

The Perfect Biz Finder

**The Only Proven Blueprint
Revealing The Secret Code To
Success In Business**

**So You Can Make Your
Fortune Doing What You
Love**

A Guide to Inspired Business Success

(v020512)

Written by:

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Schedule of Activities

To optimize your experience of this terrific program, follow the activity plan as outlined below. Let me encourage you to complete each of the exercises thoroughly and honestly.

Day	Read	Listen	Complete
1	Forward thru Chapter 3	Quick-Start Audio	Preparatory Exercises Pg 28
2	Chapter 4	21-Day Audio #1	“Success means...” Pg 32
3	Chapter 5	21-Day Audio #2	“The Life Purpose Exercise” Pg 41
4	Chapter 6	21-Day Audio #3	“My perfect business will allow...” Pg 47
5	Chapter 7	21-Day Audio #4	“Know Thyself – A Look back Pg 52 & Pg 53
6	Chapter 7	21-Day Audio #5	“Know Thyself - Likes and Dislikes” Page 57 & Pg 58
7	Chapter 7	21-Day Audio #6	“Know Thyself - Strengths & Weaknesses” Pg 63 & Pg 65
8	Chapter 8	21-Day Audio #7	“Subconscious Snuffbox” Pg 76 & Pg 77
9	Chapter 9	21-Day Audio #8	“Sleight of Hand” Pg 82 – Pg 85

Schedule of Activities (Continued)

10	Chapter 10	21-Day Audio #9	“Release Your Inner Genius” Pg 95
11	Chapter 11	21-Day Audio #10	“On Personality” Pg 104
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14	Chapter 14	21-Day Audio #13	Lifestyle Guru or Growth Maven Pg 148 & Pg 151
15	Chapter 15	21-Day Audio #14	“Bricks, Clicks, Cyberspace and more” Pg 155 – Pg 169
16	Chapter 16	21-Day Audio #15	“Short List” Pg 172 – Pg 179
17	Chapter 17	21-Day Audio #16	“Dollars & Sense” Pg 183-Pg 187 “Money Madness” Pg 189
18	Chapter 18	21-Day Audio #17	“Value and Miscellany” Pg 194- Pg 194

Schedule of Activities
(Continued)

19	Chapter 19	21-Day Audio #18	“Requisite Assembly” Pg 198 – Pg 203
20	Chapter 20	21-Day Audio #19	“Ed de Bono’s Magic” Pg 210
21	Chapter 21	21-Day Audio #20	“Your Perfect Business Script” Pg 209, Pg 213 – Pg 215

Acknowledgements

I am incredibly fortunate and deeply honored to have been blessed with so many truly amazing and miraculous relationships with friends, family members, coaches and mentors, business associates and colleagues. All of whom have contributed immeasurably to my life and to the continuing accomplishment my life's work. Without them, this ebook, the accompanying program and ThePerfectBizBuilder.com community would never have been created. The vast majority of what I have to share with you originally flowed from their wisdom.

My intention is to combine all that I have learned from them; with the learning and wisdom I have compiled throughout 38 years of entrepreneurship and present it to you in unique and creative ways beginning with this book. And extending to include audio and video programs, and ThePerfectBizBuilder.com membership community along with the blogs, forums, and discussion boards I have planned for it.

In this way, with deep gratitude and sincere love I welcome the responsibility and accept my role as a conduit of wisdom and learning for you.

I would like to especially acknowledge and most sincerely thank:

My beautiful wife Kimberly for her tireless support and encouragement for anything and everything I have endeavored to undertake. It is an amazing feeling to know that no matter what comes, there is this incredible, loving, and supportive person standing for what is possible for me. I cherish our early morning rendezvous on our deck overlooking the valley more than I can put into words. Thank you for all you do to make my life such an amazing joy.

My two amazing daughters, Emily and Madeline for their constant, lighthearted, loving, and supportive spirit and their limitless patience with dear old dad as he grumbled through a couple of the rough spots. I can only hope to provide even a partial measure of the pride, inspiration, joy and happiness you girls bring into my life each and every day.

My coaches Lee Follender, Anya Wendt, Darcy Hoag, along with Jeff Chavez and the remainder of the amazing Northstar Ventures Team. Their candid coaching and mentorship along with their unwavering commitment to me and the accomplishment of my life goals has provided the constant source of positive energy necessary to fuel the journey through this amazing and transformative phase of my life. Thank you all.

Jon Hunsaker for the inspired contribution he has provided in co-conceiving and making this book and program a reality. From the moment of discovery through the creative process and beyond, it has been profoundly reassuring to know that I have had him with me. Thank you.

My dear friends and project collaborators Bill Small and Fran Horvath for the creative contribution they continue to make and the unwavering encouragement and support they so selflessly and generously provide. Thank you.

All of the clients, whom I now consider dear friends and who have worked with me in various training, coaching, and mentoring venues. I consider it an extraordinary privilege to know you and

work with you. I have often learned as much from you as you from me along the journey. Thank you all.

Ed, Teri, Michael, Jennifer, and Mary for each of their inspiring stories of success, the direct contribution they have made by encouraging the creation of this book and their stalwart support of me and the accomplishment of my vision. Thank you.

Drew for his friendship and mentorship as well as for, somehow, knowing exactly what to say when I was at a 'fail safe' turning point with this project. His encouraging words and creative ideas pushed me ahead when I was stuck. Thank you my friend.

Dr. Joe Vitale for his inspirational mentorship and for creating the invaluable books, information products and coaching programs that have contributed so much to my personal awakening and transformation. Thank you.

The host of other thought leaders and entrepreneurial pioneers who provide such extraordinarily valuable volumes of information and wisdom. Much of my inspiration came from these amazing people. Thank you.

The late great Kurt Vonnegut Jr. for planting the seed in me so many years ago for what I intend to be a long and enjoyable journey and for making me laugh and cry with so many works of literary genius.

All of those who have journeyed with me at various times throughout my life. Our experiences together are like threads that have now been woven into the fabric of who I have become. It seems we never stop learning from any experience in life. Thank you all.

Sincerely and gratefully,

Steve Little
ThePerfectBizFinder

Forward (by Joe Vitale)

Dear Success Seeker,

I personally know Steve Little. He's a hard-working visionary who knows how to get results. Whether in fitness or business, he knows the secrets for setting goals and achieving them. He reveals those very secrets in this book.

Most people fail at what they try, not because of any lack of skill, but because they don't have the inner resources to reach their goals. That's why it's so essential to have this book at your side. It's the next best thing to having Steve beside you as your personal coach.

Flip through this book and you'll find shortcuts to success. But not just any shortcuts, these are the tried and true paths to direct results. Steve has been there. When he tells you to turn left, it's because he knows there's a road on your left that will get you what you want. Trust him. Turn left.

Reading this book is an easy, conversational experience. Steve writes in a one on one style that makes it feel like he is talking to you and only you. I love that kind of writing. It is hypnotic.

Anyone seeking results in business or in any area of life should have this little gem. Like a diamond, it's small, powerful, rare, and collectible. Read it. Use it. And expect results -- in only 16 days.

Go for it.

Dr. Joe Vitale

Author of way too many books to list here

www.mrfire.com

Preface

Dear Perfect Business Success Seeker,

Congratulations! You have made a very wise decision. By acquiring this book you have taken the very first step to finding the business that is perfect for you and guaranteeing your own astonishing entrepreneurial business start-up success; a business that is tailor-made to meet your personal passions, time freedom, and economic wishes; a business that is a perfect genetic match for you and your inner most desires; a business that is 100% guaranteed to deliver the successful, accomplished, and satisfying life you want to live.

The decision to pursue your entrepreneurial dream sparks one of the most exciting, personally fulfilling and financially rewarding experiences in life. Regardless of your educational, professional, or vocational background, you are about to embark on a journey of experiential learning unlike any other in life.

You are not alone. A recent international study asked people which they would prefer; being an employee or being self employed. An astonishing 71% of the US respondents said they would rather be self-employed. But only 10% are. Why do you think this is?

Certainly there are many reasons people choose to remain as rank and file employees. But for those who choose business ownership the rewards definitely outweigh the risks.

I want to warn you. You will meet a lot of naysayers along the way. Some of them may be people close to you. They mean no ill will for you. They are likely stuck themselves and are subconsciously afraid that you will succeed while they won't even try. Don't hold it against them. Don't try to convince them. Instead, politely listen to them, thank them for their input and get right back to pursuing your dream.

From this book you will learn that your success will ultimately not be determined by the things you might now think determine it.

You will learn it is not about having a hot product, a massive market-trend, magic marketing and sales techniques, great web-site, perfect partnerships or favorable financing.

You will learn it is not about your level of education, prior work experience, or what and whom you know.

While these components are characteristics that contribute to your business success, in the final analysis, none of them determine it.

By completing the exercises in this book you will know with 100% certainty that your new business will be successful and rewarding before you invest the first cent.

You will:

- Rekindle your passions and identify your true-life purpose

- Identify your individual personality profile, strengths and abilities
- Profile the perfect business for you
- Generate a list of relevant business options
- Evaluate these options using a fool-proof process
- Choose the business concept that perfectly matches your passions
- Organize a plan for creating a business which precisely matches your lifestyle desires

I have designed this book as a self-study guide to escort you through the most critical steps necessary for identifying and building the perfect business for you. As you continue to read you will notice I occasionally reference or recommend other resources and materials. All of these resources are easily accessed through your membership in the ThePerfectBizBuilder.com online community.

The promise of this program is that if you authentically, diligently, and completely follow the process as provided, you will emerge with a business concept that truly resonates with you and what you intend to accomplish in life and that establishes a financial landscape the likes of which you have always dreamed.

That is a big promise! I realize you may be a bit skeptical. After-all, some of what I tell you may not align precisely with business school methods so frequently published in books and audio programs. I promise you this, if you trust this process, once you have completed it in its entirety as outlined in this book you will have a clear vision of the perfect business for you and be well on your way to creating it.

Before I get too much further along I want to share with you how a flash of inspiration ignited 3 people in 3 different places in 1 instant and became an astonishingly successful business enterprise.

About 18 months ago through an epiphany I had while in Africa working with a group of about 600 AIDS orphans, I created a success coaching business called Champion Success Coaching. Through it I teach people how to apply many of the principles you will learn in this book to transform their lives and businesses and take them to the next level of success. After escorting a host of people through many of these 15 week individual and group programs I began to notice that the majority of the participants left the program more excited, engaged and success-bound building a *different* business from the one they had arrived with.

I began to realize that there was something transformative happening to these people by virtue of the program. I observed that they arrived with one set of business objectives and, by virtue of the program, experienced an awakening of sorts, got in-touch with their true desires and made whatever changes were necessary to either modify their current business model, or create an entirely new business model to align with their true desires, commitments, and life purpose. Most of these people are now enjoying astonishing success and living more satisfying and joyful lives as a result.

To make a long story short(er) I was on the phone one day with my wife Kimberly and my business associate Jon in our regularly scheduled project review. I believe we were discussing the challenge of differentiating my programs from the thousands of other 'business coaching' programs out there. I was explaining that it is clear to people who have been in my program how unique it is, but not so clear to those who are lining up a comparison of one promotional description to another.

I relayed the story I just shared with you to illustrate. As I did, Kimberly asked, "wouldn't it have been great had these people experienced this program before they had gotten so far down the path, invested so much money, and dealt with such frustration, aggravation and disappointment as they had."

WHAMO! It hit me like a bolt of lightning.

"OF COURSE", we exclaimed in chorus. It's the most obvious thing in the world. Offer the enlightening benefits of this program to people as they are trying to find the right business and save them the aggravation, stress, and struggle of working on something that does not deliver for them.

I thought aloud, "Duh, why didn't I see that?"

Without any hesitation at all, Kimberly said, "It doesn't matter you see it now."

And before I could ask what next, Jon said, "I am going to start the keyword research right away."

The result is this book, the accompanying audio program and ThePerfectBizBuilder.com membership community.

My intention is to provide you real tangible assistance in finding the perfect business for you. A business that aligns with your spiritual-self, ignites your passions and empowers you to achieve your committed purpose and live a successful, accomplished, joy-filled life.

I relayed this story to illustrate a principle you will become intimate with as you continue to read this book and complete the program. Inspiration is sparking like electricity all around you all the time. We do not always see it. But when we do and when we act on the intuitive nudges the inspiration sources, there is no limit to what is possible.

This by no means suggests that if you are already building a business that this program is not for you. To the contrary, I believe you will find that the experience you have will help you put your current business on track to provide you everything you desire more easily and effortlessly than you may think possible right now.

So, read on and learn how to find the perfect business without even breaking a sweat.

I am standing for all that is possible for you in life and business.

Sincerely and gratefully,

Steve Little
ThePerfectBizFinder / ThePerfectBizBuilder

1

Introduction

*“It is not death that a man should fear,
But he should fear never beginning to live.”*

*~Marcus Aurelius~
Roman Emperor 161-180
“The Last of the 5 Good Emperors”*

Introduction

Here's a brief history about me. I intend that this small but significant window into my lifetime of entrepreneurship will make you comfortable with the knowledge and expertise I have to share with you.

I have invested over 38 years of my life in creating businesses. At 13 years of age I launched my first real business. I started in lawn-care. It wasn't enough to just cut a few of the neighbor's lawns. Instead, I grew that business an average of 100% per month for the first 6 months and employed a crew of over 20 laborers all of whom were 10 to 20 years my senior. I ultimately sold the business for a handsome six figure sum when my father accepted a new job requiring us to relocate.

Throughout my years in high-school and college I was constantly innovating new ways to earn money by providing products and services people needed and wanted. I recall one spring break trip to Florida. While friends and I sat in our rental car waiting to enter a well known amusement park, I saw that every car in line had been covered with road dirt and bugs (they call them love-bugs in Florida). Suddenly I was hit with an inspiration. I jumped out of the car and ran back down the service road to a convenience store at a gas station. I purchased window squeegees, paper towel rolls, and every bottle of liquid window cleaner they had. I hired two younger kids to stand at the entrance of the park and clean windshields while I went into the park to enjoy my day. I made enough money that day to pay for my entire trip; airfare, hotels, rental car, food and all.

When I turned 18 in college, I negotiated and was awarded the beer distribution rights for the campus fraternity houses to earn extra pocket money. That not only earned me some pretty good money but it made me a pretty popular guy on campus. I was invited to a lot of parties.

I quit college at the age of 19 and started a cabinet making business and was ultimately awarded a number of large scale exclusive contracts for high-end furnishings and fixtures throughout the eastern seaboard. That business expanded into a general contracting business which grew an average of 200% per year. When I was ready to return to school I had earned enough money to personally pay to complete my undergraduate degree and the majority of a master's degree at one of the top ten private universities in the Country.

After graduating I moved quickly through the entry level ranks working for a large information processing company. Within 2 years I found myself working in the venture capital backed software startup industry. For the next twenty years I earned an excellent reputation as a creative self-starting entrepreneurial executive who consistently got the job done. My career in high-technology, as a 6 time senior executive, resulted in business growth and acquisitions netting investors an average 500% return on their investment.

Since then my wife Kimberly and I have also created a highly successful health, fitness, nutrition, and personal training business (which we still own and operate to this day) and operate a very successful network marketing business with a major personal care products firm.

Last year, in service of my commitment to create products and programs to make lives better for others, I founded Champion Success Coaching. Through it I deliver one on one and group success coaching programs and support to upstart entrepreneurs and people approaching retirement in search of encore careers.

And now, with the publication of this book and ThePerfectBizBuilder.com online community I am launching a 2nd internet information products business intending to expand my reach and share what I have learned to a broader audience of success seekers.

I am also a champion athlete and an accomplished musician, craftsman, author and artist.

As a student of success I have mastered the key success practices that distinguish the truly accomplished from the wannabes. I have been personally mentored by some of the most successful people in industry today and have studied the key methods, habits, practices, and distinctions of the most successful entrepreneurs of our time.

And, I have inspired and taught a multitude of others how to do exactly what I did and have escorted them to astonishing levels of success.

I tell you all of this not to boast but because I want you to know that, while I may not be a famous well known guru yet, I am qualified through both education and experience to help you find and create your perfect business success. I have not only learned how to begin from nothing and build successful businesses, but I have also learned what success really is, how to distinguish the meaning and value of results versus accomplishments, and how anyone can learn, grow, and develop to live an astonishingly successful life.

I will teach you to do the same.

It is my intention with this book to share what I have learned with you, to expedite your accomplishment of the success experience you desire by helping you find your perfect business.

No matter how much experience you may already have, how far along you believe you are, or where you are starting from, I encourage you to commit yourself to follow the process completely as provided herein.

Finding the perfect business for you, one that delivers authentic satisfaction and rewards is a process involving self evaluation and exploration as well as sound business oriented research. There are no real short-cuts. Simply complete the process and you will be on your way to experiencing a wildly successful life as an entrepreneurial business owner.

Share what you learn with others to enroll them in supporting your creation. The information you share may even help them create the business success of their dreams.

Use this information again as you grow and expand your new business or as you create additional businesses in the future.

With that said, let's get started.

How to use this book

The book has been organized to facilitate the development of the perfect business for you.

Exercises have been specifically formulated and arranged to escort you through an orderly exploration and self discovery to reveal “the stuff” about you that holds the secrets to finding the

perfect business for you. Some of the exercises require careful, authentic and honest introspective thought. Others will incorporate ideas and opinions of people close to you.

While I have no way of policing you, I want you to know that following the structure and pace of the program is important. I have provided specific instruction at the end of each of the daily sections. I know you are anxious and excited to find the answer, but let me encourage you to not jump ahead. Following the prescribed process and completing each exercise as they have been provided will yield the best of all possible outcomes. Short-cutting the process will only rob you of some of the value made available to you.

This is a working document that will remain useful long after you have your business started.

You will want to revisit the exercises, repeat the evaluations and continue to develop as you experience the growth and success of your perfect business(es).

The Control Book

When I first got started building businesses I immediately realized that I needed a way to keep track of a lot of information. Some of it was related to areas of personal growth and development. Some was related to operational business decisions and activities, and some was related to strategy and planning. Through the years I developed a practice of keeping what I now call “The Control Book” for each endeavor. The Control Book is part journal, part business plan, part a brainstorming tool and part a forecasting / business performance record. In effect every significant idea, meeting, discussion, strategy, decision, projection and result is formally or informally documented or in some way represented in “The Control Book”

Beginning with a 3-ring loose-leaf notebook with a half dozen topical divisions in it, The Control Book starts with a written narrative describing what you want to accomplish with a particular business or project. From there, each time you do any kind of substantive development in thoughts, words, or actions, some kind of entry gets made in “The Control Book”. To be clear often times this documenting may amount to nothing more than a hand-written post-it note stuck to a journal page somewhere in a section of the book. Other times it may be a doodle-ridden page torn from a spiral-bound notepad recording the important points you collected from a conversation or meeting. And still for others might include a carefully produced spreadsheet that may have been used as the basis of a discussion with partners or associates. The key is that this discipline and resource will be incredibly useful for you throughout the process. I encourage you to implement it right from the start.

If you are working from the hardcopy print form of this book then what you are reading is already in The Control Book.

If, on the other hand, you are working from the digital download form of this book, then I suggest you:

1. Immediately purchase a 3-ring binder.
2. Print this book in its entirety
3. Punch 3 holes along the left hand edge of a printed copy of this book
4. Place the pages in the binder and label it “My Perfect Business Control Book”

5. Place some photos, magazine clips, or other visual images that represent the life you want your perfect business to deliver on the front of you Control Book.

From that point on, the completion of each exercise, along with any other thoughts, ideas, discussions and activities pertinent to you finding and starting the perfect business for you should be added and kept in this book.

The information and exercises provided in this book will escort you through the completion of a wide variety of critically important developmental and thought exercises. Keep your “Control Book” with you throughout the process of finding and creating your perfect business. You never know when you will receive an inspired idea that you need to capture. You never know when you will be presented with a learning opportunity and need to review the information provided.

In the end, you will not only have found your perfect business, but you will also have a record of how you did it and why you have done what you have done each and every step of the way. This information will prove invaluable as you continue to record the experience of creating, building and growing what is guaranteed to be a phenomenally successful business.

As an added bonus, you will have created a road map for others to follow when they go to pursue their own perfect business success.

And last but not least you will have an amazing record of the life altering events you experience along the way. As you travel the beaches of the world, rich, accomplished, and successful you will be surprised how rewarding, and at times comical, a review of your Control Book(s) will be.

ThePerfectBizBuilder.com/members

As part of your purchase of this program you have been enrolled in ThePerfectBizBuilder.com online membership community. There you will find volumes of additional information and training resources in text, audio and video media along with access to live coaching and mentoring programs as well as a community of like-minded individuals who are ready and willing to share their own experience to help you find the perfect business for you.

I encourage you to visit the membership community web-site frequently to take full advantage of the tools and resources I have made available to you. www.ThePerfectBizBuilder.com/members

Getting Started

To get the most out of this program, you will want to begin now by making these simple preparations.

1. Log-in to ThePerfectBizBuilder membership site and connect with Steve.

Comment on the blog posts. Introduce yourself through the discussion forums. Familiarize yourself with the environment. It is a powerful resource designed specifically for you and I want you to get the most out of it.

2. Prepare your Control Book.

This resource is more valuable than you may think right now. Trust me; you will be glad you did not skip this step. You Can Upgrade Your Manual Purchase here [CompleteMyProgram](#)

3. If you purchased the 22-Part Audio Coaching Program download each of the audio files using the special link you've received via email.

Burn them to CDs or load them on an MP3 player. Listen to them frequently and allow them to escort you through the program.

4. Schedule the completion this entire Program on your daily calendar.

You are embarking on a journey that will change your life. It is worth the 1 to 2 hours a day it is going to take.

Be sure to allocate time each day for reading the material, completing the exercises as well as time for completing the daily practices the program recommends.

5. Stay on schedule use the resources in the ThePerfectBizBuilder Membership Community regularly.

I am 100% committed to your success in this program. Please contact me directly at any time through your membership account.

This is your resource and I want to know that it is providing everything you need.

2

Facts and Stats

*“The entrepreneur is our visionary, the creator in each of us.
We're born with that quality and it defines our lives as we
Respond to what we see, hear, feel, and experience.”*

~Michael Gerber~

Author EMyth Book Series & Founder of EMyth Worldwide

Facts and Stats

There are numerous motivations for starting a business of your own. Perhaps you are fed up with or don't want to work long hours trading time for money building somebody else's dream. Perhaps you want to build a legacy and leave your mark to inspire others. Maybe you are out of work and are having difficulty finding a job that you will really get excited about. Perhaps you are ready for an encore career doing work that is socially significant in some way. Or, maybe it is just something you have always wanted to do and you have decided that now is the time.

Regardless of your reasons, you are embarking on an amazing journey. Whether you are beginning your search for the perfect business with designs on working it full or part time, you will want to enter the process fully informed, aware and with your eyes wide open. I have seen thousands of people enamored by the idea of being in business who were not truly ready to take on everything that being a business owner requires. Even if you intend to start on a part-time basis, you will want to be clear about what you are trying to accomplish and why. You will want to treat your business like a business and take responsibility for learning and implementing everything necessary for you to achieve your business objectives.

Make no mistake. Building a business requires a substantial investment of time and energy. The rewards in terms of personal accomplishment and satisfaction defy description, but you will likely have many experiences that are well outside your personal comfort-zone. The faster you learn and more proficiently you address the challenges you encounter, the sooner you will experience the elation of accomplishment and success.

As you will learn in the pages which follow, while any well conceived and well managed business can succeed, not all business afford all people the same success potential. It is vitally important that you invest the energy up-front in finding the right business for you before you invest any of your money.

I am sure you have heard the expression "do what you love and the money will come". I go a step further and contend that you cannot actually experience success in business unless you positively love what you do. If you sell out in any way and accept anything less than a business you are truly, sincerely and passionately in love with, you will ultimately not accomplish what you dreamed of accomplishing and the elation and rewards of success will elude you.

Choosing wisely is important. I have created this book to help you find the perfect business for you, and avoid years of trial and error, struggle and strain trying to build one or more businesses that are anything less than perfect for you.

Ten Terrific Reasons to Start Your Perfect Business NOW

There has never been a better time to start a business. There are more viable opportunities for you to pursue than at any other time in history. There is an infinite variety of business models, strategies and tactics to choose from.

- Technology has leveled the playing field between you and well established big business.
- The internet has matured to such an unprecedented degree that literally anyone can start a fast-growth profitable online business at minimal cost.
- Home-based business has come of age and no longer carries the stigma of being more of a hobby than a business.
- Corporations increasingly outsource key functions to smaller businesses creating an abundance of opportunity.
- Professional people from all business disciplines accept that the days of corporate job security are gone completely.

According to Dr. Chad Moutray, Chief Economist for the Office of Advocacy of the US Small Business Administration (US-SBA), “statistics paint a compelling picture of just how important small business is to America. They show that small entrepreneurial businesses are America’s job-creators, innovators, and the path to mainstream economic activity for all segments of our society”.

Here are some other pretty compelling statistics to consider. Did you know that?

- Small entrepreneurial businesses represent 99.7 percent of all employer firms in the nation.
- Over the past decade, small business net job creation consistently grew between 60 and 80 percent.
- Small businesses employ 75% of all private sector employees.
- Small business accounts for over 51% of the US Gross Domestic Product (GDP)
- The US small business economy is greater than the total economies of France, Germany, and Great Britain combined.

And these statistics do not even account for what is probably the single most significant future trend, the arrival of the baby-boomers on the entrepreneurial scene.

The leading edge of the baby-boomer generation is approaching traditional retirement age healthier and more energetic than most in any previous generation. Many in this generation are not looking to stop working. In practical terms while they typically have accumulated substantial retirement assets, most have portfolios that are unfit to provide for the financial demands of 40+ years of post career income. But more significantly, many seek an encore career which is infused with new meaning and significance.

According to the Kaufmann Foundation, for the past five years the number of new business startups has increased by nearly 30% with people age 50-62 being the fastest growing group of new entrepreneurs in the U.S.

People in the trailing edge (45-50) of this most economically influential generation are seeking more gratifying lifestyles earlier than their senior contemporaries. Rather than saving in midlife to finance

outright retirement in their late fifties, people now save in their middle years to buy an extra measure of freedom to swap income for careers which make an impact.

The Gen-Nexters, witnessing the boomer dilemma, are choosing to leverage the internet and other technological innovations to pursue radically different, more entrepreneurial vocational choices earlier in life. They are literally restructuring life cycles so that they take more leisure earlier in life.

While many individuals decide to go for it for their own internal reasons—a passionate need to be independent, a burning desire to turn a hobby into a profession, or the love of a challenge—others have chosen the entrepreneur route in response to situations including layoffs, frustration with their current workplace culture, or a need for greater flexibility and diversity in their lives.

“Home-Based business is not only legitimate, not only here to stay, but is the way of the future for entrepreneurship. Gone are the days of commuting, cubicles and huge capital costs - traded in for a favorite pair of blue jeans, a fast Internet connection, coffee brewing in the kitchen, and some of the smartest and most spirited entrepreneurs in the world ... running their businesses from home.” Rich Sloan, co-founder of *Startupnation.com*

According to the most recently published US-SBA figures approximately 66 percent of new businesses prosper at least two years after start-up, 44 percent thrive at least four years, and 30 percent flourish more than five years. These are pretty impressive statistics when you consider that many of the business that close within these short windows of time do so not out of necessity but because they have served their purpose.

