the market.

You want your clients to think that you're an expert. You need to be someone they can trust to sell them the best product possible—and you'll never even get close to putting off this image if you don't have any product knowledge.

Make sure that you don't just know the talking points. You really need to know your stuff. By brushing up on industry practices and making an active choice to learn more about the products you're offering—and your competition—you can take your sales game to another level.

Customers will appreciate your apparent expertise and are more likely to trust your opinion if they see you as an expert.

The better you position yourself in the early stages of the sale, the more likely you'll be able to close it at the end.

First impressions are key, so be sure that you score a solid one by coming across as an expert professional to all clients.

Dress and look the part and be prepared to answer all the questions asked, plus some, in ways that your competitors can't.

By following this tip, and all of them listed above, you'll be on your way to stronger sales

in no time.

Becoming a successful entrepreneur isn't easy, and there are several considerations you should make as you look to start your business.

By heeding the advice above, you can get started building your business on solid footing. With a strong and steady approach, you can be on your way to growing your business and achieving the success you've always dreamed of.

In this eBook you learned WHY and WHAT you need to do, and if you want to take this journey to a whole new level, you can also learn HOW to make it happen.

For a limited time, you can take what you've learned in this book, get me, Basil Zaff, as your mentor and make your success a.s.a.p.

For that, I offer an incredible course that will show you everything you need to know.

Here's the link:

<https://www.discover-secrets.com/webinar>

Feel free to explore!