And these reports only include an accounting of those businesses created by people who have already made the decision to pursue the entrepreneurial dream. There are clearly millions of others who may sincerely desire a change but who are not yet underway.

But even more importantly than all of these statistics is the one fundamental truth that **small business ownership transforms lives**. All around the world people are awakening from the circa 1950's belief that they must sacrifice life-quality to accommodate a chosen profession to the refreshing more enlightened awareness that in order to live a satisfying and successful life their vocation (i.e. what they 'do') must support and enhance the life-qualities they desire.

This emergence of social awareness and acceptance has catalyzed a powerful demographic shift that has created limitless opportunities for those willing to learn, grow, and succeed.

Why did I feel the need to tell you all of this?

Because today is the first day of the rest of your life, I want you to see what's in store. I want you to get excited and I want you to see that you are about to grow and develop like you never have before in your life.

This program is just the beginning. Once you start your business, you will continue to learn. You will develop your personal knowledge and skills in dozens of areas you have not yet even explored. You will learn how to overcome challenges you have never faced before. You will learn new business processes, systems and methods and will enrich your life experience beyond your wildest imagination.

You are embarking on a fantastic journey and like no other moment in history, the time for you is NOW.

3

The Perfect Business Elucidated

“You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is you just don't see them.”

~Jay Abraham~

Founder The Abraham Group, Marketing Expert

The Perfect Business Elucidated

There are literally limitless entrepreneurial business possibilities available to you. For each business concept there are numerous business models, strategies and tactics to choose from. In the truest sense of the expression, the variety of possibilities for creating the perfect business for you is positively mind-blowing.

If you are like most people the most common mistake you could make is to begin the search for the right business looking 'out there' at the infinite array of possibilities that exist and try to choose, in an almost random fashion, something that might appeal to you. Alternatively, a friend may enthusiastically contact you and invite you to consider joining him in his new multilevel marketing or direct sales business. Perhaps because you know him and trust his judgment you jump on board to see if you like it.

The fundamental flaw with this random or chance approach is that it fails to account for the most critical aspects of the decision - the ones that make the experience of success possible - and replaces them with the relatively poor judgment of blind intuition and subconscious emotions; something I believe we will show to be just slightly less reliable than the worst odds in a Las Vegas casino.

The unfortunate result of this flawed method is that there is an extremely small likelihood that you will actually find the right business for you and will more likely lose a lot of money that you cannot afford to lose.

With this book I am offering you a proven methodology for finding your perfect business which begins with the exploration and discovery of the internal factors that actually determine your success experience. I developed this technique by applying the best of what I have learned throughout the 38 years of entrepreneurial success I have recorded. I escort you through a series of tried and true, scientifically validated exercises and problem solving techniques that reduce the amorphous cloud of limitless possibilities to a short list of truly relevant options and ultimately reveal your perfect business to you.

What makes a particular business perfect for you at any given time in life is not what you might think. Business-school principles and conventional wisdom would suggest you find the perfect business by evaluating market and economic trends, creating uniquely differentiated competitive products, writing a good business plan, and finding favorable financing.

Indeed these are important considerations and depending on your individual circumstances, they do have bearing on how you decide to build the perfect business once you know what it is. To the extent that these conventional business activities make a useful contribution to fulfilling your vision for the perfect business then you should do them. They are not, however, the most important beginning place, nor are they necessarily going to determine your ultimate success.

I have built several wildly successful businesses without consideration of any of these. I have met hundreds of others who have as well. You can too.

To be clear, I am not advocating that you not attend to the administrative and planning basics for your new business. However, from the perspective of finding the perfect business for you, there are more fundamental considerations.

What makes a particular business perfect for you and what guarantees your astonishing success is how well it aligns with you, your purpose, your passions, and your true inner-most commitments and desires.

The Perfect Business for you is one in which you are free to apply your true passions to the pursuit and successful accomplishment of your greatest life purpose.

Whether you consider yourself business savvy today or not, the knowledge, skills, interests, talents, and past experiences you command have prepared you to build many kinds of businesses.

For instance, in my life, amongst other things I have worked as a cabinet maker, carpenter, statistician, satellite communications engineer, salesman, sales manager, “C-level” executive leader, strategic planning advisor, writer, champion athlete, professional trainer, coach and mentor.

While any of these can be (and most have been) turned into a successful business, what made one or another the perfect avenue to success for me at a given time in my life was how well it matched the personal lifestyle desires, passions, and purposeful commitments I had at the time.

For instance, as I explained in the opening chapters, when I was 13, the perfect business for me at the time was lawn-care. Later, the perfect business for me was a cabinet & fixture shop. Still later, it was my first computer technology venture and then each of the 6 successful technology businesses I built, followed by several consulting practices, a personal training, fitness and nutritional practice and a successful network marketing business and so on. Each of these was the perfect business for me at the time. Each provided me a rewarding and joy-filled life experience. Each provided me an experience of astonishing success and accomplishment. Each taught me important life lessons which have allowed me to continue to grow and develop the rich full life I now enjoy.

I started out as a regular kid just like you. I had no special advantage. Over time, each experience challenged me and equipped me with new knowledge, skills, and experience. All together, they have contributed to preparing me for this, the most meaningful and significant entrepreneurial business endeavor in my lifetime.

Now, writing this book and founding ThePerfectBizBuilder.com membership community, creating information products and providing coaching programs that apply all I have learned from each experience combined with all of the training, coaching, and mentoring I have received throughout to help you create the perfect business for you is the perfect business for me.

It is clear to me that the journey I have taken in life has lead me right here, right now, for the expressed purpose of delivering what I have learned to you.

It is clear to me that my success in accomplishing this committed purpose will be measured in large part by your success.

Whatever your individual interests and experiences where-ever you are starting from, the question is; which will create the perfect business for you right now?

Because we are each completely unique individuals, and while your desires may indeed be similar to those of another, somewhere within you there is something that uniquely differentiates you and your

motivation for the pursuit of a given business idea. It is this uniqueness within the infinite sea of possibility that makes the business that is perfect for you possible, and when you find it, guarantees your astonishing success

As you begin the process of finding the perfect business for you, realize that you are opening a universe of new possibilities. You may have a vision for success which includes a suite on the top floor of a high-rise office building downtown. Or, perhaps your vision is a home-based business with no employees and which allows you a casual work environment and ample time for family, hobbies, or travel.

As you begin the process of finding and planning the perfect business, you want to be crystal clear about what you really want out of this new life you are about to create.

You will clearly be more fulfilled and experience a greater sense of satisfaction and accomplishment if you create a business that draws upon what you really enjoy doing. You are also going to invest a fair amount of time and energy into making your business a success. If you are truly passionate about it and enjoy it, it will not seem like work and you will not regret investing the time.

This is the most important thing for you to know at this juncture:

Regardless of the business you choose, in order for you to ultimately experience it as a success, it must be in service of your individual life purpose, aligned with your vision of success, and support the life you truly want to live.

Before you can really generate a meaningful list of options to choose from, you must be crystal clear about what you want and why.

STOP

That's enough for today

- **Record today's date here:** _____
- **Listen to the Quick-Start Audio**
- **Log into ThePerfectBizBuilder Membership Community and see what's there**
 - Introduce yourself to me through the 'Ask Steve' section.
 - Read and comment on the articles posted in the 'Steve Says' section.
 - Listen to the first Guru Interview.
- **Create your Control Book**
 - Print this book and place it in the binder.
 - Write "My Perfect Biz" on the front cover of the binder.
 - Include photos or visuals you may have of the lifestyle you want your perfect business to create.
 - Keep the Control Book visible to you throughout your day.
- **Take the audios with you**
 - Burn all the downloaded audio tracks onto CDs for your car.
 - Load them onto your MP3 player.
 - Listen to each session audio frequently.
- **Schedule all 21 days of this program on your appointment calendar**
 - Schedule a minimum of 1 hour each day to read a section and listen to the accompanying audio.
 - Schedule 30 minutes each morning and 30 minutes each evening to complete the exercises and activities assigned.
- **Be sure to record any insights, ideas, thoughts, or concerns in The Control Book as well.**
- **Share your thoughts with your spouse, significant other, or a close friend.**
- **Continue tomorrow**

4

Success Secret Revealed

*Success is not the key to happiness.
Happiness is the key to success.
If you love what you are doing, you will be successful.*

*~Albert Schweitzer~
Theologian, Physician, Philosopher & Musician*

Success Secret Revealed

Success, in the action sense, is most often defined as the achievement of a result you have specifically set out to accomplish.

But, what is the association between success and happiness?

What if the results you've accomplished are significant but don't bring you true happiness and satisfaction?

Are you still successful simply because you achieved results?

Let me illustrate.

The ability to network and develop relationships quickly and easily with people, combined with a little sales training, some street savvy garnered from a few entrepreneurial mentors, and an innate ability to present myself convincingly and with confidence, helped me create dozens of successful businesses in my youth and develop a 23 year career in venture-backed software, delivering investors astonishing returns and earning me millions of dollars.

By a conventional definition of success, I certainly qualified. But was I really successful?

I didn't feel much like a success. Here's why:

Like many in my generation, in order to realize the financial results I thought would yield success; I sacrificed in virtually every other area of my life. For almost 15 of those years I traveled non-stop, always striving for the next level of success. I was only home 5 to 7 days a month on average. It was virtually impossible for me to create and maintain any truly meaningful non-business related relationships. I missed my first daughter's childhood completely and I was 5 years into missing my youngest daughter's childhood too before I came to my senses.

There were other sacrifices as well. There were dozens of things I passionately wanted to accomplish with my life, and yet I believed it was necessary to defer pursuing them until I had achieved sufficient financial security. And yet, even after I had the financial resources, it always seemed that pursuit of my passion was distanced by the time and energy necessary to maintain the very security that was supposed to allow it. I felt trapped by the financial success I had created.

I had expertly set and achieved goals and objectives and enjoyed an excellent reputation as a true professional who predictably and reliably got the job done.

However, all the money, awards, rewards, stock options, bonuses, and industry recognition did not translate to a feeling of success. Nothing I had accomplished really seemed to matter. Even as a multimillionaire, I felt unaccomplished and unfulfilled and was haunted by the question: Why not?

From this experience I learned something I want to share with you.

True success includes something more than what you do and achieving results.

It is about who you are 'being' and what you are truly committed to accomplishing.

You have undoubtedly heard the expression, "Do what you love and success will come".

I have a corollary to that saying:

You cannot ultimately experience success unless you are being a person who is doing what you love and are committed to purposeful accomplishment.

“It is the commitment behind your accomplishments that gives them power and calls forth results that matter.” Werner Erhard, est

“Identify your commitment; take a stand for that commitment and it will call forth the appropriate actions to fulfill on that accomplishment and generate the experience of true success.” Werner Erhard, est

The love of what you are accomplishing inspires you to effortless success.

What was missing for me all those years was clarity of a purposeful commitment through which I could experience accomplishment and true success. My experience taught me that success is better understood in the context of purposeful pursuit.

True success is the purposeful achievement of a result you are committed to accomplishing.

Once I understood my purpose in life and once I committed myself to instill each and every area of my life with that purpose; as a husband, father, son, friend, mentor, author, athlete, craftsman, artist, musician, and entrepreneur, I experienced astonishing success in them all.

Deferral of the passionate pursuit of purpose not only leads to emotional disillusionment, but it also keeps you from contributing in as significant a way as possible to the people who matter most in your life; family, friends and loved-ones.

The tragic truth is that if pressed to answer the question, “what life purpose does your vocation serve?” many of you would respond that you do not know what your purpose is. Others would say that you are (first) trying to earn enough money to prepare for the pursuit of the things that really matter to you.

Perhaps you are going to work each day, sacrificing and saving, and trusting or hoping and perhaps praying that somehow, magically it will all work out in the end. You sincerely intend to take on the challenge of a significant contribution to a greater good, but you feel compelled to make ‘enough’ money first.

Father Alfred D Souza expressed it well in his now famous quotation:

“For a long time it had seemed to me that life was about to begin. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time still to be served, a debt to be paid. Then life would begin. At last it dawned on me that these obstacles were my life.”

Success is not about how much money you make or how many possessions you own.

Success is not about working long hard hours and sacrificing enjoyment of the people places and things you love.

Success is not about having a competitive product advantage or some special skill or talent.

Success is about service. Give more to get more. In order to give more, you must become more.

True success can only be realized when it empowers, enables, or is in some way in service of the passionate pursuit and accomplishment of your greatest life purpose.

In the space on the next page, while reflecting on the life you will love living each and every day, write your definition of success. Describe how you will know you are a success.

Nobody is going to grade your work. Don't concern yourself with grammar or organizing your thoughts concisely. In fact, the less you edit or refine your thoughts the better. Just write in a stream of consciousness whatever that pops into your head.

Describe all aspects of success for every area of your life; your business, finances, relationships, health and wellness, and so forth.

STOP

That's enough for today

- Record today's date here: _____
- Listen to 21 Day Program Audio #1
- Review the statement you wrote about Success. Be sure it communicates every aspect of the successful life you want your perfect business to deliver
- Record in your Control Book daily habits or practices you can establish to keep your definition of success present to you each day
 - Hint – Consider reviewing your description of success daily for the remainder of the Program (and beyond)
- Consider ways you can record and measure your progress in each area. Make note of them in your Control Book
- Be sure to record any other insights, ideas, thoughts, or concerns in The Control Book as well
- Share your thoughts with your spouse, significant other, or a close friend
- Continue with the book tomorrow

5

The *Secret* First Step

*Purpose is far more than the starting-point, it is the centerline
That guides you to greatness and significance over time*

~Ralph W Schrader~

Chairman & CEO, Booz Allen & Hamilton

The *Secret* First Step

In his book *Harmonic Wealth - The Secret to Attracting the Life You Want*, James Ray discusses two different strategies that determine why you do what you do. He explains that you are either moving toward your goal of success or away from something that is causing you discomfort or pain.

Unfortunately our society teaches us move away strategies. Research done by social psychologist Morris Massey asserts that very few people make significant life changes after the age of 13 unless they experience a “significant emotional event”. This might include a death of loved one, the loss of a job, a divorce or break-up of a primary relationship. This type of event causes a person to step back, re-evaluate and take inventory on their life and potentially choose a new strategy.

This has certainly been the case for me several times in my life. First following the death of a father-figure and business mentor of mine, and again when I could literally no longer stand the emotional disillusionment and dissatisfaction associated with my career as a corporate executive. In both cases the re-evaluation resulted in a radical shift in the priorities in my life and the direction I chose. But in actuality the decisions were very different.

In the first case I was moving away from the fear of failure in business. I feared that I could not succeed without my mentor.

In the second case, in the search for more meaning and significance in life, I was moving toward my greater life purpose. I was seeking a more meaningful and rewarding life path.

Because you have purchased this book, you must be considering a change. Let me ask you some important questions:

What is motivating your desire for change?

Are you moving away from pain or are you drawn toward a true inner desire?

Have you ever wondered why you are where you are in life?

Have you ever looked back and pondered your life and wondered why things have been as they have....why you have been to the places you have been, experienced the things you have experienced, met the people you have known? Why your life has turned out as it has?

Have you ever asked yourself what purpose your life experiences serve?

Have you ever wondered if anyone else asks themselves those same questions and seeks to find the reason for their experiences in life?

Let me assure you, at some time in life, young or old, everyone ponders these questions. A distinction can be found in which strategy they employ for the answers; moving away from pain, suffering or fear, or moving toward their greatest committed contribution.

The fact is that those who employ the moving away strategy ultimately (re) experience more of the same. They relive the same suffering, stress, anxiety or fear that caused them to seek a change to begin with.

Those who employ the moving toward strategy realize something quite different. Their lives are transformed and they realize astonishing success.

In the end accomplishment of purpose is all that really matters.

Many people who have encountered the real possibility of death not only report a vivid recollection of many of life's past experiences, but also emerge from the experience inspired and resolute to not take any life experience for granted again. They often make dramatic changes in the way they live their lives, the priorities they choose, and accomplishments they value.

One of the most revealing exercises I often recommend is to consider how your life would change were you to find that it would end, painlessly and without suffering but definitely 1 year from today.

Aside from the practicalities of funeral preparations and so forth, what would change for you?

The changes you would make if this were the case for you are extremely revealing. You will see, perhaps, for the first time, what you are truly committed to and what really matters to you.

For instance, if you hold a power position in a corporate enterprise that requires you to travel away from a family you love and are committed to you would likely leave that position and dedicate yourself to investing as much time as possible with these loved ones.

Or, if you had no family but were passionate about using your talents as an artist to create meaningful and significant works of art that contribute joy to the lives of others, you may choose to quit your 'day-job' and focus 100% of your energy to fulfilling that passion.

Or maybe you have always wanted to contribute in some substantive way to solving the hunger crises in a 3rd world nation, but have to date only talked about what you would do if you could. I suspect you would find a way to take immediate action to accomplish that dream.

The point of this thought exercise is that, when put to the test, you would see clear evidence of why you are here and what you are truly committed to accomplishing. You would see clear evidence that you have a life purpose much bigger than yourself and what you attend to currently.

And, probably most importantly, you would get a clear indication of where you are in life, relative to the pursuit and accomplishment of that purpose.

I know when I first considered this question I was staggered by how far my life and the way I lived it had drifted from my purpose. Try it for yourself and see.

Purpose Is

Purpose is central to good human health. We are all born with a purpose.

"Purpose is a permanent, common thread woven throughout and in all parts of our lives....Purpose is energy. It's the single most motivating force there is. Discover your purpose, be on purpose, and you will have a life filled with meaning and significance." *The On-Purpose Person*, Kevin W. McCarthy.

Although deaf and blind, Helen Keller became a world renowned speaker and author. She wrote that "*happiness comes from fidelity to a worthy purpose*".

A Russian immigrant who became a worldwide success as a philosopher, novelist and play-write, Ayn Rand wrote that "*purpose must be one of the three ruling values of human life.*" (The other two are 'Reason' and 'Self-esteem').

“The first principle of ethical power is Purpose...It is the picture you have of yourself – the kind of person you want to be or the kind of life you want to lead.” Kenneth Blanchard and Norman Vincent Peale; *The Power of Ethical Management*.

“Decide upon your major definite purpose in life then organize all your activities around it.” Brian Tracy, one of America’s leading authorities on the development of human potential.

“Without purpose as the compass to guide you, your goals and action plans may not ultimately fulfill you.” Jack Canfield; *The Fundamentals of Success*.

The difficulty is that the pervasive (circa 1950s) misguided beliefs about how to achieve success place such a premium on financial security and the accumulation of possessions that the pursuit and accomplishment of purpose is often deferred and compressed toward the end of life. What many are left with in the end is a lot of ‘stuff’, an unfulfilled purpose, and very little time left.

You have a cause, a purpose, which is greater than yourself. Break-through the belief that you are, or must be, a victim of economic, ethnic, or social circumstances beyond your control. Accept a new view of the future which includes the manifestation of a life of choice, abundance and opportunity.

Take on the challenge of creating a new world for yourself; a world which includes the accomplishment of personal and professional success, financial freedom, happiness, joy, health, wellness, and longevity.

Fulfill your purpose and passionately contribute to this greatest life cause. Whether your purpose is to be a factor in the elimination of ignorance, poverty, starvation, disease, crime, or war, you can create the future as you want it to be, regardless of any thoughts or beliefs you or others around you may have to the contrary.

Live your life passionately, joyfully, and on purpose right now. If you do, you will create the successful, rich, secure, healthy and accomplished life you desire now and in the future.

Until you are in pursuit of that singular purposeful focus, no matter the dimension of the results you achieve, you will not experience them as the success you desire.

There is rudimentary truth to the saying, “follow your purpose with passion and the money will come.”

Are you frustrated by the sacrifice of quality time with family and the people who mean the most to you to work long hours and climb the corporate ladder to ‘success’?

Are you anxious about the perceived need to continue advancing in title, rank, or pay in a high stress job or profession?

Are you exasperated by low, slow, or insufficient growth in your personal or professional endeavors?

Do you sacrifice your health, wellness, and fitness activities or defer recreation, vacations and holiday celebrations with the people you love?

Do you defer the pursuit of the activities and vocations you are most passionate about because you believe the widely accepted dogma about the proper preparation and provision for the future?

Are you stopped from pursuing your interests or passions because you feel constrained by business obligations?

Are you secretly afraid that you will not provide sufficiently for your family if you don't sacrifice time with them in exchange for time at work?

When your chosen profession or business, cause you to feel a sense of frustration, anxiety or stress, then you are "off purpose".

Lack of enthusiasm or energy, the feeling that you are in a rut, restless anxiety, and physical ailment of various kinds are all signals that you are not investing yourself "on purpose".

The discomfort you feel is your subconscious mind prompting you to get things back in proper perspective.

Perhaps you, like the majority of people today, are working long hard hours following the system and sacrificing in other areas of life but are not experiencing the success you desire. If so, then there is a high likelihood that you are not "on purpose"

In contrast, when what you do is in service of this purpose, you are joyful, satisfied, and fully self-expressed. Success comes effortlessly without stress, strain, anxiety and fear.

This is where the saying '**do what you love and you'll never work a day in your life**' comes from.

This experience is available for you.

You may consciously or subconsciously ignore these signals but you will eventually either confront or be confronted by the need to serve your purpose.

Relative to finding your perfect business, nothing you do outside of the pursuit of your purpose will be experienced as success and will not ultimately result in satisfaction, security and happiness.

Once you have your purpose you are empowered to imbue any activity you take on with meaning and significance.

This one truth alone, in and of itself, with no further exploration at all, will call forth a greater sense of accomplishment and joy in everything you do whether in business, time with family and friends, or just sitting quietly on a Saturday afternoon.

It puts you into a bigger game in life and fuels an entirely new inspirational motivation for your entrepreneurial endeavorsand what you see is possible with them.

It creates the strong sense of 'why' beneath your commitment to succeed.

A 'why' big enough to motivate you is bigger than making money or having an exotic car or big house.

The Purpose Statement

This purpose statement provides the guiding star for whatever kind of business you choose to build.

It reflects clearly and concisely your inner desires in relationship to others outside yourself. It reveals expressions of your unique life qualities and incorporates your vision for the perfect life experience into one simple statement.

Something like these:

“I, teach, inspire, encourage, and empower others to live lives they love.”

“I create information products that make other lives better.”

“I teach others how to become healthy, fit, and strong, so they live longer, more active and satisfying lives.”

“I teach, inspire, and mentor others how to develop wealth and financial security through the identification, creation and growth of businesses.”

You will know when you have found your purpose statement because when you write it, read it, say it, or hear it, it will move you emotionally, perhaps even to tears.

A simple inner exploration of what is truly important to you will save you years of wandering, searching, and wondering about the future. Once you are onto your purpose, don't fall prey to the notion you must defer your passion until after you finish school, get married, or make enough money. Instead, implement a set of daily practices that will keep your purpose central in all you do.

There are a number of ways to determine your purpose. The following exercise will help you to discover your purpose and create a compelling purpose statement that will guide you through the remainder of the process of finding the perfect business for you. I learned this exercise from Arnold M Patent, author of “You Can Have It All”.

In order to discover your true purpose in life, you'll want to eliminate all the misguided “Pollyanna” purposes you've been taught through ‘conventional wisdom’. For instance, “being a good parent” is certainly a wonderful, and important thing to do, but it is not a life purpose. So begin by agreeing with yourself that you will see this process through to the end and refuse to accept anything less than a clear and emotionally moving statement of purpose.

I suggest you complete the exercise while alone and uninterrupted. It is important that you consider each question carefully and answer authentically from your heart. Be sure you do not incorporate what you think others would approve of.

Regardless of how ‘in-touch’ you believe yourself to be, don't skip this exercise. It forms the foundation for the remainder of the process of finding the perfect business for you.

You want to start off on the right track.

The Life Purpose Exercise

1. List two of your unique personal qualities. For instance; *creativity and optimism*.

2. List two ways you enjoy expressing these qualities when interacting with others. For instance; *support and encouragement*

3. Assume the world is perfect right now. What does it look like? How is everyone interacting with everyone else? What does it feel like? Write your answer as a statement in the present tense, describing the ultimate condition, the perfect world as you see it and feel it. Remember, a perfect world would be a fun place to be.

For instance; *Everyone is happy to pursue their own personal passions and unique talents. Everyone is expressing love and helping each other.*

4. Combine the three prior answers into a single statement:

For instance; *My purpose is to use my creativity and optimism to support and encourage others to happily pursue their own personal passions and unique talents in a loving and helpful way.*

If, after you have completed this exercise, you have not uncovered a purpose statement that moves you emotionally, then you may not have been authentic or thorough with your considered responses.

Either repeat this exercise or visit ThePerfectBizBuilder.com membership community to complete one or more of the other exercises available there.

Alternatively you can contact me through the community web site and schedule a live consultation if desired.

Identifying your purpose is a **vital first step** to finding the perfect business for you.

As referenced in the title quotation of this chapter, “**it is the centerline that guides you to greatness and significance over time**”.

It cannot be overlooked.

STOP

That's enough for today

- Record today's date here: _____
- Listen to 21 Day Program Audio #2
- Review the statement you write about Success. If, after finding your life purpose your definition of success has changed, return to that exercise and alter what you wrote to align with your new perspective
- Review what you have read about the importance of knowing your Purpose
- Review the Life Purpose Exercise. Print it, tape it to your walls or desktop, make your newly defined Purpose Statement visible to you throughout the day
- Consider ways you can make that purpose central in all areas of your life How can you imbue your daily routine with the power of your purpose
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue with the book tomorrow

6

The Magic Link

*“When you know what you want and want it bad enough,
Motivation is what gets you started...”*

~Jim Rohn~

American Entrepreneur, Author, & Speaker

The Magic Link

Congratulations! By completing “The Life Purpose Exercise” you have not only started building a solid foundation for finding your perfect business, but you have also placed yourself in a position to experience success as you never have before. Now that you have a sense of what you are up to in life, you will now explore your **motivation** for wanting to own and operate your own business.

Motivation is the reason or reasons for engaging in a particular behavior. These reasons may include basic needs such as food or a desired object, hobbies, a goal, state of being, or ideal. It refers to the initiation, direction, intensity and persistence of human behavior.

As it relates to finding and building your perfect business, the motivation behind the decisions you make and the actions you take must be in the service of your purpose.

Whether your vocation enrolls you in the accomplishment of purpose directly or not, motivation creates the connection between what you do and the service of purpose.

For example, if your purpose is “Inspiring others to their highest level of achievement,” you might start a business that takes this purpose on directly. You might host inspirational success seminars or tele-seminars; offer people coaching and mentoring support; or write an inspirational book. In these examples the reason or motivation for starting your business is in direct harmony with your purpose.

Alternatively, you may start another kind of business that does not directly express your purpose, but instead indirectly enables you to advance in your accomplishment of it.

For example, a good friend of mine is committed to making a significant contribution to solving the worldwide challenge of hunger, mal-nutrition and starvation. She is not independently wealthy and works a regular 40 hour per week job. However, she is also a very talented singer and songwriter. She has written and recorded a number of amazing songs many of which move listeners to appreciate the plight of those less fortunate in third world countries around the world. She markets this music online and reinvests all profits from the sale of these music CDs to several organizations dedicated to this cause. She is expanding her entertainment business to include live events as well as merchandise with a message. In this illustration, while her vocation is not directly in service of her purpose, the motivation for continuing to work in her job is in service of her purpose.

Motivated by her purpose, she has imbued her actions, in this case her job, with meaning and significance until such time as the growth of her music business allows her to focus all of her energy directly to serving the accomplishment of her purpose.

It is the commitment to a purpose that provides the foundation for the focus, dedication and perseverance necessary to meet the inevitable daily challenges and trials ahead.

Motivated by this purpose, your actions will remain aligned and in service of its accomplishment.

Similarly, your motivation for choosing to start a particular kind of business must be in service of that purpose.

No matter how big or how small you intend your business to be, there will undoubtedly be challenges along the way. Unless you are clear about why you want to own and operate your own business, you will be unwilling to take-on these challenges and remain steadfast in your commitment to accomplish your goals.

Some of you are looking to build a legacy and establish a global enterprise to leave your mark. Your motivation may be the selfless service of others and you have chosen big business as your medium of accomplishment.

Other's of you are less concerned about the legacy you leave and are more interested in the practical day-to-day contribution you make to a local community. While distinct from the big business builder, your motivation for starting a small home-based business is that it allows you to provide value to others in a way that aligns with your interests, aptitudes and passions.

The point is that in order for your actions to contribute to true success they must be motivated by the accomplishment of purpose and not just the accumulation of results.

Regardless of your purpose and motivation there is a business that is perfect for you. To find it, be clear about your motivation and act from inspiration.

“Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside, awakens.” Carl Jung

In the space below write a simple statement describing your motivation for starting your perfect business.

Answer the question: How will your perfect business serve your purpose?

Here are a couple of examples:

“My perfect business allows me to positively impact the lives of teens and young adults.”

“My perfect business allows me to improve the lives of others.”

“My perfect business allows me to address the needs of aids orphans in Arusha”

“My perfect business allows me to house the homeless in South Boston”

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #3
- Review what you have read about the importance of knowing the motivation behind your perfect business
- Review and consider the motivation statement you wrote. Is your motivation in direct or indirect service of your purpose?
- Review what you have read about the importance of knowing your purpose
- Continue making that purpose central in all areas of your life
- Be sure to record any insights, ideas, thoughts, or concerns in **The Control Book Journal**
- Share your thoughts with your spouse, significant other, or a close friend
- Continue with the book tomorrow

7

“Know Thyself”

“Self-reverence, self-knowledge, self-control - these three alone lead to power”

~Alfred Lord Tennyson~

Poet

“Know Thyself”

According to the Greek geographer, Pausanias, the expression "Know Thyself" was inscribed in the forecourt of the Temple of Apollo at Delphi. It was believed that the expression descended from heaven. It may refer to the ideal of understanding human behavior, morals, and thought.

It is more likely the case that the saying may refer to a less ambitious ideal, such as knowing one's own habits, morals, temperament, abilities, and other aspects of human behavior that we struggle with on a daily basis. Regardless, this is how I am using it in this book.

In order for you to find your perfect business you will want to thoughtfully and earnestly assess and consider your passions, your talents, your skills, interests, strengths and weaknesses. I have designed this process to begin with a look back to your childhood because back then your true feelings and emotions were still untainted and pure.

Look Back

Because your true desires are likely buried beneath layer upon layer of limiting beliefs, negative self-talk, and “conventional wisdom” inherited from and reinforced by the experiences you have had throughout your life, you will want to excavate these buried treasures from the past. This will provide valuable insight to finding the business that perfectly aligns with your inner most desires.

This excavation begins with an exercise that recalls what you love to do from your past.

Here is what you do:

Sit upright, back straight against a supportive chair, eyes closed! Breathe normally for a full 2 minutes and focus your attention on your breathing. When you feel calm and relaxed and undistracted by events of the day think back to your childhood. Try to recall the earliest time you can remember doing something specific that charged you with excitement and made you giddy with joy. The first answer that pops into your head is the one. Explore it with your mind's eye.

Perhaps it was finger painting in grade school, building a tree fort with your buddies, or playing dress-up after school. Or maybe it was playing baseball, a musical instrument, or dance. Regardless of the specific memory explore the experience as you recall it. Feel the joy you experienced in that moment.

In the space below, recount as much about as many of these memories as you can. It is important to note what about each activity you recall liking most. Use additional sheets of paper or a journal if necessary.

For example:

Activity	What I loved most about doing it?
Woodworking, creating and making things with my hands	That I could see and touch something I created. The joy my creations brought to those I shared them with. The feeling of accomplishment and satisfaction
Writing short stories	The exploration of creating something from nothing purely from my imagination. The pride and elation I felt when others enjoyed my creation.
Building the 'Heathkit Hi Fi' with my dad.	Having fun and laughing with my dad while he taught me about electronics.

hands, whether building a model car or plane, a tree fort with friends, or a raft to float on the pond I was not supposed to play around. I loved making things with my hands. As I scroll my memory forward towards today I can see this theme recur many times with many of the hobbies I pursued and early businesses I built.

I can now see that these activities were expressions of my desire to create and build.

As I consider the activities that I enjoyed most I can see that the joy I experienced had to do with bringing pleasure to others. It was not about the pride or satisfaction of completing a project that gratified me. Rather, I was thrilled by the joy others received from my creation.

In this illustration, these two insights are critically important indicators for me. Whatever business I choose, I now know that in order to experience success it will have to allow me to create and build in the service of bringing pleasure and joy to others.

Review what you wrote in your list. Do you see any recurring patterns or similarities? Can you draw any insights about what kinds of things you have always loved doing? What insights can you glean about what is truly important to you.

For instance, I might record something like:

From the review of what I loved to do when I was young I notice that: “I have always enjoyed using my imagination and creating things that bring joy, pleasure, or in some way enhance the life experience of others. I can see that this has recurred throughout my life and that my satisfaction and success is directly related to how effectively I help others experience satisfaction and success in life. From this I conclude that my perfect business should allow me to create and be related to enhancing the lives of others”

Write any patterns, insights, observations or conclusions you can draw from your list below:

Did you find the first exercise revealing? If you are anything like most people you are probably pretty excited about the prospect of having that kind of fun and enthusiasm again.

And this time you'll get paid for it!

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #4
- Review the information you read and the list of things you loved to do when you were younger
- You will likely think of some additional things overnight and as you share your thoughts with others. When you do, add them to your list
- Continue the exercises and daily practices establish in previous chapters.
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

~Mark Twain~

Likes and Dislikes

Now that you have awakened some of your passions and interests from the past you may be feeling a spark of enthusiasm mixed with a little curiosity and anticipation. It's great if you are but also fine if you aren't.

What you like and dislike are important indicators for you. They are not random emotional responses to circumstances. Just as with the anxiety, stress, fear, or discomfort I identified in the chapter about your purpose, the discomfort with the activities you do that you dislike is revealing if you will pay attention to it.

I am not saying that you will never have to perform any dislikable task. You probably will. However, you don't need to suffer doing them. And you do not need to endure it as a central aspect of your business life.

Do you believe that people are 'supposed' to suffer through difficulty and the things they dislike?

Do you believe that life comes packaged with a certain amount of misery and pain?

I've got news for you. It doesn't have to be that way. The discord you feel is a message for you. I explain this further in a forthcoming chapter. However, if for the time being, you are willing to listen to the message and explore what it tells you, you will discover that you can choose not to suffer.

To do this you'll need to complete an open and honest assessment of what you like and dislike about your job, vocation, or business. Don't worry though. You are the only one who needs to know how you truly feel.

Consider the work you either do currently or the work you were doing most recently. Consider all the various work assignments and responsibilities associated with it. List as many of the job tasks or responsibilities you can in the form below; the more the better.

Don't take the time to evaluate these too carefully at this juncture. Don't concern yourself with sorting them in any way. Just write the job tasks and responsibilities that pop into your head.

Once you have each listed, review your list and record the following additional information:

Place an "L" next to any activity you enjoy doing or are proud of and a "D" next to any you dislike or would be just as happy to not have to perform. Again, don't get hung up with precision at this juncture. Just go with what your intuition tells you.

Next, estimate how much time you currently invest (or invested) in each activity in a typical day or week.

Lastly record what you believe you like or dislike most about each activity listed.

Be sure you do not incorporate what your mind tells you "should" or "should not" be the case.

Follow your instincts and record it as it really is for you.

For example:

Task / Activity	Like/Dislike	Time	What you like or dislike most
Prospecting & Sales Calls	D	20hrs/wk	Rejection and feeling undervalued or unimportant
Meeting with prospects and working with clients	L	5 hrs/mo	I enjoy people and learning about them and their interests
Preparing presentations	D	20hrs/mo	Its tedious, detailed work that keeps me from doing other tasks I enjoy more
Making presentations	L	5 hrs/mo	I like to be the center of attention. I enjoy teaching others what I know and I get a charge when I see them enjoying it.

What you like or dislike most about your current vocation can be very revealing. When I originally completed this exercise the first time, I was a little surprised how much of my time I invested in doing tasks I really did not enjoy very much. No wonder I was so frustrated!

Review what you wrote. What insights can you draw from what you recorded about what your perfect business must allow or enable for you?

For instance, using the examples provided I might record something like:

In order for my new business to be perfect for me, it will allow me to “support and cultivate relationships with customers and prospects through the valuable information articles and blog posts I write about (name a topic). I will meet with customers and prospects who have shown an interest in my products and explore new opportunities to be of service to them.”

As you review your list, what emotions do you notice? Are you angry or disappointed that you spend so much time on the activities you dislike? Are you excited about the possibility of creating a business that allows you to enjoy doing what you love to do the majority of the time?

These emotions are powerful attractive energy forces. They literally draw more of the same to you. Beginning right now, the more time you can spend in the positive, creative and joy-filled state you experience while doing what you love, the more joy and success you will experience.

Since you are seeking your perfect business, be sure to define it the way you really want it. Do not allow your mind to convince you that you “must take a little bad with the good”. That is not true; it is just a subconscious belief. Instead, get busy creating the vision for the perfect business you really want.

Reflecting on the patterns, insights and conclusions you can draw from this list you prepared, complete the following statement:

In order for my new business to be perfect for me, it will allow me to:

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #5
- Review the information you read and consider the work you do today, what you like and dislike about it. How could you do more of what you like and less of what you dislike?
- You will likely think of some additional things overnight and as you share your thoughts with others. When you do, add them to your list.
- Continue the exercises and daily practices establish in previous chapters.
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

*“Do not become attached to the things you like,
Do not cherish aversion to the things you dislike.
Sorrow, fear and bondage come from one's likes and dislikes.”*

~Gautama Buddha~

Strengths and Weaknesses

You have been blessed with specific skills, talents, aptitudes, strengths and weakness for a reason. It is not by random chance that your interests and skills seem to gravitate toward certain activities. Your special and unique collection of strengths and weaknesses serve your individual purpose.

I am sure you have experienced this. When you operate out of your strengths your life seems to flow, effortlessly and joyfully. All the right things seem to happen, you are enjoying the fruits of your efforts whether personal or professional and success seems the natural course. You can put the pedal to the metal and race to abundance joy and success.

In contrast, when operating from your weaknesses everything seems a struggle or strain. Nothing seems to go right. It feels a bit like the entire universe is working against you (because it is). If you notice when this happens you can use the experience of struggle as a warning sign of sorts. Your experience is telling to adjust your course, change direction and get back to focusing on your strengths.

It's sort of like the warning notches they cut in the median or centerline of roadways these days. When you allow your car to drift off the main roadway and toward the centerline, your tires scream a warning to turn the wheel and get back on track.

I recently heard an interview with entrepreneur, Ryan Blair. Before the age of 30 he had founded and built 6 wildly successful companies. In the interview Ryan points out that in order to create and experience business success you must surround yourself with great people who compensate for your weaknesses. This will allow you to remain focused on your personal strengths.

According to Ryan, two of the most important steps to creating a perfect business success are; knowing your strengths and admitting your weaknesses.

As you continue creating your vision of the perfect business, imagine how it will allow you to play to your strengths and surround yourself with good people that compliment or cover your weaknesses.

By now you can probably clearly distinguish between the kinds of activities that you enjoy and the ones you would rather not have to do. You may also be developing some insight into why you enjoy the activities you do.

It is also important to identify areas in which you consider yourself to be particularly skillful or talented. The skills and talents you possess are telling indicators of who you are; what excites you; makes you happy and contributes most significantly to your successful accomplishment. This is no accident. You possess the specific and unique set of skills expressly to support the purposeful accomplishment you are committed to.

In the context of finding the perfect business for you, not only does it make pragmatic sense for you to remain focused on performing the tasks you are best equipped to perform, but because it is always more enjoyable to do things you are good at doing, your experience of success will be dramatically enhanced and multiplied.

Quite literally, the positive energy associated with your joyful accomplishment will generate more of the same and your success will begin to compound.

Unfortunately, it is often the case that people have been so overly focused on doing what they think they should be doing that they have neglected the things that they are really good at doing. As they continue to struggle in areas of weakness, not only are they not succeeding and enjoying themselves, not only are they are not actually contributing much to the business, but because of the negative emotional energy they experience, they are actually driving success away from themselves.

As time passes they drift further and further away from doing the things they find most rewarding and beneficial. In the process their dissatisfaction and unhappiness grows while they drive the opportunity for success further and further from their experience. Ultimately it becomes impossible for them to experience success because they are so removed from the attractive emotional energy associated with doing what they love.

In his book *“The E Myth, Why Most Small Businesses Don’t Work, and What To Do About It”*, Michael Gerber declares, “The work that is born out of love becomes a chore among a welter of other less familiar and less pleasant chores. Rather than maintaining its specialness, representing the unique skill the technician possesses and upon which he started the business, the work becomes trivialized, something to get through in order to make room for everything else that must be done.”

I am not proposing that you will not have to do some things you are uncomfortable doing.

I do however suggest that if you are aware and attuned to your strengths, it will be easier for you to find a perfect business that maximizes the opportunity for you to do what you love and are skilled at doing. By focusing your energy on your strengths and doing what you love to do, you will not only enjoy your life and business more, but the positive emotional energy you emit will literally draw more success to you. Once underway, you will be able to find ways to delegate the remainder to others.

Here is an example:

I know nothing about building web sites. I am confident, however, that I could learn how. But, with both the lack of technical aptitude and my low capacity for details, even if I did learn how to build web sites, I would not enjoy doing it and would probably do a horrible job with it.

Instead my strengths lie in the creation of content for the web site, communications of the vision I have for a product and the cultivation of relationships with others who can help bring my vision to fruition.

Consequently, from the purely pragmatic perspective it would make very little sense for me to invest the time and energy learning how to develop web sites when I can instead remain focused on creating rich and valuable content for the web site and hire one of millions of others who are both passionate and committed to building a fantastic web site that delivers the value of my content to you most effectively.

In this illustration, in the context of finding the perfect business for me, by knowing my strengths and understanding my weaknesses, I am empowered to evaluate what the business would require. I

can then research and consider the availability of other people who can compliment my strengths and fill the gaps created by my weaknesses to determine whether or not web based information publishing is a viable business for me

With my weaknesses covered, I can then apply all of my creative energy toward my strengths. As I enjoy the experience of doing what I love I will naturally be more successful. And, the positive emotional energy of this joy-filled success will draw more joy-filled success to me.

In the space below, make a list of skills, talents, and abilities you consider to be your strengths. For each, list a minimum of one way you could use that skill or ability in any business you choose to start. You might also ask family members, friends, co-workers, and others who know you what they consider to be your strengths. Their perspective will prove invaluable to the process.

When my marketing team and I were generating ideas for the next product to create, we interviewed amongst others, my wife Kimberly. Her perspective on my strengths (and weaknesses) led the team to the creation of this book and ThePerfectBizBuilder community. It would not have been created had it not been for the creative brainstorming and inquiry we did with her and others.

Here are some examples:

Strength	How I could use this in my business
I have a thorough understanding of fitness and nutrition	Personal training, coaching, exercise and nutrition eBooks, videos, and an online membership community

It is also clear that the more time you spend struggling in frustration with your weakness, the more of that undesirable experience you create for yourself. It may seem like you are gaining on your success goal, but you are actually driving it away.

Knowing your weakness provides more than just the pragmatic benefit. It provides valuable insight that you will use to find your perfect business.

Consider the automobile illustration I offered in the beginning of this section. Would it be better to continue to struggle trying to control your car with 2 wheels off the road, or adjust your path and do whatever it takes to get all four wheels back on the main roadway.

In the space below, make a list of areas you consider to be your weaknesses or limitations. You should again also ask others who know you, such as family members, friends, and co-workers, what they consider to be your weaknesses or blind spots. While it can sometimes be uncomfortable to hear, knowing how others perceive you will contribute to the creation of a development and support plan that will help you find the perfect business for you.

For each weakness list a minimum of one way you could compensate, overcome, or accommodate for that weakness

For example

Weakness	How I can compensate, overcome or accommodate it
I am shy and do not do well engaging people I do not know in conversation	Join a networking group and attend weekly meetings to learn how others do this. Hire someone to prospect and develop strategic relationships.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #6
- Review the information you read and consider your strengths and weaknesses.
- You will likely think of some additional things overnight and as you share your thoughts with others. When you do, add them to your list.
- Continue the exercises and daily practices establish in previous chapters.
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

*“Never hire or promote in your own image.
It is foolish to replicate your strength and idiotic to replicate your weakness.
It is essential to employ, trust, and reward those whose perspective,
ability, and judgment are radically different from yours.
It is also rare, for it requires uncommon humility, tolerance, and wisdom.*

~Dee W. Hock~

8

Subconscious Snuffbox

*“The more intensely we feel about an idea or a goal,
The more assuredly the idea, buried deep in our subconscious,
Will direct us along the path to its fulfillment.”*

~ Earl Nightingale ~

*American Motivational Speaker, Philosopher, Success Expert
& Personal Development Pioneer*

Subconscious Snuffbox

Before I go any further I want to cover a topic that is frequently omitted from business success tutorials and information products. I am going to begin by making a bold statement that you may not initially agree with:

The likelihood of your success in any endeavor in life is completely and exclusively determined by the beliefs you hold to be true in your subconscious mind.

This is especially true as it relates to finding, creating, and building your perfect business.

Let me explain.

If you are like most people, you probably don't really recognize the effect your beliefs have on your life day to day. I expect, however, that you can intellectually understand and accept that if you lack confidence and the surety of success, in other words, if you do not believe you will succeed, it will be impossible for you to do so.

You have probably heard stories of athletes who attribute their superior performance in a sporting contest to an unwavering belief in their ability to excel.

Or perhaps you recall the tales of the wilderness explorers who attribute their survival against overwhelming odds to an intense belief in their ability to prevail.

You have also probably heard some of these famous quotations:

“What the mind of man can conceive and believe it can achieve.” Napoleon Hill

“Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.” Mary Kay Ash

“If you believe that it's going to happen, it will.” Steve Case

“Beliefs are the determinants of what you experience. There are no external causes.” Joe Vitale

What you may not have recognized until now however, is that the beliefs that determine your success experience are NOT your conscious beliefs.

In his recent book, *The Key*, Joe Vitale writes; ***“In short, you live in a belief-created universe. To change your results, you have to change your subconscious beliefs. That's the area where you have to get clear.”***

This means that, while conscious visualization and goal affirmation remain necessary and useful activities to help inspire and motivate you into action, the conscious thoughts involved are not directly responsible for creating the outcome you envision.

Any conscious intention you set to succeed can and will be frustrated and possibly completely thwarted by one or more 'counter-intentions' lurking within a subconscious (limiting) belief that you cannot, will not, or do not deserve it.

Let me give you a simple illustration:

Let's say you love to sing. You truly, sincerely and completely desire to earn a living through song but are not doing it now. Something is holding you back. Otherwise you would be doing it. Any thought you have that keeps you from following that passion is sourced by a subconscious limiting belief.

You may think, "Well yeah but how will the bills get paid?" It's sourced by a limiting belief.

You may say, "I would need to purchase studio time I cannot afford." It's sourced by a limiting belief.

You may think you cannot make enough money. You may not be confident in your ability. You may believe you need to be networked in some special way.

All of these certainly sound logical and sensible, but what I want you to consider is that they are not truths; they are all only limiting beliefs.

Perhaps as a young child when this dream first awoke in you, as you shared it with friends or family members, the response you got was something less than encouraging. Maybe your mother told you something like, "it's nice to dream darling, but you'll need to go to college and get a good job first". Or maybe your little brother laughed at you or ridiculed your desire.

It is possible that the conversation had nothing to do with you, but was instead in reference to someone else who was striving for a life as an entertainer. It may even be the case that you didn't even consciously hear the lack of approval. It may have been a conversation that occurred outside of your conscious awareness, but your subconscious mind "heard" it and recorded it.

Regardless of the actual event that may have occurred, at that moment of innocence you subconsciously made a decision that you could not, would not, or should not try to earn a living through your singing talent. You recorded that decision in your subconscious memory bank as something like, "people like us don't do things like that", or "I am not good enough". As a result, you have never pursued that deeply rooted passion.

In the context of finding the perfect business for you, even though your desire is sincere, your experience is that when you consider your vocational future, "singer" does not even make the list. Or, even if it is on the list and you actually try to make a living at it, you struggle and are likely to ultimately fail.

The subconscious memories recorded as a child literally sabotage you and keep you from living the life you would love because you subconsciously do not believe you can, or should.

I imagine that, even if you are not a singer, musician or artist, you can identify with this story. The vast majority of you have heard at one time or another that you can't just do what you love. The entire educational system from the 1st grade on contends that you must defer or sacrifice your true interests and instead give yourself over to the security of good job with good benefits. However it shows up for you, there is a better than good likelihood that somewhere along the way, you had an experience of some kind and made a subconscious decision that it meant something about what was

and was not possible for you, and have been living your life ever since as if the belief that you created at that time was true.

Your perfect business and your life's greatest success experience will have been thwarted by a subconscious limiting belief.

These subconscious saboteurs don't only show up as ethereal obstructions to your accomplishments. They are at the source of virtually all upsets you experience. Any time you are frustrated, angry, sad, disappointed, disillusioned, stressed, anxious, fearful, or in any other negative emotional state you are experiencing a subconscious memory or limiting belief. Your experience is literally being generated by a subconscious remembrance. Next time you find yourself experiencing some negative emotion stop and observe the feeling. You will see that it is out of proportion to the circumstance you believe is causing it. That's because it isn't. A subconscious memory is.

Before you go any further in the process of finding the perfect business for you, you will want to explore your beliefs, conscious and subconscious, and begin to clear those that might hinder your discovery of your perfect future and imprint new beliefs that support your desires. While it may seem a diversion, trust me, mastery of the principles I provide in this section of the book will contribute more to your accomplishment and success than all of the remainder combined.

Understanding the mysterious power of the subconscious mind to control your experience of life is the secret employed by the most successful entrepreneurial business owners past and present.

Here is another illustration:

My friend Bills' experience of life and work was that he was intensely dissatisfied with his job because it seemed to require him to sacrifice the quality time he desired with his family. To address this particular dissatisfaction he decided to start a new home-based business intending that it would allow him to invest more of himself in what he is really committed to; his wife and two sons.

Because he perceived his experience to be the result of external conditions created by his employer, it made logical sense that by choosing to 'be his own boss' he would eliminate the source of his problem, experience greater time freedom, and be able to spend more quality time with his family.

However, in reality, the issue I'll call "lack of quality time with family because of work obligations" is the result of one or more limiting beliefs within Bill's subconscious mind. It is these subconscious limiting beliefs that source Bill's negative experience.

Since in his transition from employee to home-based business owner he did nothing to address these subconscious limiting beliefs, the experience of "lack of quality time with family because of work obligations" simply resurfaced within his new endeavor and he found himself right back where he started: Feeling stuck, and dissatisfied with his work obligations, as if he was a victim of circumstance and unable to alter his life experience.

Once Bill invested in clearing and eliminating the subconscious limiting beliefs that source the experience "lack of quality time with family because of work obligations" he gradually altered his experience and was eventually no longer torn by the apparent conflict. He began to gratefully enjoy the balanced life he desired and was astonished to find that new opportunities literally just showed

up in his life. As he continued the daily practice of clearing subconscious limiting belief I am about to share with you, he was prompted by ideas and intuitive nudges to investigate certain opportunities further. By following these inspirations his perfect business was revealed to him. He now runs a wildly successful eBay internet business that allows him to spend all the time he desires with his family and simultaneously experience astonishing entrepreneurial success working from almost anywhere in the world.

Similarly, as you begin the process of finding the perfect business for yourself, you will be challenged by the subconscious beliefs you hold about what is possible for you.

I have specifically designed this process to incorporate the techniques necessary to discover your perfect business, unrestricted and unhindered by the deleterious effects these subconscious saboteurs can have. Let me encourage you to apply yourself diligently to each step of the process authentically and in full integrity. If you do, you will be amazed by the possibilities that show up for you.

Yes, you will eventually be creating and regularly visualizing a set of clear affirmative intentions that fully characterize your experience of your perfect business. But you must also get clear of these saboteurs hidden deep in your subconscious mind.

Clearing the limiting beliefs and counter intentions you hold about finding and achieving your entrepreneurial business success is the single most significant thing you can do to contribute to creating the successful and abundant life you truly desire.

Canary in a Coal Mine

You probably already know why coal miners used to take a caged canary with them into the mines.

For anyone who does not know, they did this to reveal the presence of deadly odorless gases that could kill them if left undetected. If, as they worked deep in the mine, the canary died, then the miners knew there were deadly gases present and they could immediately leave the mine to the safety of fresh uncontaminated air.

Well it is sort of like that with your subconscious beliefs. Not that they are going to kill you. But, because the subconscious belief is not conscious to you, you do not really know the specific memories that source it or what the specific belief actually is.

Your subconscious beliefs are only visible to you experientially.

That is, while you cannot actually recall them into your conscious awareness, you can see evidence of them in the experiences you have day to day in life.

As Bill's story illustrates, it is human nature to see your circumstances and experiences in life as if they are externally imposed on you. However, since you now know that the truth is that your life experience is the result of your subconscious beliefs, it is useful for you to explore your experience from the perspective of discovering what you must have believed in the past in order for these beliefs to have created the experiences you are having right now.

In our illustration, if from the perspective of his dissatisfaction, Bill was to ask himself the question:

What must I have believed up to now, in order to consistently experience the lack of quality time with my family because of work obligation?

He would then gain valuable insight into the belief(s) that source the undesirable experience.

Perhaps, when he was young, he was told that success requires sacrifice of the things you love most. His subconscious mind may have recorded this as the truth and formed a limiting belief. Because it is his subconscious belief then it became his experience.

Or, maybe Bill has a deep-seated subconscious belief that in order to be worthy of respect and success he must constantly be productive. Even if he had time with his family, this subconscious belief would prohibit him from really being present to enjoy it. Instead, his subconscious would distract him with thoughts of all the work he 'should' be doing in order to remain productive enough to be worthy.

The point is that once Bill recognizes that there is experiential evidence of limiting beliefs he is empowered to eliminate the negative source, replace these beliefs with positive supporting ones and change his experience.

Clearly you can imagine that if you hold any subconscious limiting beliefs about what is possible for yourself in owning a business, your attempts to find the perfect business for yourself will be frustrated by those beliefs.

Here is another useful illustration:

From a very young age, I had always wanted to be a well-read and recognized author. I recall when I was in high-school I was given an assignment to write a fictional short story. I really took to the assignment and wrote a story I was quite proud of. It was a story of fairytale kingdoms with courageous princes and beautiful princesses the intrigue of war and magic of dragons. My teacher was so taken by my work he circulated it throughout his network of literary experts. One summer day, he called my house and asked my parents if I could join him and a special guest at a luncheon near the school to discuss my story.

When I arrived I was stunned to find myself face-to-face, right across a diner-sized table from my boyhood literary idol Kurt Vonnegut Jr. For those of you who do not know Vonnegut, he was a prize-winning satirist and author of hundreds of novels and short stories including "Cat's Cradle", "Slaughterhouse Five", and "Breakfast of Champions" to name a few.

As you might imagine what it would be like to find yourself suddenly face to face with any idol of yours, I was of course, speechless. My high school English teacher came to the rescue and got the conversation started by explaining that he was a personal friend of Mr. Vonnegut's and had shared my story with him while visiting one evening. Vonnegut had also been so taken by my work he had asked to meet me.

During that 90 minute lunch Vonnegut shared many perspectives about his creative process, writing, and publishing articles and books. I was profoundly impacted when Vonnegut himself told me I was very talented and had a bright future as an author.

Can you imagine that? My boyhood idol telling me in direct conversation that he valued what I had done and thought that I had a future as a writer.

What an amazing story, right? Certainly it would encourage any high school kid. No doubt.

You would think that with that kind of encouragement I would have gone on to become a great fictional author, social commentator, or satirist as famous as JRR Tolkien, CS Lewis, or dare I say, Kurt Vonnegut Jr. himself.

But what happened instead might surprise you.

To the contrary, following that lunch meeting I never completed another fictional story again.

I have started dozens, probably a hundred or more, of them over the years. But I am now nearly 50 years old and until this year when I intend to complete my first fictional novel, I have never finished a single one.

Can you guess why?

Here's why:

Somewhere along the way, either during that lunch or afterwards while relaying this amazing story to others whose opinion I held in high regard, I subconsciously heard someone say that most writers struggle in poverty for years and years and many never make any substantial sums of money or contribute in any significant way at all.

It was not even a conversation I was conscious of. I do not recall having a single conversation about the financial or social aspects of being a writer, and yet, my subconscious mind recorded the limiting belief that writers struggle in poverty and do not make any money nor make a significant contribution to society.

As a result, from that moment on, despite the fact that I began building businesses at age 13 and had started and sold 2 by the time I graduated high-school, whenever I endeavored to find the perfect business for myself, despite the fact that I passionately loved to write, 'Author' (famous or not) never emerged as a viable possibility. It was never even on the list.

Whenever anyone told me I should write, while I learned to graciously thank him or her for the compliment and encouragement, the notion was instantly discarded.

It was literally discounted; blocked by the subconscious limiting belief that I would not make enough money as a writer. Mind you, nobody ever said that to me directly. The experience was totally and completely a creation of my subconscious mind.

There is no telling where these subconscious limiting beliefs come from. What is important for you to know is that they are not 'truths'. They are just beliefs. As such, you can change your beliefs and alter your experience.

I recently read an article entitled “Let Your Creativity Soar” in a fascinating magazine called “*The Scientific American Mind*”. In this article Editor Mariette DiChristina interviews three noted experts on creativity. Julia Cameron is an award winning poet, playwright, filmmaker and author of a fantastic book, “*The Artists Way*”.

In this interview, Julia says, “I sometimes ask people to list 10 traits they think artists have. They say things like ‘artists are broke,’ ‘artists are crazy,’ ‘artists are drug-addicted,’ and ‘artists are drunks.’ Doesn’t this make you want to rush right out and become an artist? We have a mythology in America around creativity that’s very, very negative. As a result, when young people tell their parents, “I’d love to be a writer,” their parents respond, “Oh, darling; don’t you think you might need something to fall back on?” We’re also trained to believe that some people are born knowing they’re artists and that they are the ‘real’ artists, the ones who give us the big ‘C’ creativity. In other words, we have a mythology about artistry that tends to be very daunting.”

With this kind of evidence, is it any wonder how you may have been socialized out of doing what you love and pursuing your perfect business or vocation. Your subconscious mind has literally been programmed to refuse to recognize many possibilities that really do exist for you. We are going to begin exploring these subconscious blocks with this next exercise.

Maybe you have already experienced this with previous efforts to start a business. Perhaps you have already tried starting your own business and you have not experienced the success you desire.

Maybe you are in business now and are working long hard hours, doing all the right things, and it seems to no avail.

Maybe you have tried every imaginable goal setting, marketing method, and sales plan available to you and the outcome does not change.

The place to look is within you.

The next exercise will reveal some of the subconscious limiting beliefs you hold to be true by illuminating them through self-inquiry of the things you have in your life that you do NOT want.

I have adapted this exercise from information provided in Joe Vitale’s book “*The Attractor Factor – 5 Steps for Creating Wealth (or anything else) From the Inside Out*” and Joe Vitale’s “*Miracles Coaching Program*”. For more information about these resources refer to the references section of this book.

I encourage you to complete the exercise alone and without interruption. It is important that you give this careful and thorough consideration and answer authentically and from your heart. Be sure not to incorporate what you think others would approve of.

This exercise creates an important basis of understanding which will assist you in the remainder of the process of finding the perfect business for you.

When you have completed the list, review it and see if you can see any patterns or common themes like lack, want, or need. Record any consistent or recurring themes in the space below:

Now, thoughtfully consider the following question:

If this circumstance (lack, want, or need, etc.) is the perfect outcome of a belief that you hold to be true today (and it is), then what must that belief be?

Record your answer in the space below:

This exercise has provided you clear evidence of the existence of subconscious limiting beliefs and has revealed at least one to you. Keep in mind that you may never know precisely what the memory that created the belief actually is. That is alright, you do not need to know. All you need to see at this point is that there is evidence of the existence of these limiting beliefs in your experience of life.

You are now prepared to learn what to do to eliminate these saboteurs.

Here is an example:

Perhaps as somebody who sincerely wants to be a writer, one of the “what I have in my life that I do not want” is the pile of unfinished manuscripts; books I have started but never completed. I might tell myself and others that it is because I don’t have time or that the story was going nowhere and went stale and so forth. But, if I am truly committed to being a writer, it must be the case that I hold one or more subconscious limiting beliefs that keep me from finishing them.

It might be useful for me to ask myself, “What must those beliefs be?”

Here are some possible answers:

“I am not really talented enough to have my books published.”

“I fear the embarrassment of my completed manuscript being rejected by the publishers.”

“I have to earn enough money first so I can invest myself in my love of writing without concern for making enough money.”

You get the idea. In this illustration, these thoughts are evidence of the limiting beliefs that would keep me from being the writer that I want to be.

Here is what is important to know:

As you ask yourself this question about finding the perfect business, whatever answers come to mind belong on the list.

Did you get that?

Whatever thoughts you have while doing this exercise, no matter how fleeting, they are representative of the actual limiting beliefs that are holding you back.

Write them down. No matter what they are.

DO NOT allow your mind to reprocess, filter or suppress them.

These thoughts are evidence of the beliefs that will keep you from finding the perfect business for you.

You want to capture them so you can eliminate the source.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #7
- Review what you have read about the power of your subconscious mind and how to identify the limiting beliefs that sabotage your success pursuits
- Review the insights and limiting beliefs you were able to identify from the exercise
- Continue the exercises and daily practices establish in previous chapters.
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

“Until you make the unconscious conscious, it will direct your life and you will call it fate.”

~Dr. Joe Vitale ~

9

Sleight-of-Hand for the Subconscious Mind

“If you accept a limiting belief, then it will become a truth for you.”

~Louise Hay~

Founder of Hay House Publishing Co., Author, & Motivational Speaker

Sleight-of-Hand for the Subconscious Mind

Now that you understand how subconscious limiting beliefs can source undesirable experiences in life, it should be clear that left intact they can and will inhibit and possibly completely sabotage your efforts to find and create your perfect business.

By learning and ultimately mastering techniques to clear these subconscious saboteurs you are empowered to silence the effects of subconscious counter intentions and through clear inspiration find the perfect business for you.

There are literally hundreds of clearing techniques available to you. No one of them is better than another. However, you may find that one or another is better suited for a particular circumstance.

I have included one technique in this book. There are a dozen others available with your community membership at ThePerfectBizBuilder.com.

The exercises throughout the remainder of this book are designed to elicit information from within. You will want to remain clear of the counter-intentional influence subconscious limiting beliefs can have on the process itself.

You will be using these techniques throughout the remainder of this program in a manner specifically focused on finding the perfect business for you. I recommend that you use this opportunity to experiment and discern which are most comfortable and effective for you.

You can experiment by clearing the limiting belief(s) mentioned in the list you created in the previous exercise, **“What you have in your life that you do not want”**.

The “Science of Getting Rich” Technique

Originally introduced by Wallace D Wattles and more recently popularized by personal development thought leader Bob Proctor and others, this technique clears the subconscious thoughts and beliefs that inhibit you and your confidence to succeed while also helping you create a clear mental image of the success you desire. It is extraordinarily powerful and useful in application to any area of life but is particularly fitting for use in finding that perfect business for you.

By completing the exercise you will eliminate the subconscious saboteurs that will keep you from finding your perfect business and will ‘install’ in your mind a clear mental image of the perfect business success with all the sensory vividness of the desire fulfilled on a daily basis.

As a result you will be simultaneously unhindered by limiting beliefs and subconsciously inspired to make decisions and take actions which will ultimately reveal your perfect business.

The “Science of Getting Rich” - Part 1

On the next page, write a narrative which fully and completely describes the things in your life that you believe having the perfect business will change. Describe the negative conditions that are demotivating your desire to start this new business.

In as detailed a manner as possible, describe as vividly as possible the picture of any undesirable, unpleasant and painful aspect of your situation as it is now.

You might include a description of your job, your lack of a job, your concerns about health, wealth, and relationships, and the effects they have on your life and the lives of those closest to you, and so forth.

It is not important that the narrative be grammatically correct, or flow sensibly.

It IS important that you elicit the feelings and emotions associated with what you have that you do not want.

Even though it may feel unpleasant, DO NOT SUPPRESS!

I will use Bill’s experience to illustrate. His might start out something like this:

“It does not seem to matter what I do. I never seem to be able to spend the time I want with my sons. I am always working. Every time I think I will have a chance to hang out with them, another job obligation comes up and I end up getting home from work too late to do anything. I feel like a complete and total loser. I have let them down and disappointed them again. I am concerned by my inability to get my work done on time and working late all the time conflicts with my family harmony and commitments. Why can’t I just tell him to take a hike? Heck! I am disappointed in myself, sad, and unworthy....etc.”

I think you get the idea. Continue recording whatever comes up for you; whatever pops into your awareness. This is for your eyes only so don’t filter or edit, and leave nothing unstated.

We’ll refer to this narrative as “My life without the perfect business for me”.

When you are finished, put the 1st narrative aside and take a 2 to 5 minute break.

Go do whatever it is you do to relax for 5 minutes. While you do that, consider how you are feeling in that moment. Many people report being sad, depressed, frustrated, or angry. Some report that they have a headache, body-ache, or other physical discomfort.

You do not have to ‘do’ anything about it, just notice it. If you do not feel anything particular, that is ok too.

When you return, on a 2nd sheet of loose-leaf paper, write a 2nd narrative.

This time write of how you want the situation to be.

Write it from the perspective of your desire having already happened or your intention fulfilled.

Get into the joyful feeling associated with the condition of having or doing or being whatever it is you desire. Describe how it feels, what you are doing, how you are celebrating your success and so forth. It is important that you make it as real as you can and really feel the emotions associated with the desired state.

Be sure to NOT bring any of the past or your negative experiences with you into this creation.

Describe it with all of the sensory vividness of the desire fulfilled.

Bill's 2nd narrative might look something like this:

“I am in total and complete control of my schedule. I have the perfect business for myself and have never felt better about what I do. I love the work I do and have organized my business to allow me the quality time I desire with my family. I am finished every night of the week by 4:00 p.m. and have plenty of time to play with the boys before I help them with their homework. Sometimes we even take my darling wife out for desert afterwards. I have an amazingly rewarding family life. I feel happy, successful, accomplished, and proud. I believe I am setting a good example for my sons, and my wife and we have never loved them more.....etc.

Again, continue recording whatever comes up for you; whatever pops into your awareness. Don't filter or edit nor leave anything unstated.

We'll refer to this narrative as “My life with the perfect business for me”.

When you are finished put the 2nd narrative aside and take a 2 to 5 minute break.

You may notice that you feel quite a bit differently following this part of the exercise. Many people report feeling excited and energized, even euphoric.

After your 2nd break, gather up the 1st narrative.

Don't read it, but look it over. Scan your index finger down each page.

When you are done looking it over, **burn it!**

Don't just crumple it and throw it away.

Don't shred it and put it in the trash.

Don't put in a drawer, in your notebook, or on a shelf.

Burn it!

The act of burning the paper is important to the process of releasing the subconscious memories and limiting beliefs linked to what you wrote.

If you don't believe this works, try it, and see for yourself.

Then take the 2nd narrative, read it carefully; aloud is best. Then fold it up and write a brief sentence, phrase, or a few key-words on the outside of the folded paper that communicates the general intent of the narrative within.

For instance, in Bill's case, he might write the words, "My amazing life with my family" on the outside of the folded paper.

Each and every morning for a period of at least two weeks do at least one of the following:

- a. Open the narrative read it; fold it back up and carry it in a pocket.
- b. Open the narrative without reading it; scan it with your index finger fold it up and carry it in a pocket
- c. Simply read the words you wrote on the outside of the folded narrative aloud and place in your pocket.

Repeat this process each evening when you remove the folded narrative from your pocket.

This process will trigger all the powerful affirmative memories in your subconscious mind and you will begin to experience rather astonishing 'coincidences' and become aware of extraordinary inspirations.

Trust the process, pay attention to the thoughts, ideas and inspirations that pop into your head. If you follow the nudges and inspirations you receive, you will find that the perfect circumstances of people, places, and events will show up in your life. They will align precisely as required and will reveal the perfect business for you.

This process is more powerful than you might think possible.

As I mentioned in the introduction to this chapter there are hundreds of techniques for clearing the subconscious counter-intentional beliefs you have. The Science of Getting Rich is one very powerful technique but it is not always convenient for you to stop and write 2 narratives and burn one of them.

Visit ThePerfectBizBuilder.com for additional clearing techniques you can use. Experiment with several and see what happens. You may find that some are more practical and effective for than others.

As you develop proficiency with these techniques you will move continually closer to finding what you seek.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #8
- Review your experience using the Science of Getting Rich Technique and any others you tried
- Trust the process and follow the instructions to review the remaining narrative twice daily as instructed
- Watch for inspirations and miracles large and small. Don't be surprised to find many of the important pieces to finding the perfect business for you showing up automatically
- Visit ThePerfectBizBuilder.com and review the other clearing techniques published there. Try a few and see how they work for you
- Continue the exercises and daily practices establish in previous chapters.
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

*“The greatest discovery of my generation is that human beings can
Alter their lives by altering their attitudes of mind.”*

~Lee Iacocca~

10

Release Your Inner Genius

*“All children are artists.
The problem is how to remain an artist once he grows up.”*

*~Pablo Picasso~
Artist*

Release Your Inner Genius

You might consider that the desire to find your perfect business is the ultimate expression of your creative genius. Imagine how you will feel when, beginning from nothing, you have literally created the perfect outcome for your life.

It is easy to see that the less restrained your creative power the more robust the array of options you will generate for your perfect business.

“There is so much power in a new idea taking shape and changing the way people live or act. Often the rest of us are in awe, or we are even afraid of a new idea, and sometimes our fears spur us to learn more about it. The bottom line is we would all like to be more creative. We would all like to be able to solve problems in a better way. We don’t like being frustrated. We don’t like having obstacles in our path.” John Houtz, *“The Educational Psychology of Creativity”*

The challenge is that if you are like most people your natural creative spirit has been buried beneath year after year of cultural and social reprogramming. Beginning in the 1st grade, you are literally taught how to repress creativity either all together or to relegate it to hobby or recreation time. In the first exercise within the “Know Thyself” chapter you explored your childhood and reawakened passions and creativity from your past.

Now it is time to stimulate and cultivate new creative energy which will empower you to generate novel imaginative and innovative options for finding your perfect business.

It is important to know that in order to become more creative you will need to invest in doing so. It is not necessarily just going to come naturally.

This chapter is intended to help you release the restraints that curtail your creative genius from generating the perfect business you seek.

To begin you should understand that creativity is not a gift from the muses only granted to certain people. Rather it is something that anyone can cultivate using a variety of methods.

Creative Competencies

According to Robert Epstein, one of the world's leading experts on creative expression in individuals and the developer of Generativity Theory, there are 4 core competencies for creative expression.

They are: Capturing, Surrounding, Challenging, and Broadening.

Capturing refers to preserving new ideas as they occur without judging them. Throughout this book, you are using several methods for ‘capturing’ your thoughts in various narratives and lists. You will note that I frequently remind you not to judge or evaluate the thoughts that come up as you perform the exercises. This is because one of the keys for the kind of capturing that contributes to stimulating creativity is that you NOT evaluate or judge the idea that emerges. Instead, your objective is to allow the ideas to flow and take inspired form.

I am reminded of this popular story about the Nobel Prize winner Otto Loewi and the importance of “capturing”.

“Otto Loewi won a Nobel Prize for work based on an idea about cell biology that he almost failed to capture. He had the idea in his sleep, woke and scribbled the idea on a pad but found the next morning that he couldn’t read his notes and could not remember the idea. When the idea turned up in his dreams the following night, he used a better capturing technique; put his pants on and went straight to the lab.” Mariette DiChristina, *Let Your Creativity Soar*.

There are dozens of ways you can capture creative ideas as they occur. Obviously carrying a pad of paper in your pocket, purse or brief case will work fine. Technology has helped by providing small audio recording devices, readily available voicemail system, and electronic notepads for your computer. The key is to capture the idea without evaluating it. Just get it down somewhere.

My suggestion is that you try several methods. I did and ultimately found that the most convenient method for me was to carry a small note pad in my back pocket. My friend Drew, however, uses his i-phone to capture everything either written or recorded and then dumps it to his computer when it is convenient.

Surrounding has to do with the way you manage your physical and social environments. The more interesting and diverse the things and people around you, the more interesting and diverse your own ideas become. In one dimension this relates to somewhat static environments like your home, car or office. Pictures on the walls, screen-savers, the music you listen to, plants, or other inspirational stimuli like “vision boards” or “dream boards” have a profound effect on your creativity.

The people you socialize with likewise affect your creative capacity. If you are continually interacting with people who are negative or restrained in terms of their creativity, you will tend to be equally restrained. On the other hand, if you seek new connections with a diverse group of interesting people, your creative energy will soar.

Change in surrounding is also a very effective way to spark creativity. One of the most powerful tools you can use to recharge your creative battery-pack is what poet, artist, filmmaker and author Julia Cameron, calls “the 20 minute outing.” By changing your environment for even 20 minutes once a day you inherit new stimuli and infuse freshness into your surroundings. A 20 minute walk around the neighborhood or in a park will have a dramatic effect.

When I am stuck or feeling stale in my efforts, I will drive into town and grab a seat outside at a coffee shop or restaurant to watch the people that pass-by. I use my imagination to make up creative stories about who they are and what they are up to in that place. Sometimes the stories are full of mystery and intrigue. Other times they are more like a biographical chronicle of an imaginary past.

I find that when I return to my office a half hour later I have entirely new sources of creativity for whatever I am doing.

I want to warn you, if you choose this ‘outing’ technique, don’t be the least bit surprised if you find that you will need to bring a convenient “capture” method with you for the ideas that start flowing by virtue of the change in surroundings.

Challenging refers to giving ourselves tough problems to solve. Without going into too much technical depth, it turns out that when we work on difficult problems, several different psychological behaviors compete with one another. The net effect is the formation of new neural interconnections within your brain to solve the problem. Even though they were formed to solve a

particular complex problem, these new interconnections remain and are also used thereafter to generate new creative ideas; ideas that would not have formed prior to solving the challenging problem.

These challenging problems can be real-life circumstances or difficulties. However it is also now well understood that complex challenging puzzles or games generate the same kind of neurological response. So, if you were to take time each day to challenge yourself with a difficult puzzle or game, the neurological response would in fact stimulate new sources of creativity. These sources then become available to you in support of your creative efforts to find your perfect business.

Broadening refers to the diversity of your knowledge. In other words the more you expand your awareness and knowledge of new topics, the more interesting the interconnections formed in your mind, and the more creative your new ideas will be. Not unlike the practice of playing challenging games, if you develop a daily practice of reading or researching new topics of interest you will broaden the creative capacity of your mind. Even 10 minutes per day is sufficient to stimulate the creation of very powerful new connections.

To be clear the topic of your inquiry need not have anything to do with your search for the perfect business. Any broadening will generate a greater capacity to think creatively. This greater creative capacity can be used to find your perfect business.

By developing these core competencies you will dramatically improve your capacity for creative idea generation. This is clearly a big advantage in the search for your perfect business.

There are some additional considerations about liberating creativity that warrant some attention.

Creative Misfits

“When children are very young they all express creativity. But, often times by the end of first grade, very few do so. This is because they learn in school to stay on task and stop day-dreaming and asking silly questions. As a result, the expression of new ideas is largely shut down. We end up leaving creative expression to the misfits.” Dr. Robert Epstein, *The Creative Mind*.

As children grow societal pressure continues to discourage creativity in any context other than in hobbies or recreation to such a degree that people lose touch with the capacity all-together. As a result, just as I experienced with my desire to become a writer, you never seriously consider the possibility of pursuing your creative interests professionally.

It is clear that this social imprinting has very likely affected your beliefs about what is possible for you and your perfect business. You may have ‘bought-in’ to the belief that you cannot or should-not pursue a creative vocation because of it. You may have ‘bought-in’ to the belief that you are not creative enough to come-up with a great business idea.

This of course is not true. As you learned in the previous chapter of this book, these beliefs can be eliminated and replaced with affirmative supporting beliefs and will consequently no longer sabotage you. As you master these techniques, you will re-awaken creativity and discover exciting new possibilities.

Another technique for awakening creativity is offered by Julia Cameron. She calls them “writing pages” and it is something everyone can use to ignite and liberate your creativity. Here is what you do:

For 10 minutes each day, write in a stream of consciousness in a notebook. It does not matter what topic you choose. It does not matter if your ideas flow smoothly on the paper or not. Just let the words flow from your mind, down your arm, onto the paper.

After just a few days of ‘writing pages’, you will discover new incredibly creative ideas forming about your perfect business. Use the “capture” technique of choice and record these inspired ideas. They will begin to form into an amazing and perfect business opportunity.

Challenged by Failure

It is also important to see that you will be challenged in your creative endeavors. Challenge in this sense could be interpreted 2 ways. You need to challenge yourself, that’s true, but you also should recognize that the world ‘out there’ may not be ready for your ideas.

This does not mean you have failed. It just means you need to keep creating.

The subconscious fear of failure is unquestionably the greatest single challenge you will encounter in the quest for your perfect business. As you have already seen these fears are sourced by the beliefs you have formed from a limitless array of even the most innocuous life experiences. In fact, these fears can be so powerful that they can cause you to misinterpret any experience, even a success experience, and recognize it as a failure.

No doubt you are familiar with the story of Thomas Edison’s attempts to invent the electric light bulb. When asked about the 10,000 failed attempts, he replied, “I have never failed I have just found 10,000 ways that do not work.”

Aside from maintaining a regular ‘subconscious clearing’ practice as discussed in the previous chapter, I have also adopted a little trick from some of the world’s greatest thinkers for dealing with the feelings of failure.

When I feel I am failing, I say to myself:

“I am in good company. I’m in the company of the most creative and productive people in the world. People like Einstein, Edison, DaVinci, Beethoven, Picasso, and in a more contemporary sense, Gates, Trump, and Warren Buffet have nothing on me.”

Keep in mind that creative people think of failure as new opportunity.

Day-Dream Your Way to Astonishing Success

There is conclusive research that demonstrates that the brain builds memories and solves problems while you dream. Don’t over look the strategic power this fact provides even in the context of day-dreams.

Artist Salvador Dali and renowned inventor Thomas Edison both used a technique for capturing their most insightful and creative solutions by leveraging the power of the dreaming mind. Dali

used a spoon held over a plate and Edison reportedly used small steel balls held over a steel platform. The effect was the same.

While relaxing at rest, as he would drift off to sleep, his hand would relax and the spoon or balls would fall. The sound would awaken him and in that instantaneous psychological state (known as the hypnologic state) he would have a flash of purely inspired creative thought.

In Dali's case, a new work of art was inspired.

In Edison's case a new invention or creative solution to a problem.

The point is that you can use these same instruments to strategically capture the power of insight available in your dream state. You do not need to leave creativity to chance.

As you work, particularly through the exercises in this book, allow yourself to rest and day-dream frequently about the life you want your perfect business to create. Keep a capture tool of some sort handy and as you emerge from your rest grab the thoughts and record them. You will be amazed by the insights you experience.

To boost your creative output think and behave like creative people do.

Don't allow criticism to stop you from expressing your ideas and do not fear failure.

Take breaks and learn to use them strategically.

Use daydreams as sources of new ideas.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #9
- Develop the 4 areas of creative competency using the techniques provided within this chapter
- Begin 10 minutes of 'writing pages' today and continue it for the next 2 weeks
- Continue to review the narrative you created in the previous assignment twice daily as instructed. Watch for inspirations and miracles large and small
- Continue using the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Continue the exercises and daily practices establish in previous chapters.
- Share your thoughts with your spouse, significant other, or a close friend
- Continue with the book tomorrow

“Problems cannot be solved by the same level of thinking that created them.”

~Albert Einstein~

11

On Personality

“If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours”

~Ray Kroc~

American Entrepreneurial Pioneer, & Founder of McDonalds Hamburgers

On Personality

Thus far you have invested a good bit of energy characterizing the successful and purposeful life you want to live and how the perfect business will help you achieve it.

You have evaluated your purpose, feelings, and opinions, and have assessed your interests, experiences, strengths and weaknesses. You have considered the subconscious limiting beliefs that sabotage your efforts. And you have begun a daily practice of reigniting your creativity.

John L. Holland is an American psychologist and the creator of the best known and widely researched “Theory of Career Choice” based on nearly 40 years for research beginning in 1959. While there is clearly a good bit more to the theory in practice than I have included in this book, for our purposes, the essence of the theory can be summed up as:

1. In our culture most people are one of six personality types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.
2. There are six basic types of work environments: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.
3. People who choose to work in an environment similar to their personality type are more likely to be successful and satisfied.

Holland developed a formula for discretely identifying an individuals’ personality type through a simple self evaluation questionnaire. He then characterized various vocations both empirically as well as through the evaluation of the personality types of individuals who enjoyed and excelled in each of them. He believes the simplicity of his tests and theories is what makes them effective.

While the actual survey cannot be included within this book, I have included descriptions of the six personality types and six basic work environments. With the insight you have already developed up to this point in this book, you will likely be able to identify your personality type and gain some additional insight regarding the work environments that provide the best match for you.

Be aware that in practical application people are a combination of types. You will likely share some traits across personality profiles and will want to consider business opportunities in more than one category.

For instance, if your personality type matches that of a ‘Realistic’, the businesses that align most closely with that type will come from the ‘Realistic’ work environments category. However, those from the ‘Investigative and Conventional’ may also work for you.

Review the following descriptions of each of the 6 personality types. I suggest having your spouse or significant other review the list with you. Rank them in order 1 to 6 from ‘most matching’ to ‘least matching’ where ‘1’ is the personality type that represents you best and ‘6’ is the type represents you least.

6 Personality Types:

_____ **Realistic** – You enjoy and demonstrate skill working with animals, tools, or machines. You see yourself as practical, skilled mechanically, and are not particularly interested in social activities like teaching or healing others.

_____ **Investigative** – You enjoy and demonstrate skill solving math or science problems. You see yourself as intellectual and precise and are not particularly interested in leading others, selling or persuading.

_____ **Artistic** – You enjoy and demonstrate skill with creative activities like art, drama, crafts, dance, and music. You see yourself as expressive, original, and independent and are not particularly interested in highly structured, ordered, or repetitive activities.

_____ **Social** - You enjoy helping others and solving social problems. You see yourself as friendly and trustworthy and are not particularly interested in using machines or tools.

_____ **Enterprising** – You like to lead and persuade others. You consider yourself to be sociable, energetic, and ambitious and value leadership and business. You are not particularly interested in detail and analytical thinking.

_____ **Conventional** - You enjoy and demonstrate skill working with numbers, records, and orderly processes. You value success in business and consider yourself good at following a plan. You are less comfortable with unstructured activities.

I have listed some vocational examples for each of the six Work Environments below. Choose the 2 or 3 Personality Types that you feel match you best (1-3) and review the work environments that correspond to each.

6 Work Environments:

Realistic:

Agriculture, farming, ranching and forestry

Tradesman, carpenter, electrician, farmer, landscaping

Architecture, engineering,

Construction Project Management

Safety and Law Enforcement

Investigative

Physical and life sciences (geology, oceanography, medical and biomedical engineer)

Medical sciences (chiropractor, dentist, MD)

Laboratory technician

Mathematician, statistician, computer programming, database administration

Artistic

Writer, editor, technical writer, information publisher

Musician, composer, conductor, singer

Actor, dancer, choreographer, director, producer, instructor, or coach

Graphic designer, architect, painter, sculptor, web designer, photographer, videographer

Social

Teacher and Counselor

Vocational Trainer and Coach

Health and Fitness Trainer

Dietician, Massage Therapist, etc.

Nursing, physical therapy, assisted living

Enterprising

Sales (retail, MLM, insurance, real estate, manufacturers representative)

Marketing, public relations, advertising management

Technical consulting, computer systems programming, web development

Business administration, office administration, personal assistance, meetings & conventions

Hospitality services, barber, hairstylist, cosmetologist, bartender

Conventional

Accounting, bookkeeping, billing services, purchasing agent

Customer services, administrative services

This exercise has probably confirmed some things you may have already suspected anyway. Keep in mind that there are no hard and fast answers. In other words, not all “realistic types” should start businesses as tradesmen and not all “social types” should choose a people business like network marketing.

Each business incorporates many if not all of these vocational characteristics. In every business someone must create a product, someone must market and sell the product, someone must support and develop the customer relationship, and someone must manage the basics of the business. While it is true that you will want to focus your primary attention on the areas of your strength, you will

also want to retain the support of others whose personality type, skills and interests compliment your own while also filling an area you are less interested in.

This general classification is by no means exhaustive or precise but is provided as an additional aid to you for narrowing the vocational options as you begin to consider the perfect business for you.

If you are interested in learning more about John Holland, the work he has done, and complete the actual assessment, visit ThePerfectBizBuilder.com.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #10
- Consider what you read and review the vocational group suggested best for your personality type
- Verify that it is consistent with the work you completed earlier and with your vision of the perfect business
- Continue 10 minutes of 'writing pages' today and continue it for the next 2 weeks
- Continue to review the narrative you created in the previous assignment twice daily as instructed. Watch for inspirations and miracles large and small
- Continue using the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Continue the exercises and daily practices establish in previous chapters
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

12

The Indispensible Next Step to Getting What You Want

*“The biggest adventure you can ever take
Is to live the life of your dreams.”*

~Oprah Winfrey~

American Television Host, Media Mogul, & Philanthropist

The Indispensable Next Step to Getting What You Want

She was a little startled by seeing the Cheshire cat sitting on a bough in a tree a few yards off.

The Cat only grinned when it saw Alice.

“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don’t much care where,” said Alice

“Then it doesn’t matter which way you go,” said the Cat

Lewis Carroll, *Alice in Wonderland*

I have included this excerpt from Lewis Carroll’s *Alice in Wonderland* to get you thinking. If you are like most people, when you read it you may have smirked a bit and thought to yourself, “of course you have to know where you want to go.”

But do you really know what you want?

You might be surprised (and perhaps a bit relieved) to know how many people have never pondered this question in any truly substantive way. You are here now, reading this book for a reason.

Perhaps you have been diligently working the ‘good’ job making ‘good’ money, but just feel something is missing. You may even be a top-performer in your field but still feel unaccomplished and unsuccessful.

Perhaps you have tried your hand at starting a few businesses only to find that once you got it all running your hard work had only purchased a very expensive job with long hours, relatively low pay and very little of the freedom you dreamed of initially.

Maybe you have not really given it that much thought but are just wondering why it seems that others enjoy so much more time freedom, financial freedom, and success than you do.

Whatever brought you here I want to (again) congratulate you for making that first step to creating the joy filled, abundant, and successful life you desire. When you have a clear answer to the question, “What do you want?” you will be among a relatively small and elite few and will be well ahead of most others.

Thus far, you have considered the true meaning of success, and have learned about the importance of knowing and advancing toward the accomplishment of your life purpose. You have been introduced to the power of the subconscious mind and have learned at least one technique for eliminating the limiting beliefs that sabotage your success in life and have reawakened your creative energy for finding your perfect business.

For a business to be perfect for you, it must serve in the creation of the life you will love to live. It must take you down the path you want to travel.

Everyone has goals, dreams, and aspirations for living a miraculous, joy filled life, free of stress, struggle, and financial limitation. The vast majority of people, however, do not understand how to focus their personal power, leverage the laws of the universe, and intentionally create the successful, joy-filled life they truly desire.

As my friend Joe Vitale explains in the Forward of this book; ***“Most people fail at what they try, not because of any lack of skill, but because they don't have the inner resources to reach their goals.”***

If you are like most people you live life circumstantially, as if you are victim of conditions you perceive to be imposed on you; working a steady job, sacrificing and saving, hoping and praying that the economy will cooperate, gas prices will drop, your portfolio will expand, you will get a big raise and that it will somehow all work out in the end.

By following the rules, you trust, against all evidence to the contrary, that someday, you will have sacrificed sufficiently, put in enough time, or saved enough money to “do what you have really always wanted to do”.

But the truth is that you will get to the distant end of life and feel unaccomplished, unfulfilled, and spent by years of “meaningless” toil.

You started out knowing exactly what you wanted. As you grew older you may have begun to hear innocent or well meaning things like:

“You can’t always get what you want.”

“Money doesn’t grow on trees.”

“Success takes hard work and sacrifice.”

“Rich people are selfish and greedy.”

“Don’t set your sights too high, you don’t want to be disappointed.”

“You can’t make a living doing that”

Family, friends, and associates impart their beliefs of what is best for you by either discouraging you from the passionate pursuit of what you love or perhaps encouraging you to defer the pursuit of it until you have made ‘enough’ money.

For the most part unaware of the consequences, the educational system, employment market, and the news and information media are complicit in this subconscious programming. By characterizing what a successful life should look like they clearly establish the societal game rules to accomplishing it. You are constantly encouraged to ‘go for the degree’, ‘go for the money’, ‘go for the house’, ‘go for the car’ first and come back to what you want most later.

After some number of years you begin to lose touch with your heart’s desire and instead begin to focus on doing what others want you to do. You learned how to act, what to do, and how to be to get approval. As a result you now not only do a lot of things you do not want to do, but you may not even recall what you truly wanted to begin with.

You go to college because that is what your parents told you it was necessary for success.

You go straight into to graduate school because the job market is too competitive and you need an advanced degree to get a good job

You graduate and get a “real” job with a “safe” company instead of pursuing your dreams because it is more secure and you get good benefits.

You put your nose to the grind-stone, work hard now, sacrifice and save as much as you can now and there will plenty of time to do what you want and enjoy in life later.

“In the name of being sensible we become numb to our own desires. It’s no wonder that when we ask a teenager what they want to do or be, they honestly answer, ‘I don’t know’. There are too many layers of “should”, “you’d betters” and “ought-tos” piled on top of what they really want.” Jack Canfield, The Fundamentals of Success.

The truth is that this conventional wisdom almost never leads to the creation of an abundant and successful life. Not being clear about what you want is a sure fire way to keep you from ever having it.

“The indispensable first step to getting the things you want out of life is this: decide what you want.” Ben Stein, actor and author.

In order to experience your vocation or business with the satisfaction, accomplishment, and rewards of success, it must be in service of your purpose, what you are committed to accomplishing in life and who you truly want to be.

In the long run, you are going to find that if you remain true to your life passions and are doing what you love, you will experience truly limitless success in every dimension of your life.

You begin by creating a crystal clear detailed vision of the life you want to live.

Not the limited one you think you can live. Not the one you are willing to settle for.

The one you will truly and completely love living each and every day.

With a clear vision of the life you will love to live, you will be prepared to begin finding and creating the perfect business that will deliver that experience to you.

In the end, if done in authenticity and integrity, through the completion of this process you will be paid handsomely for being who you want to be and doing what you love to do.

Your “Perfect Life” Game

This is the fun part. You get to play a game now.

You already know that in order for your business to be perfect for you, it must be in service of the purposeful life you will love to live.

You have also been reunited with the passions from your youth; have explored what you love doing, what you are best at doing, and what you like the most about the work you are doing now

You have seen clear evidence of the subconscious beliefs that create your experience, good and bad, and have been provided tools and techniques to clear the limiting beliefs which sabotage your efforts to find your perfect business.

Most importantly you should now be clear that your success in the perfect business you choose will not be determined by external conditions or forces outside of your control, but rather, the power to choose the outcome is at your disposal.

Indeed, you can create astonishing success in any business you choose to start. To find the perfect business you need not look further than within yourself.

All games have rules and conditions. For instance in the game of monopoly there is a game board and pieces with specific guidelines for what constitutes a legal move and so forth.

The condition of the game you are about to play is that it must be fun for you. In other words, the exploration you are about to undertake should be done in a light hearted, anything is possible, spirit of fun and not overshadowed by somber thoughts of limitation, restraint, or the expectation of sacrifice and suffering.

The two primary rules of this game are that you must create it from the perspective of it having already happened and you must not include allusion from your past.

The next step in discovering the perfect business for you is to use the power of your imagination to create a clear vision of the perfect life made available to you by that perfect business.

“Of” versus “From”

Consider the distinction between the visualization **‘of’** the desired success and **‘from’** the perspective of it having already been fulfilled.

Imagining ‘of’ your success is a mere description of the attributes of success and may include characteristics like, your role or position, how much money you make, what kind of car you drive, how elegant a house you live in. From a business perspective this might include the amount of market share you control, how many customers you have, or how many people you employ and so forth.

Imagining ‘from’ your success draws on the true feelings of the success you desire. While it may share some of the same characteristics, the motive of this description communicates feeling and emotion not just goals and objectives. The inner feelings you draw from success may include emotions like: pride in accomplishment, security, confidence, satisfaction, joy, and elation.

Your objective in this exercise is to capture all the feelings and emotions associated with your life as if you are experiencing the astonishing life success you desire right now. Describe not just the facts and figures, but portray all aspects of the life your perfect business makes possible for you.

While holding the image of the life success you desire in your mind is rudimentary to accomplishing it, imagining what it will *feel* like to already have the desire fulfilled engages the limitless power of the universe to manifest it.

“You must assume the feeling of the wish fulfilled until your assumption has all the sensory vividness of reality. You must imagine that you are already experiencing what you desire.”
Neville Goddard, “The Law and the Promise”

The more authentic and real you make the imagined experience of your success life the more likely you are to achieve it.

Stating Intentions

As I am referring to it in this book, an intention is an anticipated outcome that guides planned actions.

For instance, I intend that this book lead you to finding your perfect business.

Stating intentions clearly and effectively is a critically important element of empowering your vision of the future you want your perfect business to provide. There are three important elements of a clear and effective intention.

First, a powerful intention is stated in the present tense affirmative as if it has already been accomplished. For example; if one of the desires I intend my perfect business to fulfill is to travel to Italy, I may state it as something like:

“I enjoy an amazing and fun-filled, five-star 30 day adventure in the Italian countryside.”

Notice that this statement not only includes the desired outcome ‘of’ the experience, but includes reference to how I intend to feel ‘from’ it. I might also state additional intentions that describe other ‘feeling’ attributes of this trip like how elated or excited I am to share this experience with my wife and children.

Second, a powerful intention is stated in such a way that the past is not in it. For example; if I feel that I am not making as much money as I would like to now, the stated intention for making more must not include reference to this current condition of perceived lack.

The stated intention, “I am making more money than I do now and enjoy traveling whenever I want” brings the experience of lack and feeling of need from your past into your intention. As a result, it will experience more financial lack and need.

Instead I might state the intention as “I am making \$100,000 per year and am ecstatic that I can travel anywhere in the world whenever I desire.”

Lastly, a powerful intention should be as specific as possible without defining how the desired outcome has to occur. For instance; if I intend to earn an extra \$10,000 this month and I happen to have a lake-front property that would provide this amount if I sold it, I might be tempted to state the intention as:

“I earn \$10,000 this month from the sale of the lake-front property.”

At first blush this appears to be a powerfully stated intention. It is affirmative, stated in the present tense, does not bring the past with it, and is quite specific. The problem is that it creates an attachment that could actually cause me to miss an inspired opportunity to receive the \$10,000 through some means other than the sale of the lake-front property.

The error is that it defines one specific way that the money must show up while in truth there are an infinite number of ways for that to occur. By focusing my attention exclusively on the sale of the lake-front property as the source of the \$10,000, I will not be receptive or open to inspirations for actions that could lead to receiving the money from another source.

This does not mean that I should not have an intention to sell the lake-front property. Clearly I can desire both. However, I will be better served by not creating an attachment between them and state them as two separate intentions:

“I earn an extra \$10,000 this month.”

“I have sold the lake-front property.”

They are both specific but there is no attachment between them. You can let go of both and anticipate that they will happen in perfect order.

You get the idea. As you begin the exercise to follow, practice creating statements of intention that are free of the past, affirmative, in the present tense and specific but not directive.

Use your imagination to create a clear vision of the successful life you will love to live. It is important that you imagine it in great detail and describe it from the perspective of having already accomplished it. Place yourself within the image you have created in your mind’s eye and record your experience of it.

I have adapted the next exercise from information provided in Jack Canfield’s book, *The Success Principles*, Joe Vitale’s book *The Attractor Factor* and Joe Vitale’s *Miracles Coaching Program*.

In this exercise, you will state your intentions and will be asked to consider what you believe to be true about what you desire. As you may recall from the material about the subconscious mind, you will be challenged to allow yourself to see through your limiting beliefs and create a vision of the limitless possibilities that exist for you to choose what you truly desire. This exercise presents another opportunity to practice the clearing techniques you’ve learned and eliminate the subconscious limiting beliefs which keep you from having what you want.

In the table below, stated in the form of positively affirmed intentions, make a list of everything you want or intend within each of the 7 categories provided.

For example, if my vision of the perfect business success includes that I earn \$100,000 per month in income, then in the “Finance and Money” category I would include this as:

“I earn \$100,000 per month in income.”

If my vision for the perfect business for myself is that it allows me work-free evenings and weekends with my children, then in “Relationships with Family” category, I would include something like:

“I enjoy uninterrupted quality time with my daughters each weekday evening and all day each Saturday and Sunday.”

Do not restrict yourself to what you think can and cannot be. Imagine that anything you desire is possible. Include everything. What would you have?

As you record this list, limiting or negative thoughts will undoubtedly emerge. This exercise has been specifically designed to illuminate them. Be careful not to suppress them. They usually show up as fleeting thoughts which immediately follow the identification of ‘what you want’.

For instance, one of the participants of our entrepreneurial success coaching program wants to be an internationally recognized, highly popular, motivational public speaker. Before he even finished writing the words for this intention, his mind had asked, “How will you fill the room?” as if he was not capable of doing so. This thought indicates the presence of a limiting belief. If left un-cleared it will keep him from accomplishing his intention. By applying the exercise to follow, the counter-intentional thought is revealed and its effects eliminated.

This exercise reveals your subconscious saboteurs so you can eliminate them and get on with having what you want.

Record “What you want” and “What you believe to be true about it” as shown below.

For example:

What I want....	What I believe to be true about it...
I am an internationally recognized highly popular speaker	I do not know how I will fill the room.
I earn \$50,000/mo in income	I have never made that much before. What makes me think I can now?
I have a highly successful internet business selling unique children’s clothing	It would take too much time from my family

As this exercise reveals the presence of limiting beliefs, you are empowered to use the techniques you have learned to eliminate them and their influence and free yourself to find the perfect business for you, unhindered by subconscious memories from your past.

Here is another illustration:

If “What I want” is to earn a 7-figure annual income and work in a trade as a craftsman and I hold a subconscious belief that tradesmen cannot make that kind of money, then my experience will be that of a tradesman unable to earn that kind of money. Because I subconsciously believe that I cannot have it my way, I may perceive the need to choose between earning a 7-figure income and working as a tradesman. If, on the other hand, I accept that this subconscious limiting belief is not the truth but is rather just a belief, and clear it using any of the techniques available, my experience is quite different.

I am then free to replace that limited vision of my potential with a new vision which includes the infinite variety of possibilities for earning a 7-figure annual income as a tradesman. As I do, my experience will shift, and I will be inspired to take specific viable actions which lead me toward a 7 figure income while working as a tradesman.

If you just read this and thought to yourself, perhaps without realizing it that “it’s not possible for a tradesman to earn a 7-figure income”, then I want you to notice that this is a limiting belief you hold to be true. Even if you aren’t a tradesman, you hold the belief that it is not possible for a tradesperson to accomplish that level of financial success. Consider that everything IS possible. It’s

simply a matter of clearing the beliefs that block you and replacing them with new beliefs that support your desires.

It is vitally important for you to see that you can accomplish success in any and every dimension doing anything you truly and passionately love doing.

The revelations of this exercise represent a turning point to your finding the perfect business for you.

I have organized this exercise to elicit responses pertaining to 7 key areas of life to help you create a crystal clear vision of the life you want your perfect business to deliver. Each is important and must be included in order for you to actually experience the success you desire.

Consider all areas of your life, record everything you want and what you believe to be true about it as you record it. Don't qualify, limit, or rethink your answers. Part of the value of this exercise is generated by the spontaneity of your answers.

Record whatever pops into your head. Make as long a list as you can. Use extra paper if necessary.

Summary

This exercise will likely have been very revealing to you. You will discern consistent themes and patterns in what you truly desire and will notice recurring evidence of subconscious limiting belief.

For instance when my friend Bill completed this exercise, it became clear that he had an overwhelming desire to spend the majority of his time at play with his family. It was a theme that showed up in one way or another in each and every category.

This insight allowed him ultimately altered his vocation to one that allows him the freedom to invest the time he desires with his family. He now enjoys abundance, success and accomplishment in all areas of life as a result.

Review the list you made and note any consistent or recurring themes or desires for each or any category:

Finance and Money

Ideal Business or Vocation

Recreation and Fun

Physical Fitness and Health

Relationships with Friends, Family, and Others

Personal Growth and Development

Community Contribution

This exercise will also have provided you with what might be a surprising amount of insight into the limiting beliefs that are keeping you from having whatever you want and experiencing the success you desire in life. Common themes may show up within each category but may also appear across categories.

For instance, when I completed this exercise for the first time I noticed that for several items in each category, what I believed to be true, was that in order to deserve what I wanted, I would have to work long hard hours and be willing to make painful sacrifices.

This, of course, is not true. It is just what I believed. Once cleared, these beliefs could no longer sabotage me, and I was free to pursue the business success I desired in a manner that did not require working long hard hours and painful sacrifice.

Whatever limiting beliefs emerge for you in the process, they are the very same limiting beliefs that will keep you from discovering and creating your perfect business.

Review the list of ‘what you believe to be true’ about what you want and list any recurring beliefs or themes.

Finance and Money

Ideal Business or Vocation

Recreation and Fun

Physical Fitness and Health

Relationships with Friends, Family, and Others

Personal Growth and Development

Community Contribution

Before you go any further, use the clearing techniques you've been provided to clear these limiting beliefs and begin watching and listening for inspiration, new ideas, and internal nudges for action.

When you notice them, record them in The Control Book Journal and act on or follow them.

A Daily Practice

To keep subconscious limiting beliefs from creeping up and influencing what you believe is possible for you when seeking your perfect business you will want to remain in daily practice of these clearing and visualization exercises. Over time, this will become habit, and as your experience shifts you will be encouraged to expand the practice to other areas of your life.

There is almost certainly layer upon layer of limiting beliefs associated with any or all of what you want. Continue applying the clearing techniques on a daily basis to remain clear and focused on your vision of the perfect business for you.

Do the following each day:

Each evening immediately before sleeping, review the list of “What You Want”. Notice what thoughts and beliefs emerge in each instance. Continue to clear any limiting beliefs that linger, and clear any new ones that emerge.

When you are finished clearing, focus your attention to the top ‘want’ in each category, close your eyes and imagine it and experientially, as if it were already fulfilled.

Go to sleep with that vivid display firmly and clearly in your mind’s eye.

Each morning immediately when you awaken and before you get out of bed, recall that same image from the night before. Notice any limiting beliefs that emerge as you replay the vision and clear them.

Record your daily experience in The Control Book Journal. Note the date, what you were focused on, any limiting beliefs that arose as a result, whether or not you cleared them and any inspirations, ideas or internal nudges you received.

It may look something like this:

“7/15/2008 Evening Review:

I focused primarily on the financial freedom I intend to enjoy. As I did I noticed that I had thoughts about my worthiness, or deservingness of \$200,000/year income. “What can I do that will be worth that much?” is the question that came up for me. I repeated the EFT clearing technique I learned about on ThePerfectBizBuilder community site and noticed that I had a new idea. I can now easily see how I can provide the value necessary. I got an idea to add a bonus to our current promotion and will post it tomorrow. Very cool!”

“7/16/2008 Morning Review

I noticed that I awoke well rested, very enthusiastic and excited to start my day. As I reviewed my perfect life list I am sure the promotion bonus will work so I am putting that in place today. I also noticed some doubts emerging about the taking the time away from work for the family trip I want to take. Sort of like the desire for financial freedom and the trip are at odds with each other. I am conflicted and think I’ll check ThePerfectBizBuilder.com community for ideas on how to resolve this conflict.”

You get the idea. Pay attention to the thoughts and ideas that pop into your head. Remain ready to follow the nudges and inspirations you receive. Don’t second guess, hesitate, suppress, or discount these inspired ideas.

When you arise, act on them immediately.

As you do, you will find that the perfect circumstances of people, places, and events will begin to align precisely as required to reveal the perfect business for you. As you continue to act in accordance with these inspirations, your success will seem effortless and almost automatic.

Keep a daily record of the experience within The Control Book. You will be simultaneously identifying areas that could use more attention while creating a record of the success experience you are creating. It will prove invaluable as you continue to make progress with your perfect business.

Record any new inspirations, wants and/or desires that present themselves, Add them to your list, note what you believe to be true about them, clear the limiting beliefs and include them in your daily visualization practice.

By completing this exercise you will have created a detailed vision of the perfect life the success of your business will assure; you will have cleared many of the subconscious limiting beliefs which have sabotaged you up to the present; and you will have established a daily practice of creation and clearing that will guarantee your success.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #11
- Review the information you read and the lists of what you want for the key 6 areas and what you believe to be true about them. Pay particular attention to the themes that overlap from category to category as well as any recurring themes
- You will likely think of some additional things overnight and as you share your thoughts with others. When you do, add them to your list
- Continue the daily practice of visualizing "What You Want"
- Continue the exercises and daily practices establish in previous chapters
- Continue using the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

13

Being Entrepreneurial

*"The important thing is not being afraid to take a chance.
Remember, the greatest failure is to not try.
Once you find something you love to do, be the best at doing it."*

~Debbi Fields~

Founder, Mrs. Fields Cookies & Fields Bakeries

Being Entrepreneurial

In a recent study of the most successful entrepreneurs across industries and market segments, subjects were asked to rank several personal traits and attitudes related to business ownership in order of importance.

Results showed the 6 attributes most closely associated with the achievement of success to be:

- Creativity
- Independence and Self Reliance
- Discipline and Determination
- High Energy and Physically Fit
- Risk Inclined
- Excellent Communicator

This study suggests that in general terms people who demonstrate strength in these traits tend to be more successful as entrepreneurs.

It is important for you to NOT read this to say that if you don't demonstrate strength in them that you will not be successful as an entrepreneur.

Realize that these traits are not doled out sparingly by the gods. While you might perceive one person to be more independent or disciplined than another, everyone can develop independence and discipline through training and encouragement. While not every man, woman, or child is an entrepreneurial genius everyone can get the most out of his or her abilities by performing certain kinds of exercises and optimizing attitudes and environment.

I illustrated this in the chapter about creativity, "Release Your Inner Genius". There are specific activities you can practice on a consistent basis to awaken the creativity buried within you. Likewise with the remaining 5 traits listed above.

The value in understanding the correlation between these particular traits and entrepreneurial success is that it provides you a clear model of who you will need to "be" to develop your entrepreneurial success.

In other words, your success will not be determined by "doing" what other successful business owners "do". Rather, your success will be a function of how well you become the success you want to be.

Let me explain with another illustration:

When I set my sights on the senior executive leadership position with my first foray into high-tech software startups, I first observed the traits of the most successful senior executives I could find.

Whenever possible I would use my connections within the venture capital community to help me schedule appointments to meet with the most widely recognized successes I could.

This strategy granted me access to dozens of highly successful senior executives including some the most successful entrepreneurial technology leaders of our time; people like Steve Ballmer (at the time the #2 man at Microsoft who is now the CEO), Larry Ellison (CEO, Oracle), and Jack Welch (Chairman and CEO of General Electric).

By meeting with these people I was able to observe who they were “being” not only as successful business executives but as people too.

I didn’t only learn fascinating details about their business strategies, but I also learned how they invested in the lives of their loved ones and others, what their daily habits and practices were, and how they personally dealt with and overcame adversity.

It was easy to understand how these traits and behaviors contributed to ongoing success in virtually all areas of life. While each of them had their own personal style or twist on each trait, I was astonished to see how similar their committed practice to developing these traits turned out to be.

I saw that they focused first on who they were “being” and then allowed the “doing” to take care of its self.

In other words Steve Ballmer is the success he is because of who he is being as it relates to his life purpose, his goals and intentions, strengths and weakness, not because of what he is doing.

This gave me a pattern to model from.

For example; while the method of ‘doing’ what was necessary to invest in the lives of my loved ones was left to my creativity, that I needed to ‘be’ a person who is proactive in the investment was a crucial change. For me, among other changes, this translated to scheduling a regular weekly time to contact my daughter in college, Emily, and reserving evenings and every Friday afternoon for play time with my younger daughter, Madeline, regardless of other schedule and time pressures. As a result my work-day ends early enough each day to help Madeline with her homework and my work-week concludes at 4 pm each Friday no matter what.

By doing this, I remain accomplished in my commitment to the relationships with my children.

As another example; I learned that many of these super successful men employ various meditation, relaxation, and psychological clearing techniques to maximize both the effectiveness of their work and quality of their life experience. I have no idea which specific practice they each employ. For some reason it is hard for me to envision Jack Welch in the lotus position deep in meditation for instance. But that is not what matters.

The knowledge that they invest the time to employ these techniques dissolved mental blocks I had about allocating the time each day to this discipline and freed me to investigate and choose techniques, methods, and a schedule that work for me.

The point is NOT that I did what they did. I didn’t. Rather, what I learned helped me become a person who invests in developing the 6 key traits most correlated with success within myself.

I was able to determine who I needed to “be” if I wanted to enjoy the kind of success I intended to enjoy.

This is an extraordinarily powerful perspective you can use to guarantee your success in finding and building your perfect business regardless of your experience and background. Entrepreneurial success is not about doing what successful people do rather it is about being the most successful entrepreneur you can be, first, then allowing the success to happen.

By knowing that the most successful entrepreneurs in industry develop and demonstrate these 6 traits, you can start “being” the successful entrepreneur you want to be right now, today.

Here is what I mean:

If you feel you are not particularly creative, use the exercises from the chapter “*Release Your Inner Genius*” to stimulate creativity so you are.

If you are not physically fit and in excellent health then go to the gym or hire a personal trainer and start exercising and eating well and you will become fit.

If you have not been particularly disciplined in the past, use the tools I have provided you in this text and in ThePerfectBizBuilder.com membership community to cultivate and develop the discipline and determination necessary.

You get the idea. Begin to “be” a person who has found the perfect business and enjoys the astonishing entrepreneurial success you desire, and you will find your perfect business and enjoy the astonishing entrepreneurial success you desire.

Remember, you may need to take small steps at first. As long as you are consistent with your effort and directed in your purpose, you will find and create your perfect business success.

Portrait of an Entrepreneur

The word portrait usually refers to a painting, photograph, sculpture, or other artistic representation of a person. The intent of a portrait is to display the likeness, personality, and even the mood of the person. As you review the descriptions of these 6 key entrepreneurial traits, you are creating an entrepreneurial portrait of you.

From this likeness you are empowered to leverage the traits you are naturally stronger in and consider ways you might enhance those you are not.

Let me remind you that there are no traits you cannot develop.

To help you I have provided a brief description of each trait along with a self assessment scale. If the rating scale is useful to you then use it to identify where you might consider instituting a development plan.

Consider the descriptions of these traits and explore ways you can begin developing and incorporating them into your daily practices and who you are being.

Creativity

In the context of entrepreneurial success, Creativity means:

- The ability to picture the desired end result even without all the information
- The ability to generate multiple ideas and options for addressing business demands or solving problems
- The ability to find unique ways to create market differentiation or a competitive advantage
- The capacity for spontaneous intuitive decision-making

Creativity is most often demonstrated by:

- A willingness to make mistakes
- A willingness to trust intuition
- The ability to understand and reduce complexity

Honestly evaluate your past experiences and the characteristics of the “creativity” you may have demonstrated in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are willing to make mistakes

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are willing to trust intuition

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are able to understand and reduce complexity

1	2	3	4	5	6	7
Never			Sometimes		Always	

Average the 3 scores and record the result here: _____

Independence & Self Reliance

As a business owner and entrepreneur you are the boss. There is no one there to tell you what to do and when to do it. In order to excel you will need to:

- Feel comfortable making definitive decisions even with incomplete information
- Hold yourself accountable to meeting goals and objectives
- Act immediately and decisively when necessary

Consider these characteristics of Independence and Self Reliance and honestly evaluate your past experiences in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are comfortable making definitive decisions even with incomplete information

1	2	3	4	5	6	7
Never			Sometimes		Always	

You hold yourself accountable to meeting goals and objectives

1	2	3	4	5	6	7
Never			Sometimes		Always	

You act immediately and decisively when necessary

1	2	3	4	5	6	7
Never			Sometimes		Always	

Average the scores and record the result here: _____

Discipline & Determination

Successful entrepreneurial business owners expect to encounter challenges along the way and are prepared accordingly.

They are:

- Organized in their allocation and management of time, money, and resources
- Consistent with the completion of daily routines that support the success of their business
- Willing to do the things they do not like to do if it contributes to accomplishing an objective
- Able to let go of ideas which fail and replace them with new innovative approaches
- Resolute about their success even when others around them discourage them

Consider these characteristics of Discipline & Determination and honestly evaluate your past experiences in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are organized in your allocation and management of time, money, and resources

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are consistent with the completion of daily routines that support the success of your business

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are willing to do the things you do not like to do if it contributes to accomplishing an objective

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are able to let go of ideas that fail and replace them with new innovative approaches

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are resolute about your success even when others around you discourage you

1	2	3	4	5	6	7
Never			Sometimes		Always	

Average your scores and record the result here: _____

High Energy & Physically Fit

Building a successful business requires a lot of energy. Not just in terms of working long hours and overcoming obstacles, but also to generate excitement and enthusiasm about your product in the market-place. Successful entrepreneurs make it a daily practice to maintain high standards of health and fitness so they will have the energy necessary to remain consistent with their success practices.

Successful entrepreneurial business owners:

- Are consistently positive and optimistic even when others aren't
- Consider obstacles and challenges opportunities instead of problems
- Enjoy excitement and activity
- Prefer to participate rather than observe
- Maintain a consistent daily regimes of exercise and good nutrition

Consider these characteristics of High energy, good physical fitness, and health and honestly evaluate your past experiences in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are consistently positive and optimistic even when others aren't

1	2	3	4	5	6	7
Never			Sometimes			Always

You consider obstacles and challenges opportunities instead of problems

1	2	3	4	5	6	7
Never			Sometimes			Always

You enjoy excitement and activity

1	2	3	4	5	6	7
Never			Sometimes			Always

You prefer to participate rather than observe

1	2	3	4	5	6	7
Never			Sometimes			Always

You maintain a consistent daily regime of exercise and good nutrition

1	2	3	4	5	6	7
Never			Sometimes			Always

Average your scores and record the result here: _____

Risk Inclined

The entire process of starting your own business involves risk. From the moment you decide to invest your time and money in an entrepreneurial endeavor, you are incurring some level of risk. Some are willing to take on sizable personal risk like leveraging the mortgage in their home to invest in building a business. Others are less inclined to take on as much risk and may opt for a less aggressive strategy. It is particularly important to understand your risk tolerance as you begin evaluating options for the perfect business for you.

The risk inclined entrepreneur is:

- Willing to have less security now in exchange for a greater reward in the future
- Comfortable with the unknown or ambiguous

Consider these characteristics of being risk inclined and honestly evaluate your past experiences in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are willing to have less security now in exchange for a greater reward in the future

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are comfortable with the unknown or ambiguous

1	2	3	4	5	6	7
Never			Sometimes		Always	

Average your scores and record the result here: _____

Excellent Communicator

Good communication skills are a centerpiece of entrepreneurial success.

No one can build a successful business alone. Whether you plan on building an organization of employees or intend to outsource and leverage the wide variety of service providers available today, your ability to clearly and concisely communicate your vision is critical to your success.

Your ability to communicate the value of your product to the market place and the need to communicate directly with individual clients and customers further amplifies the need for superior communications skills.

The communications skills of successful business owners are characterized by:

- The ability to communicate and present your idea and persuade others
- Providing a clear, definitive and unambiguous vision of your goals, objectives, and requirements
- Willingness to give and receive immediate constructive feedback and direction
- The ability to listen carefully, actively and with an open mind
- Empathy for another's perspective and opinion recognizing that emotions affect opinion more than reason

Consider these characteristics of communication and honestly evaluate your past experiences in the face of a challenge. Rate yourself for each on the scale from 1 to 7 below.

You are able to communicate and present your idea and persuade others

1	2	3	4	5	6	7
Never			Sometimes		Always	

You provide a clear, definitive and unambiguous vision of your goals, objectives, and requirements

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are willing to give and receive immediate constructive feedback and direction

1	2	3	4	5	6	7
Never			Sometimes		Always	

You are able to listen carefully, actively and with an open mind

1 2 3 4 5 6 7

Never

Sometimes

Always

You have empathy for another's perspective and opinion recognizing that emotions affect opinion more than reason

1 2 3 4 5 6 7

Never

Sometimes

Always

Average your scores and record the result here: _____

Review your responses and record the average score for each attribute below:

<u>Attribute</u>	<u>Score</u>
Creativity	_____
Independence & Self Reliance	_____
Discipline & Determination	_____
High energy & Physically Fit	_____
Risk inclined	_____
Excellent Communicator	_____

Any score beneath a “5” suggests that you are uncertain or lack confidence in that area. Recall that your experience is subject to the subconscious limiting beliefs you hold to be true.

You experience uncertainty and a relatively greater or lesser aptitude in certain areas because of the subconscious beliefs you hold to be true. This does not suggest that you do not need to learn or develop in these areas. To the contrary that is precisely what you want to do. But before you develop your plan, you will want to clear the negative limiting beliefs you hold about yourself relative to this trait.

As you use the clearing techniques provided previously to eliminate these subconscious limiting beliefs while also continuing to regularly visualize the success you desire, you will receive inspiration to make the decisions and take the actions which will result in you developing the skills in those areas where necessary.

Use the space below and any additional sheets necessary to record the individual development plan for each of the 6 key entrepreneurial traits. Visit ThePerfectBizBuilder.com community and review the recommended reading and other resources there to learn how you can develop in one or more of these areas over time.

This is a particularly good time to consider engaging a coach or seeking a mentor who can work with you on a one-on-one basis to put together a clear development plan customized specifically for you and your intentions.

Take action on the ideas and inspirations you receive and then return to the journal to record the result. As you do, you will be creating a record of your success in finding and creating the perfect business for you.

Add as many pages as necessary as you develop your entrepreneurial expertise.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #12
- Consider the information you read, each of the 6 key entrepreneurial traits and how you ranked yourself.
- As you formulated your action plan, what limiting beliefs emerged?
- Who will you "be" when you have found your perfect business? Begin "being" that person now.
- Continue the Daily Practice of Creating What You Want.
- Continue the exercises and daily practices establish in previous chapters.
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

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Gurus, Mavens
&
Things That Go Bump

“The world is moving so fast these days that the one who says it can't be done is generally interrupted by someone doing it.”

*~Harry Emerson Fosdick~
Clergyman 1878-1969*

Gurus, Mavens and Things That Go Bump

Being described as an entrepreneur has a certain amount of romantic appeal these days.

Entrepreneurs are often heralded as crusaders committed to improving society, working outside of the conventional and blazing radical new success paths.

It is often this somewhat romantic notion of entrepreneurship that draws people toward the idea of business ownership. It is also the one that keeps many who feel less capable away.

There are some important distinctions to understand as you begin the search for your perfect business. The distinction that exists between the entrepreneur and the small business owner or proprietor is an important one for you to consider.

While you can certainly create astonishing success as either, knowing which truly appeals to you and aligns best with your purpose and goals will help you understand which business systems and processes you will need to implement.

The Entrepreneur

A widely held somewhat romanticized definition of the entrepreneur includes the idea that they assume the risks involved to undertake a new business venture. This is not an entirely accurate characterization however. While it is true that entrepreneurs do assume some risk to establish, own and operate new or emerging business ventures they are in fact as risk averse, if not more so, as anyone else.

A more accurate characterization is in how the entrepreneur interprets the creation of value in the market place. Entrepreneurs are successful because they are able to effectively organize the available resources of land, labor, capital, intelligence, knowledge, and creativity into new, more valuable ways to help people solve problems.

In other words, the entrepreneur builds value in the market place primarily by leveraging the skills and assets of others, not through his individual technical contribution.

It is this strategic and coordinative capacity that uniquely demarks the contribution the entrepreneur makes to the success effort. The more efficiently a person can manage resources and add value to the market the greater the margin of success. The primary vehicle of leverage for growing an entrepreneurial business is in improving the efficiency and productivity of the personnel, systems, and processes of the business.

Perhaps a better representation of an entrepreneur is that of a passionate expert leader as opposed to a renegade or gambler.

The Small Business Proprietor

The small business proprietor tends to build his business around himself, his craft, or his expertise. Be it his individual talent, a unique product, or his personality, he weaves himself into the fabric of the business often to such a degree that the business would not function without him.

The Small Business Proprietor often relies in large part on what he accomplishes as the 'technician' or 'artist' of his trade for the growth and success of the business.

He may tend to be less strategic with regard to engaging alternative resources as a source of increased leverage or value.

Independent shop owners, non-franchise restaurant owners, tradesmen, free lance writers, artists, technical professionals and sometimes medical professionals are a few examples of typical small business proprietors.

Don't be misled by the word 'small' however. The term refers to the business structure and number of employees (usually less than 100) and not an amount of revenue or profitability. Many small business proprietors do extremely well financially, especially in this day and age of the internet.

Here is an illustration to help clarify this distinction:

My neighbor Glenn owns a landscaping company. He started the business when he was a young man and over the years has grown an impressive clientele in one of the most upscale areas of the country. His unique competitive advantage is hidden within his personal artistry for each project. He has an extraordinary gift for visualizing the completed project and selecting and arranging precisely the right grasses, plants, and accoutrements for each. He has a fair number of employees and can manage several jobs at once to leverage his time. He earns an astonishing amount of money from his business and enjoys ample free time for his family and hobbies. However, no job can complete without his personal involvement. Glenn is the owner of a very successful small business.

On the other hand one of my former business partners, Daniel, owns a very large landscaping operation just outside of Washington D.C. He too started when he was quite young and has accumulated a high-end clientele of Senators and Congressmen and other wealthy diplomats. He employs hundreds of workmen, dozens of job foremen, a number of estimators, salesmen, marketing personnel, bookkeepers and administrative staff. Daniel himself spends the vast majority of his day in his top floor office suite managing business operations. It has been years since he actually practiced his trade personally. He visits job sites infrequently at best and trusts in the personnel, business systems and process to tell him what he needs to know about his company. He is currently evaluating a way to expand his business into other markets. Daniel is an entrepreneur.

Both Glenn and Daniel are completely thrilled with their individual successes. Both are living the accomplished and satisfying lives they truly love living. Both will realize the leveraged success of his respective business when he sells it to another proprietor or entrepreneur.

But neither would want the others job for all the money in the world.

As you consider finding the perfect business for yourself, you should be very clear about these distinctions and know which best suits you and your desires.

Do you pride yourself and measure your accomplishment by how much you individually produce or contribute to growing the business in a day, a week, or a month? If so, small business proprietorship may be the more rewarding path for you.

Or

Are you always scanning the way things are done looking for something better? Do you often find yourself seeing things that could be done differently and so, improved? If so, then there is a reasonable chance that you will be more entrepreneurial with your approach to developing your success.

Again, it is not the size of the business that determines whether you are an entrepreneur or small business owner. Rather this is primarily determined by your role in the company and where you apply the power of personal leverage in growing your business.

Mavens and Gurus

The fact is that entrepreneurs and business owners come in all shapes and sizes and have all kinds of missions, desires, goals and intentions. Part of the beauty of being a business owner is that you can create a business that serves the life you want to live.

Some people envision building large, regional, national or even international corporate empires. Others are more comfortable with the idea of a casual work environment with no employees and lots of freedom

Jeff Landers, an author known as “The Home Office Success Guru” puts it this way:

“Your business has to match you. The first thing you have to decide is whether you want to stay small or build an empire.”

On his free membership site and in his book “The Home Office from Hell Cure” he categorizes business owners into two groups. He says:

“A '**Growth Maven**' dreams big and typically runs business from home in the short term to cut down on overhead but dreams of sitting in a suite on the top floor of a downtown office building. To the Growth Maven success involves being the next mega-star like Michael Dell, Steve Jobs, or Martha Stewart - people who started their companies as a home-based business and turned them into multi-billion dollar empires. There is no limit to how much money can be made, and there is a constant drive to innovate. But, for the growth maven the first objective is to move the business out of the house”.

“A '**Lifestyle Guru**' on the other hand just wants to be his or her own boss. He was sick of the office politics, the rush hour commute, the aggravating boss and spending far too much of his life in a windowless cubicle. What he wants is the chance to do things his own way, and to take joy in doing work he's good at and likes doing. He wants to work in his sweats and flip-flops and take a break in the middle of the day to play outside with his kids. He's okay with cleaning out his inbox late at night when the rest of the family is asleep. Sometimes he'll work on a weekend, but sometimes he won't. His work fits in with the rest of his life, not the other way around. “

To be clear, the choice you make between these two does not necessarily limit your income potential. It merely denotes the structure of the business you are excited to build and helps you plan and model the business processes needed to build it.

It is a critically important distinction to make because the process of building your business will differ depending on the kind of business you want to build.

Either way, once you know this, you will have discovered something vitally important about **how** astonishing business success will show up for you.

Clearly a Growth Maven who is relegated to a life of a Lifestyle Guru, regardless of the amount of money he is making will not experience it as success.

Likewise, the Lifestyle Guru who is compelled to sacrifice life quality to pursue the entrepreneurial endeavor of a Growth Maven will undoubtedly end up resenting his choice.

You may already know which type of business owner or entrepreneur you are, but if you still are not certain if you are a Growth Maven or a Lifestyle Guru, then you need to give that some thought and decide.

I have provided the following exercise drawn from Jeff Landers' book. Answer the following 5 questions authentically from your heart.

- 1. When you fantasize about your successful business, what scenario appeals to you the most?**
 - a. Many employees, a nice office space buzzing with activity and the knowledge that you are building a well-known regional or national company and brand.
 - b. Great clients (that you pick and choose) with challenging and reputation-building projects, and a casual relaxed environment, plenty of extra time for leisure, home responsibilities, and family.

- 2. When you think about the perfect workday, which description is more in line with your way of thinking?**
 - a. A cup of Starbucks coffee to get you going, in the office by 8:00 a.m., eat lunch at a fancy restaurant with a prospective client, high-powered afternoon meetings with investment bankers and members of the media, a strategic planning session with your senior staff, complete employee reviews until 7:30 p.m., meet with colleagues for networking and drinks, get home by 11 p.m.
 - b. Up at 8:00 a.m., get the kids off to school, at your desk in the spare bedroom working in your sweats until noon, grab a cold burrito from the fridge, conference call with clients while throwing a load of laundry into the washer, pick up the kids at school at 3 p.m., coach soccer, finish a new client proposal, and send invoices. Dinner with spouse and kids at 7:00 p.m., check email, blog, do a dozen little things that need to get done, read a few chapters of a good personal development book and in bed by 11 pm

- 3. What is your definition of personal success?**
 - a. Building a major business with a legacy, respect of colleagues, financial independence, opportunities to use your position and wealth to make a difference in the world.
 - b. Independence, challenging and creative work, time with family and friends, a secure and consistent living, and service to the community.

- 4. I am more comfortable with a work environment that is _____.**
 - a. Formal. I prefer designated spaces for employees, clear boundaries between staff and management, a conference room for meetings, a receptionist to greet guests, and a clear beginning and end to the workday.

- b. Informal. I prefer to multitask, moving between personal and professional obligations as they come up. I like to work in my pajamas or sweats (except when meeting clients). I prefer a workday schedule that corresponds to the needs of my family and clients, even if that means working at odd hours or occasionally on weekends.

5. What do you think your business will be like in 10 years?

- a. My company, its brand, and its products will be recognized as a leader regionally, nationally, or internationally, have many employees, be positioned for consistent future growth, and be constantly innovating in new directions.
- b. I will have a steady, not overwhelming stream of challenging work and an impressive reputation. I will make more than a comfortable living and have plenty of free time to be with family and friends.

If you answered “A” to at least 3 questions you are definitely a Growth Maven. If you answered “B” then you are a Lifestyle Guru.

Be clear about the kind of entrepreneur or business owner you want to be, what you want to do and what success means to you.

Your perfect business will align with both of these characteristics. You may be an entrepreneur who is also a Growth Maven. If so, then you will experience the most success leveraging activities of employees and other resources to create a large corporate enterprise, glass walled office and all. Alternatively, you might focus your energy coordinating outsourced service providers, contractors and so forth to build an entrepreneurial success without employees that can be managed from home.

Likewise, you may choose to build a large, even global, business around your special individual skill or art and secure the prestigious corner office of the Growth Maven. Of you may use your talents to support the home-based success of the Lifestyle Guru.

Regardless of your choice, your perfect business will deliver both the lifestyle and the leverage you desire.

Things That Go Bump

For years I pursued my success along the path of the Growth Maven. Ultimately I had plush downtown offices in 5 cities around the world. As you have already learned, I discovered that this did not deliver the experience of accomplishment and success I desired.

I discovered that the time freedom to invest with my family was more valuable to me than the prestige of a top floor penthouse office building. I discovered that, for me, going to work in shorts a tank top and flip-flops gave me a far greater sense of accomplishment than suiting up in a pin-striped Armani with a pair of fine Italian wingtips on my feet.

I am now experiencing success beyond my wildest imagination in every area of my life working on my business as a Lifestyle Guru.

Before you move on, revisit the list of intentions and narrative you recorded in The Perfect Life Game section of this book.

Does the result of this questionnaire align with your imagined vision of the perfect business or vocation?

If not, you will want to be sure it does. Otherwise you could find yourself building somebody else's dream.

Somebody Else's Dream

Here is a story I picked up from Million Dollar Lifestyle Business Coach, Melanie Benson Strict that illustrates what I mean:

“Jon had a dream. He wanted to live his passion and make a difference in the world. He knew that self-employment was a key to creating wealth and freedom. So he set out to be the owner of his own business. He did everything right. He watched what other successful people were doing. He modeled their behavior, their choices and implemented their strategies for success.

Every day he got up and envisioned his successful business – how he was making a difference in the world, creating \$200k+ revenue, and speaking all over the country spreading his message. He really was building a successful business and his friends were envious.

One day he woke up and just couldn't do it anymore. He was burned out, frustrated and overwhelmed, tired of the constant travel and being 'on' all the time.

Jon realized that by asking for their help and support along the way, the success he had created belonged to his colleagues and friends. He had successfully built THEIR DREAM. Not his.”

You do not want to end up like Jon in this illustration. You may very likely be forming new aspects of the vision you have for your perfect business success right now. By confirming and reaffirming the clarity and consistency of your intentions, you will remain empowered to achieve them.

If you find any discrepancies in these more recent perspectives relative to your original vision of the perfect business, now is the time to flush them out. Follow these 4 simple steps:

1. Note the discrepancies you can see:

2. Identify and clear any limiting beliefs indicated by these discrepancies:

3. Create a revised vision for your perfect business.

4. Include the revised vision in The Control Book and incorporate it into your Daily Practice.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #13
- Review the information you read and determine whether you are an Entrepreneur or Small Business Owner
- Review the information you read and determine whether you are a "Growth Maven" or "Lifestyle Guru".
- Continue your entrepreneurial skills development plan.
- Continue the Daily Practice of Creating What You Want.
- Continue the exercises and daily practices establish in previous chapters.
- Continue using the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

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Bricks, Clicks, Cyberspace and More

*“The Industrial Age is over.
The rules of the world have changed forever.
The Perfect Business Model offers a ready-made business system
To anyone wanting to take control of their financial future.”*

*~Robert Kiyosaki~
Investor, Businessman, Author, & Motivational Speaker*

Bricks, Clicks, Cyberspace and More

At this juncture you should have a pretty clear picture of how the perfect business for you will contribute to creating the perfect life you will love to live. If you have been following the process as prescribed, you will have a number of regular daily practices in place that keep that vision clear and present in the forefront of your mind and you will be in ‘inspired action’ daily and prepared to generate a list of options for your perfect business.

Thanks to the wonders of technology there are more options for the perfect business than ever before. You can begin to build a business on a full or part-time basis and choose to work from home, from the local coffee shop, or in your own office suite.

The next step in the process is for you to consider the key distinguishing characteristics of various business models available to you and then choose the model that best matches your desires.

It may be that more than one business model will provide the perfect business for you. It may also be that the financial risks and operational requirements of some models will conflict with the vision you have created thus far. This is the reason I am having you consider multiple business models.

Once you know what your product or service will be, there are dozens of ways for you to provide that value to the market. The business model you employ creates the environment in which you are empowered and enabled to fully express your intentions, deliver value and generate the success your desire.

Here is an illustration.

One of the key distinctions that exist between business models is in the way growth and leverage is created. As you saw in the example of Glenn and Daniel in the previous chapter, the leveraged source of growth was very different in each of their business.

On closer examination you will see that while both were serving the landscape market, their business models were very different. It is the distinction in business models that altered the source of leverage for the growth of these businesses. Daniel had created a ‘Brick and Mortar’ enterprise business, while Glenn had created an “Independent Services Business”.

I have included descriptions of 7 popular small business models. This is by no means an exhaustive list. You may also find that you can create a hybrid model that leverages some of the advantages of one model to address the disadvantages of another.

The purpose of this exercise is to eliminate those models that are categorically in conflict with what you want, and get you thinking at the next level of detail about how you want your perfect business to be structured.

As you read through the description of each business model, rank them on a 7 point scale where a rating of “1” indicates a poor match or lack of interest on your part and “7” indicates a business model that excites you and has real possibilities.

Brick-and-Mortar

This term generally refers to companies that have a building, such as an office, facility, store, shop, or other physical presence in the market. For our purposes, this is intended to distinguish this business model from a home-based business model, which typically does not maintain a physical presence for the purpose of interfacing with customers. While it in no way limits the variety of products or services that can be provided, the physical presence creates economic and operational considerations a home-based or virtual business does not face.

There are a limitless variety of possibilities. Everything from store-fronts; restaurants; service businesses like postal services or dry-cleaners; exercise and wellness facilities; financial services; consulting and training companies; software or hardware technology and equipment manufacturing.

The list goes on and on.

These businesses may service local, regional, or global markets; individual consumer, corporate, government, or military clients.

Pro

- A dedicated work environment provides the business edifice that represents your business and contributes to creating market presence and awareness.
- A work environment outside of the home helps you remain mentally and physically present to the operational management of your business.
- You have a ready-made business environment for meeting with clients and partners.
- Even as a small company in a shared office space, you appear bigger than you really are giving prospective clients a sense of stability and security.

Con

- The cost of leasing or owning, furnishing and maintaining the facility creates a substantial additional financial burden.
- Depending on the business itself, the facility may create the requirement to hire additional personnel and staff
- Overhead costs for facilities and equipment can expand quickly and are not necessarily tied to revenue production.
- The additional financial risks and demands suggest that you will not have the part time work options available with other models.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Home-based Business

As the name implies the home-based business is managed from the home. While there are an enormously wide variety of businesses that can be effectively run from the home, not all businesses can realistically succeed in a home-based location. Take a look at your needs for equipment, work-space, storage, inventory, and employees to determine if it is simply too difficult to run your business from your home. For instance, service-based businesses are typically easier to fit comfortably into a home than retail or manufacturing businesses. Many people learn the hard way by not being realistic upfront.

A home business should be run in the same manner as an office-based business. You need to motivate yourself to go to work in the morning and maintain that motivation during the course of the day in order to succeed. (For tips on remaining focused visit ThePerfectBizBuilder.com community site)

Just because it is a home-based business does not mean you do not need a plan with specific goals and intentions. You should be taking your business just as seriously as if you were heading into any other type of business.

You should consider maintaining a separate office space and set some ground rules so you can work while other activities are taking place at home.

You may not know the zoning laws for your neighborhood, but your neighbors may be able to recite them letter and verse. There are many stories of home business nightmares because of zoning laws. The more discrete your business is, the less likely you will have problems. However, read the zoning laws regardless.

Another key distinction occurs relative to the need to interface with customers face to face. With a home based business arrangements will have to be made to meet clients either in their offices, a shared office space, or elsewhere.

Research any home-based business opportunity you did not create yourself thoroughly before diving in too deep — there are a lot of scams targeted at people like you who want to work from home.

Pros

- Substantially lower startup and operational cost in terms of rent, facilities, and personnel overhead.
- Schedule flexibility. By their nature, home-based business people want the freedom to work when they want to work. This is more easily done in a home-based business environment with no employees.
- You can make your home-based business as big or small as you'd like and accommodate other commitments, such as parenthood or another full or part time job.

Cons

- People who are accustomed to working in a brick and mortar environment may find the lack of separation and structure difficult to deal with and require learning and developing new work skills. Productivity may suffer as a result.
- Working at home can come with lots of distractions and can infringe on your other domestic commitments.
- It can be challenging to separate work time and space from living time and space. If you do not learn how to manage the separation, you can end up working all the time and lose life quality with loved ones.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Franchising

When you choose a franchise business model, you use someone else's proven business concept as your entrepreneurial roadmap. Typically you pay an upfront fee, as well as a portion of revenues over time, to the franchisor.

There are franchise business opportunities in virtually every segment of the consumer market, but selecting the "right" franchise is not a simple task. According to the International Franchise Association (IFA), the leading trade association for the franchise industry, there are more than 3,000 franchise brands operating in the United States with more than 500,000 outlets, covering more than 75 industries. The three most important factors for success in selecting a franchise are--research, research and research.

While there is no set formula, any potential franchisee should allocate at least 6-9 months to the "due diligence" process. Remember, in the process of selecting a franchise--haste, will not only make waste--it will cost you money.

Read everything you can about franchising. Make use of the Internet to increase your baseline knowledge of franchising and the various franchise brands that you might want to consider as a future career.

Evaluate yourself, your financial needs and current financial conditions. Most franchise agreements are for 10 to 20 years. These businesses are usually time intensive and they can have a tremendous impact on the franchisee's family life.

Study the market. Most prospective franchisees are interested in starting a business in their current geographical location. You should determine how much market opportunity exists and how much competition exists in the targeted community.

Because you will likely not have many degrees of freedom with your marketing message, you cannot rely as much on your creative entrepreneurialism to generate success.

Ask lots of the "right" questions. Asking questions is an indispensable part of the due diligence process. Invest the time to interview the company's sales and operations staff, and senior management as well as current and past franchisees.

Review all of the information. After all of the due diligence process has been completed, you should reflect on every piece of information you have been able to gather.

Don't assume your success because of the brand.

Choose your top franchise(s) options. If you have not already done so, personally visit with each of your chosen franchisers at their headquarters.

Hire a franchise attorney and a franchise accountant. This is a very different business relationship and you want to ensure that you have experienced representation and advice before you enter into a franchise agreement

Pros

- Lower risk than opening an independent brick-and-mortar business because franchising provides you with a streamlined process to start your business as well as support for marketing, business plan samples and estimates, assistance with real estate issues and staff training.
- Provides you with a recognized, established brand to attract customers more quickly.

Cons

- You've got to be able to pay the upfront franchise fees.
- Franchise guidelines can be strict and limit your ability to get creative with your business.
- If you are the kind of person who wants to be creative and innovative, a franchise may not be for you.
- It is unlikely that you will be able to work your franchise on a part-time basis.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Network Marketing (Multilevel Marketing/Direct Sales)

In the Network Marketing or Direct Sales business model you are generally sponsored to join a multi-level organization of independent distributors or agents to represent a company's products or services often primarily to your personal network of family, friends, and associates. There are typically some minor (relative to a franchise) up-front costs and there is most often some form of monthly product sales quota or volume requirement you are individually responsible for meeting either through the sale of product or purchase of product for personal consumption.

The leveraged business opportunity of this business model is usually accomplished by expanding the network of distributors through your individual recruiting and sponsorship activities. As you sponsor additional distributors in the organization and they do the same, you are compensated for the product sales and recruiting efforts of those you sponsored as well as several generations of distributorships that they sponsor.

Although the Network Marketing business model is often criticized, it can be an extraordinarily good way to build a solid, profitable business when both time and money are initially limited. There are a few things to consider though.

Not all network marketing opportunities are created equal and there are plenty of bad ones. The unfortunate truth is that some are ill-conceived, poorly managed, or underfinanced, and others employ marketing strategies which are illegal. While the financial risk may be initially very low, scrutinize the opportunity as if you were investing \$100,000 or more of your hard-earned cash. Do your homework and evaluate the financial viability and operational integrity of the company and its leadership. Visit the corporate office and make your own personal assessment. Be responsible about your decision and don't buy a story. Look at the facts that are supported evidentially.

Carefully review the Policies, Procedures and Terms of your distributorship. Be certain there are no hidden performance stipulations or conditions that will restrict you from growing your business as an independent agent.

Evaluate the corporations supporting infrastructure and the systems, resources, material and training they provide. Much like the franchise business model, the success of your business will be largely determined by the consistency with which you follow the system as it is provided.

Consider the experience you had when you were introduced and recruited. Speak privately with others who have just started out with the company and ask them to recount their experience for you.

Much of your support will be coming from the 'up line' organization of distributors. There are several generations of leaders who have a financial interest in your success. Be sure you meet with, or at a minimum speak with each leader at each level of organization you have access to. Create a series of questions and be sure that the answers you receive from each person align with the rest.

Although you may hear otherwise, make no mistake, network marketing and direct sales is about selling products and recruiting other distributors. If you do not command sales skills or experience, be certain you confirm the availability of a bona fide training program. If you are not comfortable contacting the people you know to sell them your product and introduce them to your new business opportunity then you should seriously reconsider the viability of a network marketing business for you.

Pros

- Many successful Direct Sales companies manufacture products that offer good value to consumers. This will help you establish a reputable market presence.
- Most are relatively inexpensive to join and can easily be operated on either a full or a part-time basis.
- Product manufacturing, delivery and support are all most often handled by the company.
- The company typically provides marketing collateral and an internet and web infrastructure which reduces your on-going operational costs.
- There is usually well-defined distributor training and support programs to help you get started.
- Most well established companies utilize high-touch, face-to-face marketing and sales techniques. This is conducive to developing robust personal relationships with your customers and distributors.
- Because you are compensated for the effort of any distributors you recruit to join you, you are able to leverage your income beyond the sales you individually generate.

Cons

- Often times, products are priced at premium levels in order to provide revenue margins sufficient to compensate the distributor network.
- Less than reputable companies abound and have earned the industry a credibility 'black-eye'. Some prospects may not consider purchasing your product because of the MLM association.
- Many compensation plans are designed to provide more substantial incentives to distributors who recruit other distributors aggressively rather than to those who are most interested in distributing products. If you are more interested in building your business through product sales, your compensation may grow more slowly.
- The potential for success is often oversold and misrepresented to unrealistic levels. Unrealistic or unattainable distributor expectations can cause distributors to make poor business decisions exposing them to unnecessary risk. Keep in mind that building a business takes time, dedication and consistent effort and evaluate the numeric facts of the business directly.
- Many people lose money in MLM either because they fail to develop the sales or training skills necessary to effectively represent the products or, because of the low cost of entry, they treat their business like a hobby and do not commit themselves to doing what it takes.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

ECommerce / Internet Business

In this business model, you market and sell products or services through the internet using a broad array of products, tools, and services specifically designed for this purpose. The number of possibilities is endless.

“E-tailing” just one kind of e-Commerce for instance, generally refers to the selling of retail goods over the Internet. These may be products you create and manufacture but may also be products manufactured by others and offered for distribution through an online affiliate program. Typical e-tail affiliate programs offer you either a fixed fee or a percentage payment for the distribution of products.

The products themselves may be tangible goods, digital or electronic products, or services of almost any variety. One of the five most popular products purchased on the web is ‘Information Products’. Whether a downloadable report; an instructional CD collection, or a video training series, there are a myriad of ways for you to package something you know for others to consume.

Whatever your age, background, hobbies, or interests, or life experiences, you have accumulated knowledge and information and have your own unique perspective on its application to creating a successful life. You may be surprised how many people would be willing to pay you to share what you know.

With the wide spread use of literally millions of Blogs, Social Networks of every imaginable variety, along with public as well as member based online discussion forums, you can have instant access to millions of pre-sorted and qualified potential customers all over the world.

Pros

- The internet and the generations of technology providing and supporting access to the practical use of it have leveled the playing field to such a degree that anyone can build a profitable internet / e-commerce business for a very modest financial investment.
- You have instant access to any market anywhere in the world.
- There are a limitless variety of products and services to create and/or successfully represent.
- Everyone either knows something unique or has a unique enough perspective on almost any topic that can be published and sold online as an information product.
- This business model scales easily and you can operate your business from anywhere, with no employees, and very limited expense overhead.
- The cost of creating and launching a product presence in cyberspace is relatively low.
- There are loads of 3rd party consulting, development and support resources available to you.

Cons

- The internet is a unique market environment which is in many ways unlike any others. There is a bit of a learning curve for newcomers. This can delay your access to profitable growth.
- There is a great deal of disparate and often conflicting 'how to' information to sift through.
- Because your client and subscriber base is virtual, you do not have the benefit of high-personal touch to create and sustain these business relationships. You will need to develop proficiency in the 'unspoken' language to differentiate yourself and build relationships on the internet.
- The internet is accessed by nearly 1 billion people. This presents a challenge to get them to come to your site and then convert to paying customers.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Consulting/Training/Coaching

In three recent independently conducted surveys, the top 6 small business startup choices were: Personal Trainer, Yoga Instructor, Tutor, Business Coach, Life Coach, and Consultant. These professions allow you an opportunity to directly help others find real and lasting solutions to problems and challenges by providing information, insight, and advice.

Almost every experience you have had in life up to now has equipped you with information, experience, and a unique perspective which is inherently valuable to others. One of your most important assets is the ability to use this information and experience to generate new solutions and approaches and find innovative ways of helping your clients meet their objectives.

The financial rewards can be a powerful incentive, but it's important to remember that your primary motive must remain your commitment to meeting client needs. Those who develop superior skills and remain focused on providing value are often in such demand that, at almost any point in time, they have more opportunity than time to pursue it.

The best in these businesses enjoy being around people: chatting with them, understanding them and communicating sincere care and concern for their well being. They enjoy making strong personal connections and finding creative ways to help them.

There are ample commercial resources available to help you establish your credentials and market yourself as a certified and qualified expert. Many of these accrediting agencies provide specialized support resources and best practice guidelines to help you get established.

Pros

- With people living longer and desiring meaningful life experiences and professions, once established you will find ample opportunity.
- You can scale your business as desired and work on a full or part time basis and can provide your expertise in person, on the phone, or over the internet.
- As a result of your success, others live longer, happier, more satisfying lives. This is extremely rewarding.
- Group presentations, seminars, and teleseminars can be created into audio and/or video and/or transcribed digital eBook products and marketed online very profitably. (Visit ThePerfectBizBuilder.com community for more information)

Cons

- Because the business is built around your knowledge and experience, you are the critical and irreplaceable asset your clients are paying for. Unless you develop supplemental products as suggested above, you will be trading time for money.
- Generally speaking these market segments can be crowded with others providing similar services. Value differentiation to attract an initial pool of clients can be challenging.
- To get started you will probably not have access to supporting resources for the administration, marketing, sales, and product development necessary to create market

awareness brand identity. You might expect to work long hours doing many of these more mundane tasks.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Independent Service Businesses (Home and Office)

Child care, home and office cleaning services, personal computer repair, interior design and decorating, landscaping and yard care, remodeling, catering, personal assistance and concierge, web design, marketing, and virtual assistants are just a few of the explosive business opportunities born out of the very demographic trend that has brought you to read this book.

Collectively, independent services businesses (now referred to as nano-businesses) numbered well over 22 million representing almost 80% of the businesses in the USA. Not only does this explosive trend create new opportunities for you to market your individual expertise to new business owners and consumers who need it, but it also creates a plethora of home services opportunities for you to help the new business owners manage their personal lives as well.

I have found that majority of the most successful business owners have started out with an “Independent Services Business” of some sort as their first venture; landscaping, lawn care, washing windows, etc.

I encourage all first time business owners to consider starting with this kind of business because it offers a number of distinct advantages to learn about business ownership while the majority of your risk is mitigated. You learn how to market and sell your services. You learn how to allocate and manage your time. And you learn how to invoice, collect, and account for the finances of the business. You accomplish all of this without incurring substantial overhead and financial risk.

Virtually any hobby, interest, talent, ability or special skill can be packaged and offered as a service business.

Pros

- There is a limitless supply of opportunity. Any job people do not want to do themselves can be developed into a service business.
- In most cases start-up costs are nominal so profitability is near at hand.
- Can be scaled to a full-time or part-time basis.
- Can be scaled to a large enterprise or remain small.
- Can develop a high degree of leverage and sell the business for a premium.
- You can name your own price and secure the most desirable clientele.
- There is often the satisfaction of tangible outcome on job completion.

Cons

- During the launch phase you will likely be doing all tasks associated with the business.
- Your personal reputation and future opportunity is heavily affected by work quality.
- As you grow your staff you will be managing an increasing number of unskilled laborers.
- Time allocation for marketing and sales vs. job completion can be a challenge.
- Much of the learning curve is often experienced as trial and error.

Based on the description provided, on a scale of 1 to 7, with 7 being a high level of interest and 1 being no interest at all, rate your level of interest or enthusiasm for this business model: _____

Summarize the business model ranking below. Include any that are not listed in the book:

<u>Business Model</u>	<u>Ranking</u>
Brick and Mortar	_____
Home-based Business	_____
Franchising	_____
Network Marketing / Direct sales	_____
E-Commerce / Internet	_____
Consulting & Training	_____
Independent Service Business	_____
Other	_____

Which of these business models appeals to you most? _____

Review all the information you have prepared previously and consider how your perfect business might be created using this preferred business model.

In some cases, as with network marketing or a franchise, you will be purchasing a set of ready-made business systems and tools. Clearly you will want to carefully assess the availability and quality of all the necessary collateral and supporting materials. Visit ThePerfectBizBuilder.com for a detailed list of due-diligence you should consider.

Other of the business models listed will require you to build the business and all of the supporting processes and systems from the ground up. It is not necessarily any more difficult than with the more ready-made system, but it will require some for-thought once you make a final decision.

Visit ThePerfectBizBuilder.com for a detailed list of additional considerations once you have come to a final decision about the perfect business model for you.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #14
- Review the information you read and consider the perfect business model you feel best suits you and your interests.
- Continue your entrepreneurial skills development plan.
- Continue the Daily Practice of Creating What You Want.
- Continue the exercises and daily practices establish in previous chapters.
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

*“If you want to succeed, you should strike out on new paths,
Rather than travel the worn paths of accepted success.”*

~John D. Rockefeller~

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Short List

*“Innovation is the specific instrument of entrepreneurship.
The act that endows resources with a new capacity to create wealth.”*

~Peter F. Drucker~

Writer, Management Consultant, & Self-described “Social Ecologist”

Short List

So far you have explored finding your perfect business through a variety of self-discovery methods and techniques. By now, you probably have a reasonably clear vision of what you want your perfect entrepreneurial experience to be and how it will contribute to creating your perfect life.

With the extensive evaluation of what you love to do and how you envision doing it, a number of real possibilities that will allow you to do what you love and create the success you desire have likely come to mind.

Now it is time to begin identifying a list of vocational options. By completing the following exercise you will sift through the almost infinite array of possibilities and will zero-in on a smaller number of options that you will be both interested enough and experienced enough to succeed with.

It may be that none of the vocations listed will be an ideal match for you. More than likely however, this exercise will prompt an inspired new idea for the perfect business.

Read through the list of vocations and rate you level of interest and your level of experience for each by placing an 'X' in the appropriate box.

Interest: Low = really could not get excited about it
 Medium = with just the right specific circumstance this could be interesting
 High = I am really into this and would love to earn a living doing it

Experience Low = If any experience at all it is very limited
 Medium = Have done some of this and have a good sense of what's involved
 High = I have a pretty good command over the fundamentals

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High
Arts & Crafts						
Automotive Repair						
Automotive Sales						
Auto Accessory Sales						
Appliance Repair						
Antique Sales						
Architect /Draftsman						
Animal Trainer						
Archeologist						
Animator						

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High
Author						
Auditor						
Baker						
Barber						
Bartender						
Barista						
Basket-maker						
Beading						
Beautician						
Beauty product sales						
Business Planning						
Career Counseling						
Cabinet maker						
Calligrapher						
Cameraman						
Camp Counseling						
Car designer						
Chandler (candles)						
Children's books						
Children's clothes & access						
Children's toys						
Children's teaching						
Child care						
Clothing (retail)						
Clothing cleaning & repair						
Coach (personal & business)						
Collections Agent						
Computer sales & service						
Concierge						
Consultant						
Contract Manager						
Copywriter						
Cosmetologist						
Cryptographer						
Curator						
Custodian						
Dancer						
Vocation / Activity /	Interest			Experience		

Business Idea	Low	Medium	High	Low	Medium	High
Database administrator (DBA)						
Dietician						
Dispatcher						
Diver						
Dog breeder						
Dog walker						
Dogcatcher						
Domestic worker						
Doorman						
Dressmaker						
Driver						
Ecologist						
Editor						
Educator						
Electrician						
Environmental Consultant						
Esthetician						
Event Planner						
Exercise & Fitness Trainer						
Farmer & Ranching						
Farrier						
Fashion designer						
Film director						
Film producer						
Financial adviser/manager						
Firefighter						
First Mate						
Fisherman						
Flight attendant						
Florist						
Foreman						
Game designer						
Gamekeeper						
Gardener						
Gem cutter						
Genealogist						
Geographer						
Geologist						
Grammarian						
Vocation / Activity /	Interest			Experience		
Business Idea	Low	Medium	High	Low	Medium	High

Graphic artist & design						
Guide						
Gunsmith						
Haberdasher						
Hairdresser						
Handyman						
Hatter						
Healthcare & wellness						
Herbalist						
Historian						
Home Improvement & Repair						
Horse trainer						
House painter						
Home Inspector						
Illustrator						
Importer						
Information Products Developer						
Information Researcher						
Innkeeper						
Instructor						
Insurance						
Interior designer / decorator						
Interpreter						
Investigator						
Investment analyst						
Investment banker						
Investment broker						
Ironworker						
Janitor						
Jeweler						
Journalist						
Landscaper						
Laundress (also Lavendar)						
Librarian						
Lifeguard						
Lighting technician						
Linesman						
Linguist						
Locksmith						
Vocation / Activity /	Interest			Experience		
Business Idea	Low	Medium	High	Low	Medium	High
Lumberjack						

Magician						
Maid						
Mail or package delivery						
Make-up artist						
Manicurist						
Marketing -planning						
Market Research						
Media Publishing						
Martial artist						
Mason						
Massage therapist						
Mechanic						
Messenger						
Meteorologist						
Model						
Mortgage broker						
Mountain rescuer						
Music Director						
Musician						
Nanny						
Negotiator						
Notary						
Novelist						
Obstetrician						
Occupational therapist						
Office Assistant						
Organizer						
Paralegal						
Park ranger						
Personal Trainer						
Personal Development Coach						
Photographer						
Physical Therapist						
Pianist						
Piano tuner						
Plumber						
Poet						

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High
Printer						
Programmer						
Project Manager						
Proofreader						
Publisher						
Real estate broker						
Real estate investor						
Receptionist						
Record Producer						
Referee						
Refuse collector						
Reporter						
Restaurateur						
Sail maker						
Sailor						
Saucier						
Saxophonist						
Scholar						
Screenwriter						
Scribe						
Sculptor						
Seamstress						
Secretary						
Shoemaker						
Singer						
Software project manager						
Sommelier						
Speech therapist						
Stage designer						
Steward or stewardess						
Stock broker						
Surveyor						
System administrator						
Systems analyst						
Systems designer						
Tailor						
Taxidermist						

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High
Taxi-driver						
Teacher						
Telemarketer						
Tennis player						
Test developer						
Theatre director						
Trade Show Consulting						
Translator						
Truck Driver						
Upholsterer						
Valet						
Veterinarian						
Video editor						
Vintner						
Waiter						
Web designer						
Web developer						
Webmaster						
Welder						
Winemaker						
Writer						
Youth worker						

The list I have included above is fairly extensive but is by no mean exhaustive. Whether the items in this list align precisely with your interests and experiences or not, it is very likely that this process has jogged your mind and turned up a few ideas. In the section below, continue the interest and experience exercise using all the ideas that may have come to your mind since beginning this process:

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High

Review both of these lists and record any and all Vocation / Activity / Business Ideas which you rated 'High' in the 'Interest' category in the space below:

Vocation / Activity / Business Idea	Interest			Experience		
	Low	Medium	High	Low	Medium	High

While you certainly do not have to choose an idea that you are already experienced with, it is likely the case that you will find it easier to get into profitable operation more quickly with something you already know.

For instance, if you have a high level of interest in nature photography and physical fitness, but already have some experience in the health and fitness discipline, you will likely be able to get to market more quickly with a fitness product than a nature photography product. As you now begin to assess each relevant opportunity you have identified, you will consider a number of variables, one of which is how long it will take you to deliver a product to the market.

This by no means suggests you cannot choose to build a business around your interest in nature photography either now or in the future though.

Keep in mind that it may be wise to consider beginning with Business Ideas for which you rate 'High' in both Interest and Experience categories.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #15
- Consider what you read and review the list of options you developed and chose from
- Continue your entrepreneurial skills development plan
- Continue the daily practice of creating "What You Want"
- Continue the exercises and daily practices establish in previous chapters
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

17

Dollars and Sense

“If you're going to be thinking anything, you might as well think big.”

~Donald Trump~

American Business Magnate, Real Estate Developer, Television Personality, & Author

Dollars and Sense

You might have known we would eventually have to deal with the practical issue of financing for your perfect business. There are really two currencies involved; capital, as in money, and time. It's a fallacy to think that you can start a business without investing at least some of each of these.

As we covered in the chapter, "Bricks, Clicks, Cyberspace and More", some businesses will require a substantial start-up capital investment while others will require less financially but may require more of your time instead.

Whether you are investing time or money you want to be absolutely certain the business you choose to start has a reasonable chance for success by carefully considering your requirements as well as those of the business.

There are essentially 4 considerations:

1. The amount of money required to start the business and bring your product or service to market
2. The amount of income potential of your business over the first 1 to 5 years.
3. The amount of time required to establish and run your new business.
4. The flexibility of the time required.

You have created a specific vision of your perfect business. You may intend to start your business on a part-time basis while you continue working a job. Or you may intend a more aggressive full-time launch.

People often become uncomfortable when it comes to financial and time considerations and can be 'stopped' by the subconscious limiting beliefs they hold about them. You will want to investigate your beliefs about money and time and be clear about how these beliefs can affect the choice of your perfect business.

It will be helpful to consider your starting point. You will likely align more or less with one of the following 5 categories:

Category 1 – You are able to cover all of your living expenses with your existing income but would like to run your business part time to create 'extra' income to enhance your retirement savings or uplift your lifestyle.

Category 2 – You are able to cover all of your living expenses with your existing income but would like to run your business part time at first to create 'extra' income and, when the income from your business is sufficient, leave your job and run your business on a full time basis.

Category 3 – You are unable to cover all of your living expenses with your existing income and would like your business to provide the additional income necessary to give you peace of mind, perhaps a little mad-money, and enhance your prospects for retirement.

Category 4 - Whether you are able to cover your living expenses or not you are highly motivated to make this change and get your business up and running profitably as quickly as possible. You expect

to continue to earn some income from other sources but either do not have access to sufficient capital resources in the form of home equity, retirement savings, a stock portfolio, or you are not willing to invest any portion of these capital assets to launch your business.

Category 5 – Whether you are able to cover your living expenses or not you are highly motivated to make this change and get your business up and running profitably as quickly as possible. You expect to continue to earn some income from other sources and have access to some capital resources in the form of home equity, retirement savings, or a stock portfolio and are not averse to investing a portion of those capital assets to launch your business. Especially if it means doing what you love sooner.

It is easy to see that these categories reveal useful insight about your motivation for getting your business up and running. This insight will help you scale your expectations to meet your efforts and vice versa. It's important to keep these aligned to avoid unnecessary frustration with your efforts.

No matter which category matches your circumstance or what your financial needs are there is a business that is perfect for you.

In the next few sections you will explore the important time and money aspects of your perfect business.

Money, Period

If you know how much money you need to earn for living expenses now then record that annual amount here: _____/ year.

If you do not systematically track what you spend, then you may not really know how much income you really need to cover your living expenses. Here is a simple way to get a good estimate:

Total all expenditures listed on all your checking and credit card account statements for the past 3 months.

Multiply this total by 1.02 to get a 3 month estimate: _____/3 months

Multiply this estimate by 4 to get an annual estimate: _____/ year

The Money / Value Equation

In the exercise entitled "Your Perfect Life Game" you recorded the financial intentions that represent the successful life you desire. Revisit that list and record the annual total below:

I earn _____/ year.

It is important that you have a clear understanding of the meaning of this figure. It is one thing to say you want to earn \$1,000,000 per year. It is another thing entirely to intend it from the perspective of knowing what is required to do so.

This is what I mean.

No matter how much money you want to earn, you are going to have to deliver at least that much value with whatever you sell in your businesses. It is more likely the case that you will be providing

a good bit more value than that, but for simplicities sake we will just say that for every dollar you want to earn, you will need to provide one dollar of value to your customer.

For the purposes of this illustration I am going to say you are starting out working your new business on a full time basis. I realize this may be unlikely for many. However, from the outline I provide you will be able to make the necessary adjustments as you begin to assess your particular circumstance.

There are 365 days in a year. Chances are, even working full time, you will really not work all 365 of them. There are holidays and you will probably want to continue to take a couple of weeks off for a vacation at some point in time. If you conservatively estimate 14 days off each year that leaves you 351 days.

Next, you likely will not work every weekend. After-all, isn't time freedom one of your reasons for doing this? To be conservative you should count on taking another 100 days throughout the year, leaving 251 days with which to produce the desired income. I am going to round this down to 250

So, if your goal is \$100,000 per year, given that you have 250 working days in a year you will be delivering $\$100,000/250 = \400 per day in value.

A goal of \$200,000 per year equates to \$800 per day.

A goal of \$500,000 per year equates to \$2000 per day.

A goal of \$1,000,000 per year, equates to \$4000 per day.

Ok, now work through this formula with your numbers.

How much money do you want to make? _____ / yr

If you are planning to manage your business on a full-time basis, divide the amount of money you intend to make by the number of days in a year you will actually work. Keep in mind that it is doubtful that you will actually work more than 251 days.

Whatever your individual goal is, do the math below:

I earn \$_____ per year / 250 days (per year) = \$_____ per day.

This is the amount of value you will provide to the market on a daily basis to accomplish your goal. You can use this to estimate the amount of product you will need to sell to do so.

For instance, if you have a product that sells for \$200 and you want to earn \$100,000 per year (\$400 per day for 250 days), you will need to sell an approximate average of 2 products per day:

If you are planning to manage your business on a part time basis the math is just a little different. You will need to subtract the time you will invest continuing to work in your job and add subtract the amount of money you earn from your overall financial intention to estimate the income and time investment expectations of your perfect business.

STOP and let me warn you about something. Right about now, your subconscious mind may be screaming out to you that this is not possible. That it will never work.

Does this sound like too much to you?

Does it sound “realistic”?

If you answer anything other than ‘No it does not sound like too much’ and ‘Yes, it sounds totally realistic’, then you have at least one limiting belief that will unquestionably keep you from accomplishing it.

Let me illustrate:

I was recently reviewing the perfect business vision one of my coaching clients had prepared. She had told me in a prior conversation that she wanted to earn \$1 million per year. However, in her vision she had listed her intention as \$250,000 per year. That’s a pretty big discrepancy so I inquired about the original intention of \$1 million per year.

She told me that when she had overheard me explain to a group of clients that to earn \$1 million per year she would need to deliver roughly \$4000 per day in value. She could not imagine how she would provide so much value so she somewhat ‘randomly’ scaled her intention back to something she thought she could do, \$1000 per day in value, and approximately \$250,000 per year in income.

Despite the fact that \$250,000 per year in income is pretty substantial, she clearly had a limiting belief or two about what she was worth, and probably a few about what is truly possible for her in business. I escorted her through a very simple clearing exercise and in a moment of clarity she exclaimed with a squeal, “Hey wait a minute, \$4000 per day is only \$200 per day worth of value to 20 people on the internet! I can do that! In fact, I am probably doing it already and am just not getting paid for it!”

Give some thought to your financial intentions and translate them into a metric that has real meaning to you. How many units of product will you sell, how many hours of service and so-forth. If any limiting beliefs emerge, clear them up and remain in pursuit of the success you desire.

The Value of Your Creation

It is often difficult for people who have not yet managed a business to recognize the true value of owning a business. I learned an incredibly valuable lesson from a veteran entrepreneur and well known Washington D.C. area land baron named Charles E Smith. You may not know the name but one of his many claims to fame is the billion dollar enterprise he developed from a parcel of land he won in a poker game.

At the time I was a general contractor specializing in high-end commercial office renovation. I was managing a project in his office and, as luck would have it, was eating my bagged lunch in the office break-room when Mr Smith himself walked in, sat down and joined me. I want to share with you what this wise elder of entrepreneurial success shared with me that day.

The value of your business is measured outside of the income you earn and the tax benefits you realize. While these make a numeric contribution to the balance sheet and make the journey more or less enjoyable along the way, in the end the value of your perfect business will be measured by the value of the relationships you forge with your customers. I do not just mean this in the ethereal sense. I mean it on the pragmatic “dollars and sense” too.

While it might be tempting to evaluate the performance of your business solely in comparison to employment income and health benefits, you want to remain cognizant of all aspects of the real tangible value of the asset you are growing.

Here is an example:

Miguel arrived in the United States without much money and unable to speak the English language very well, he had no advanced education or training but was not afraid of manual labor. He quickly assembled a crew of others in similar circumstances and they pooled what little money they each had to purchase some equipment to start a lawn care business.

Perhaps not the most glamorous of businesses, the crew kept working at the care and feeding of lawns and gardens and Miguel kept finding more work for them to do. As he did he purchased more equipment, hired new workers and promoted the most dedicated of his team to positions of leadership. These ongoing financial investments kept Miguel's individual weekly wage modest. Could he have earned more money more easily working elsewhere? As enterprising as he is, there is no doubt in my mind that he would be a valuable addition to any business and would be paid accordingly. So, yes I imagine he could have. But that is not what Miguel was 'up-to' in life and business. He had a bigger purpose.

Five years later, Miguel had hundreds of regular recurring weekly clients. He had a team of crew leaders who managed each client project responsibly and kept Miguel informed anytime the client needed additional attention.

Miguel had had a fabulous success experience. He enjoyed his work. He provided great value to both his customers and employees. He enjoyed time with his family and friends and lived the comfortable lifestyle he desired. He worked as much or as little as was responsible for the management of his business and he contributed amply to his community. Miguel innately followed the principles and practices I have provided you in this book and found and built a terrific business.

Beginning with virtually no money at all, Miguel is now accomplished in the fulfillment of his purpose. Miguel found and built his perfect business.

But, since this chapter is about the money, this is what I want you to hear:

Just this year, his 8th year in business, Miguel sold that business for a little over \$1 Million dollars.

The primary value of Miguel's business was in the relationships he formed with his customers. These relationships were formed as they were for all the reasons and motivations I have shared with you throughout this book.

By being the person who provided his special value to others in his own unique way; by purposefully and passionately applying his own unique skills and talents, Miguel created extraordinary value in his business all without a struggle, strain, or stress.

Throughout the entire experience, from the moment he started until the day he deposited that million dollar check, this value has delivered the life he has dreamed of living.

As you continue to develop the vision for your perfect business, keep in mind that your intention is to purposefully and passionately pursue the life you want to live.

When you do this the value you provide grows exponentially beyond the exchange of currency for product.

Value, in every sense of the word, will emerge from this accomplishment.

Miguel's story does not end here. He is investing himself in finding what's next for him and using ThePerfectBizFinder to do it.

Living Luxuries

As you learned in the chapter "Being Entrepreneurial" it is important for you to begin to behave, or "be", the successful business owner you want to be. This means you should begin to indulge yourself with the 'luxuries' of that success. The sooner you take on the role of the successful business owner you want to be, the sooner it will happen.

I am not suggesting that you act irresponsibly and over-extend yourself. But I am suggesting that you not refuse to feed that hunger in yourself and risk becoming more focused on your deprivation and lack. Instead, enjoying even a little authentic luxury can go a long way.

Because your success is born from within by "who you are being" and not from without by "what you are doing", in demonstrating belief in plentiful supply, it is important that you pamper yourself for the sensory experience of abundance it brings you.

Even the smallest of luxuries will contribute. Sneaking out for a massage, an afternoon walk in the park or on the beach, meditating in the middle of the afternoon, taking an afternoon off to enjoy a movie, or a fine dining treat occasionally will all work. I like to test-drive cars I would like to own. This not only fulfills the primary intention of a luxury indulgence, but it also helps me more accurately visualize the experience of driving that car in my daily practice.

Designating items as yours and yours alone can make you feel pampered too. I keep many such items on display in my office. I was recently taken by a scent I noticed in a popular home-goods store. I purchased a bottle of the scented oil and placed it in my office. Each day as I enter and smell that scent I feel spoiled by this tiny indulgence.

Keep in mind that what you really want to do is what you are really meant to do. When you do what you are meant to do, money comes to you, doors open for you, you feel useful and significant, and the work you do feels like play.

There are no insignificant indulgences.

Money Madness

By now it must be clear to you that, like everything else in life that the subconscious beliefs you hold about money create your relationship with or experience of money. In other words, if you believe that having money means you are greedy, or that money is hard to come by, then your experience of money will be that you subconsciously push it away.

Since we are dealing with money matters in this chapter, before you proceed further, you will want to explore the subconscious inner beliefs you may still hold about money, time and success and clear out any subconscious saboteurs you can now.

Here is an excerpt of an exercise I picked up from Julia Cameron's book, *"The Artist's Way – A Spiritual Path to Higher Creativity"*. It is called "Money Madness" and you will find it very revealing.

Complete the following phrases. Don't filter, suppress or edit your response. Just write what first comes to mind.

1. People with money are _____.
2. Money makes people _____.
3. I'd have more money if _____.
4. My dad thought money was _____.
5. My mom always thought money would _____.
6. In my family, money caused _____.
7. I'm afraid that if I had money I would _____.
8. Money is _____.
9. Business ownership requires _____.
10. In order to have money I need to _____.
11. People think money _____.
12. Being broke tells me _____.

Now, review your answers. What do they reveal to you?

You may, at first blush, not see the limiting beliefs revealed by them. But look at them honestly. Do you see anything that indicates any negative opinions, thoughts or beliefs about money?

How about, "I'd have more money if I saved more,"

What does this say about your beliefs about money?

Something about a belief in the scarcity of money I would say.

Contrast that with the belief, "I'd have more money if I asked for more."

Interesting isn't it?

I'll remind you that these answers are experiential reflections of your beliefs. If you have subconscious negative or limiting beliefs about time and money, until you eliminate them, you will continue to experience a lack of time and money and will not enjoy the abundance and financial freedom you desire.

For instance, if your response to #10 above is:

“In order to have money I need to work hard and sacrifice quality time with my family.”

You may argue that this has been your experience up until now. But while your observation may appear to support this statement as if it is a fact, the truth is that it has been your experience expressly because it is your belief.

Until you eliminate the memory that sources this belief and replace it with a more desirable alternative, then your experience will remain that it requires hard work and sacrifice to have money.

This is especially important as it relates to you finding and creating your perfect business success.

In the space below, summarize the “Money Madness” your responses to the phrase above indicate:

Use the clearing techniques you have been practicing up to now to clear these memories and beliefs and lock your subconscious mind on a new vision of the effortless success your perfect business provides.

Incorporate these figures into your daily visualization exercise. Remember that you want the imagined experience to have all of the sensory vividness of your wish fulfilled.

Money and Perceived Risk

You may have heard that there is a relationship between the amount of risk you take and the amount of reward you can expect in business. It is sometimes stated as “High risk = high reward”.

You may know people who seem to be enjoying great reward and live a comfortable lifestyle as the owner of their own business. What you are not seeing is how these people managed the perception of risk they experienced when they started their business.

There is always at least a modicum of perceived risk in business. Your success need not be shaped by these subconscious deceptions though.

I am NOT saying that you do not need to be aware of the time and financial requirements of your business. To the contrary, I am expressly saying you should be.

However, I am also saying that you do not need to be stopped by the limiting beliefs consideration of these factors instigate within you.

According to a recent INC 500 survey the distribution of startup money invested for new businesses was:

<u>% New Businesses</u>	<u>Dollars Invested</u>
13%	less than \$1,000
23%	\$1,001 to \$10,000
10%	\$10,001 to \$20,000
13%	\$20,001 to \$50,000
12%	\$50,001 to \$100,000
13%	\$100,001 to \$300,000
16%	above \$300,000

There is no precise formula for predicting your actual financial risk. But from these figures it is useful to can see that 64% of successful business owners invested \$10,000 or more to get started, while 36% invested less than that figure.

This money may have been invested in a lump sum at start-up or perhaps represents the income to expense shortfall for a given period of time. Either way, it represents the capital risk assumed by the new business owner.

If you are discouraged by these numbers, don't be.

Working on your business part time may take a little longer, perhaps even several years. But in most cases, you are at the same time likely deferring your financial risk over a more extended period of time as well.

The key thing to remember is that by pursuing your passion, doing what you love and are meant to do, you will experience success all along the way. This experience of success multiplies quickly and accelerates your actual accomplishment. In a very real sense, starting now and making some progress is infinitely better than waiting until everything is perfect before you begin.

Follow the processes I have provided in this book and you will have a clear path to choosing the perfect business for you.

Employ the principles and daily practices I have outlined and you will experience the success that is available to you from the very first day.

By remaining engaged and actively participating in ThePerfectBizBuilder.com community your astonishing success will be both effortless and assured.

18

Value and Other Miscellany

*“The real price of everything,
What everything really costs to the man who wants to acquire it,
Is the toil and trouble of acquiring it”*

*~Adam Smith~
Philosopher & Economist*

Value and Other Miscellany

You are getting very close to revealing your perfect business. The inner exploration you completed in the first portion of this book has likely been paying big dividends in terms of progress in these closing chapters. You are undoubtedly more in-touch with what you truly want to do than at any time previous.

You have explored your purpose, discerned what you are truly committed to achieving and what you want out of your perfect business. You have considered various business models, have creatively generated options and have characterized many of the most critical aspects of each.

As your vision of the perfect business emerges you will want to consider how you establish value in the market. Whatever it is you intend to sell it must help people address some kind of problem or dissatisfaction in order for there to be a motivation to buy.

According to Roy Chitwood, founder of Max Sacks International (MSI), a world-class sales training company for over 40 years, there are “6 Buying Motives”:

- Desire for Gain
- Fear of Loss
- Comfort and Convenience
- Satisfaction of Emotion
- Pride of Ownership
- Security and Protection

Your product must address at least one of these within a clearly identifiable and sufficiently large population of customers.

Think about a recent purchase you have made. What was your motive for making it?

Whatever the motive, the value the product provided addressed a problem or an area of dissatisfaction for you.

It will be the same for your perfect business.

While completing a formal market opportunity assessment at this juncture is a bit premature and outside the scope of this book, consider the top options you are most excited about and answer these 3 questions for each:

What problem are you planning to address?

Who typically experiences this problem?

What do you believe is the best way to find and contact these people?

There will be plenty of time for a more thorough assessment later. For now, this will jog your thinking help you test some of your ideas and refine your vision.

You want to be able to clearly and unambiguously express what your product does for a specific group of people and how these people learn about your product.

For instance in the simplest representation, this book is clearly intended to:

Provide a structured process for finding “the perfect business” to people who want to start a business of their own that is delivered on the internet through a digital eBook, an audio program and a robust online membership community.

The requirement to concisely state what you are providing, who you are providing it to, and how you will provide it will help you refine your vision for your perfect business.

If, once you have a firm fix on your perfect business you find that you don’t know the answers to these 3 questions then you have some homework to do.

Testing, Testing and More Testing

The rigor of the technical market analysis required for your perfect business is largely dependent on the breadth of the market you intend to serve and investment you’ll be making in the product or service you provide. In instances where you’ll be taking on a sizable risk you’ll want to complete correspondingly rigorous market validation and verification.

But this is NOT to say that you should not be equally diligent when the risk is lower though. The bottom line is you will need to incorporate testing and verification processes into all aspects of your business as you grow.

Markets, especially consumer markets, are extremely dynamic. The buying behavior of your customer, what they respond to and how they make buying decisions shifts and changes all the time.

The testing process begins day one with the process of verifying your market opportunity.

Revenue grows in your business (and cash flows to you) NOT because you have a great product, NOT because you’re in a “ground floor opportunity”, NOT because you believe a particular industry is booming and NOT because you are in love with your product or service.

Revenue grows because your product or service helps people solve a real problem that is causing them a sufficient amount of pain or concern with one or more of the ‘Buying Motives’ listed above, that they want it relieved now. And here is a key bit of insight you’re going to want post in big bold print visibly in your work space somewhere:

Money flows at a rate and in an amount that is directly proportional to the number of people it helps and the size, or value of the problem it address.

If your product or service provides a little value and helps a small population of people solves little problem, you'll generate a little bit of revenue and income.

If your product or service provides a lot of value and helps a large population of people solve a big problem, you'll generate a lot of revenue and income.

You're going to want to establish and monitor the key performance metrics of your particular business constantly. Whether it's the number of visitors to a web site or the number of prospective customers that walk through your door each day, you need to know the numbers that characterize the health of your business.

Then, through continuous monitoring, when see evidence of a change that affects the productivity of your business, you can adapt appropriately and change where necessary to keep you business going and growing.

So, if you'll keep your energy and attention focused on understanding the problems people are having and if you'll invest your time, talent, passion and purpose to helping them solve them, you'll continue to grow and expand your business to astonishing levels of success.

You can visit "ThePerfectBizBuilder".com for more information about completing a more detailed instruction and information once you have your perfect business clearly characterized.

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #16 & 17
- Consider what you read about the financial aspects of starting your perfect business. Be realistic but do not allow subconscious doubts to sabotage you
- Think about the "6 Buying Motives" and how they can contribute to your final decision
- Continue your entrepreneurial skills development plan
- Continue the daily practice of creating What You Want
- Continue the exercises and daily practices establish in previous chapters
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

19

Requisite Assembly

*“We shall neither fail nor falter; we shall not weaken or tire...
Give us the tools and we will finish the job.”*

~Sir Winston Churchill~

Prime Minister of the United Kingdom 1940-1945 & 1950-1955

Requisite Assembly

Congratulations. You have done an amazing job clearly demonstrating your commitment to finding and building the perfect business for you.

Now it's time to pull all this work together, choose, and prepare to get started. While there cannot be a single precise 'go do this answer', I believe as you complete this last set of exercises, you will experience one or more revelations about what will make your choice perfect for you. You may even find this experience to have been life altering in several ways.

The most important thing is that you have not wasted your time, money, relationships and confidence investing yourself in businesses that will not create the success you truly desire. You have saved yourself decades of struggle, strain, stress, anxiety or fear and have assured yourself of astonishing entrepreneurial success.

On the next few pages I have included a summary outline for you to transcribe and re-record the answers, insights, and conclusion you have drawn from the exercises you have completed in this process thus far. I realize that this transcription process may seem tedious. I remind you however, that each step of this process serves a very specific purpose. You are almost finished. Just stick with the program a little longer and you will be astonished with the insights revealed.

As you review the information you have already compiled, be cognizant of what you think and how you feel about what you have recorded.

You may hear new voices of dissent coming from within and discern new limiting beliefs and counter-intentions emerging.

You may get the feeling of being overwhelmed or perhaps anxious and possibly even afraid.

That is all perfectly normal. Use the techniques you have learned to explore those thoughts and emotions and clear the negative, limiting memories that source them.

This transcription process may cause you to refine or change your answers or conclusions - that is fine. This is the reason I have structured this process in the manner I have. You will have cleared out a lot of subconscious memories that used to control your thoughts and actions. Because of this you may find your opinions and possibly even your desires changing. Remaining aware of any shifts that have occurred within you will empower you to instinctively choose the perfect business for yourself.

Continue the process as provided, remain consistent with the habits and practices you have developed thus far and you will find yourself excited, enthusiastic, and eager to get underway.

Expect success.

I have provided section headings for each of the exercise summaries beginning on the next page.

Review the information you have prepared for each section and record it as instructed on the following pages.

Requisite Assembly

Success Secrets Revealed – Return to the chapter entitled “Success Secrets Revealed”. Review the paragraph you wrote about how you will know you are a success with your perfect business. In the space below, consolidate what you wrote into a single declarative affirmation:

The Secret First Step – Return to the “Life Purpose Exercise.” Re-write your Greatest Life Purpose statement below:

The Magic Link – Return to the section of the book entitled “The Magic Link”. Re-write the motivation for starting your perfect business below:

Know Thyself: A Look Back – Return to the section of the book entitled “Know Thyself” and the exercise entitled “Look back” and the insights you recorded about what you loved to do when you were younger. Record the insights along with any new insights below:

Know Thyself: Likes and Dislikes – Return to the section of the book entitled “Know Thyself” and the exercise entitled “Likes and Dislikes” and the insights you recorded about what you enjoy and do not enjoy about your current vocation. Consider any new insights you may have developed since completing that exercise and complete the following statement:

In order for my new business to be perfect for me, it will allow me to...:

Know Thyself: Strengths and Weaknesses – Review the lists of strengths and weaknesses you created in this section of the book. In the space below, list your single greatest strength and describe how it will help you build the perfect business for you:

Subconscious Snuffbox - Return to the exercise entitled “What You Have That You Do Not Want”. Record your response to this question in the space below: *“If this circumstance (lack, want, or need, etc.) is the perfect outcome of a memory or belief anchored in my past that I hold to be true today (and it is), then what must that memory or belief be?”*

Sleight of Hand for The Subconscious Mind – Return to the narrative you wrote using “The Science of Getting Rich” technique. In the space below, write the words you wrote on the outside of the folded narrative:

Continue to review the narrative you wrote at least twice a day as instructed. To help yourself account for the completion of this activity complete the chart below as you go. Enter the date and an ‘X’ each time you complete the exercise:

Date														
A.M.														
P.M.														

As you continue this daily practice make note of any inspirations, ‘coincidences’, or miracles you experience beginning in the space below and continuing in The Control Book journal.

The Indispensable First Step – Review the list of “What You Want” and “What you believe to be true about it.” Choose the single most important want from each category and record it as a positive affirmation below:

Finance:

Business or vocation:

Recreation and fun

Physical Fitness & Health

Relationships

Personal Growth & Development

Community Contribution

On Personality – Return to the section of the book entitled “On Personality”. Review your personality type rankings and choose the 2 Personality Types which best characterize you and write them below:

Best match: _____

Next Best: _____

Review the list of 6 work environments which correspond with the personality types you just recorded. From the vocations listed within each of these two personality types, choose one that interests you and record it here:

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #18
- Consider what you read about the financial aspects of starting your perfect business. Be realistic but do not allow subconscious doubts to sabotage you
- Think about the "6 Buying Motives" and how they can contribute to your final decision
- Continue your entrepreneurial skills development plan
- Continue the daily practice of creating What You Want
- Continue the exercises and daily practices establish in previous chapters
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

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Ed de Bono's Magic

“You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don't see them.”

~Jay Abraham~

Founder The Abraham Group, Marketing Expert

Ed de Bono's Magic

In the 2nd chapter of this book I told you that there are an infinite number of business opportunities for you to choose from. I explained that it is this very fact that creates such an enormous challenge when beginning your search for your perfect business and that the relatively random approach of trial and error will very likely not lead you to a fruitful outcome and may cost you a small fortune in the process.

The reason the popular 'random' trial and error approach to finding the right business fails so miserably is that it fails to distinguish relevant options from irrelevant ones.

The fundamental flaw in this approach is that it fails to account for the most critical aspects of the decision - the ones that make the experience of success possible - and replaces them with, what I believe we have shown to be the relatively poor judgment of your subconscious thoughts and emotions; something I believe we have shown to be just slightly less reliable than the worst odds in a Las Vegas casino.

The work you have done thus far by finding your purpose, exploring what you want, re-igniting creativity, and eliminating subconscious psychological saboteurs is a vital prerequisite to generating a list of **relevant** options for your perfect business.

By 'relevant' I mean options that have a direct association or bearing on providing you a business that will deliver the rewarding and successful life you truly want.

These days, popular entrepreneurial mantras often extol the virtues of thinking outside the box.

You regularly hear expressions like:

“Consider all options.”

“Break the boundaries that prevent you from innovating.”

“There are no wrong answers”

“Think outside the box”

“Reach outside your comfort zone”

But, in terms of addressing complex challenges like finding your perfect business, not all boundaries should be broken. In fact, as you'll see in a moment, in complex circumstances unstructured thinking such as brainstorming is actually the least effective approach.

The truth is that for most people, an infinite list of possibilities is slightly worse than no possibilities at all. The out of the box relatively random 'go with your gut' approach to selecting businesses most often leads to disappointing results at best; and frequently leads to disastrous failure. There are simply too many factors to responsibly leave the outcome to chance. If you use this unstructured approach you can end up losing a fortune in pursuit of business opportunities that are irrelevant to your goals and intentions.

Simply put, you end up building a business that, even if you make money, will not deliver the success experience you desire.

Dr Edward de Bono, inventor of the lateral thinking technique I am teaching you on these pages put it this way;

“Many more mistakes are made by people jumping to the wrong conclusion than by behaving irrationally once all the relevant facts are known.”

So, if instead you identify the meaningful constraints that any viable business alternative must obey, then you can channel your search into productive directions.

By imposing constraints on your search—in effect, understanding what box your perfect business will ultimately have to fit into—you can filter out unworkable ideas before they take shape and see the real viable and relevant options more easily.

Filtering your options this way may at first seem as though it would censor potentially good ideas. But, on the contrary, identifying the underlying attributes of real possibilities can actually generate new ideas that would otherwise not appear and deliver a superior choice.

Here’s how it works:

When you are faced with a difficult or complex challenge, it’s all too easy to get caught up in what you don’t know and make rash decisions without considering all the possible nuances available.

Lateral thinking suggests that you instead begin by figuring out what you do know, even if it is incomplete.

Then identify all the attributes that will be a necessary part of any workable solution.

In the case of finding your perfect business, these necessary attributes are the principles which will serve as catalysts for generating truly relevant business ideas and options.

The great advantage of this approach is that it helps to focus your search and prevents you from having to start from scratch every time you run into a roadblock.

Let me first illustrate with a fun puzzle I’ve drawn from Edward de Bono’s book *“Lateral Thinking: Creativity Step by Step”*.

Mel Colly stared through the dirty soot-smearred window on the 26th floor of the office building. Overcome with depression he slid the window open and jumped through.

After he landed he was completely unhurt.

Since there was nothing to cushion his fall or slow his descent, how had he survived?

Now, if you are like most people and apply the ‘out of the box’ thinking approach, this story causes you to leap to all kinds of random and silly conclusions; perhaps you’ll even invent bizarre new laws of physics to come up with an answer.

But, if instead you begin by considering what you know, no matter how limited, and then consider what conditions must be met by any viable resolution to the puzzle, you will be led to ask relevant questions the answers to which you’ll find revealing.

For instance, if you knew that Mel is a window washer and was depressed about cleaning so many windows, then you might see that he might have opened the window from the outside while cleaning it, and jumped into the building. The window sill being only a few feet from the floor, he could easily land unharmed.

What I want you to notice is that it was the addition of constraints that allowed you to arrive at a viable and relevant answer.

Let’s apply this lateral thinking technique to your efforts to find your perfect business.

It is clear from the work you’ve done thus far that you actually DO have specific constraints which determine the relevance and viability of certain business alternatives over others.

In fact, the lists and narratives you have created clearly define the constraints – the clearly defined box – into which any relevant and viable alternative must fit.

As with the story of our friend Mel, any additional information necessary will be derived from the consideration and inquiry left by open these constraints.

Let me illustrate with an admittedly oversimplified example:

Let’s say you have followed the processes I have provided thus far and are clear that you are not interested in cold calling prospects to generate sales. As a result this constraint reduces the list of ‘relevant’ options to only business alternatives that do not require you to perform that activity.

At first blush you might be tempted to eliminate any business requiring cold calls.

However, it is also true that a necessary attribute of any successful business is that it has a working system for converting leads to prospects and prospects to customers.

The relevant inquiry that emerges by virtue of this (lateral thinking) approach will be related to the design or workings of the system for converting leads to prospects and prospects to customers.

In other words, is there something about a particular business model that obviates the need for cold calling prospects? Perhaps it is not necessary for some reason, or perhaps you can hire someone else to do the prospecting for you.

This inquiry and the answers provided will create new more refined constraints. You can then use these to further clarify your vision for your perfect business, revise your search and take definitive steps toward finding it.

The point of the illustration is that by using all the information you have compiled over the past 18 days, you have a very extensive and refined set of constraints that clearly define the necessary attributes of any viable business alternative. Much more extensive and refined in fact than the illustration I just gave you.

If you have been diligent with the completion of each exercise the chances are you will likely only really have 1, 2 or possibly 3 truly relevant options. From that juncture on, you will literally be escorted by the lateral thinking process itself to complete any inquiry necessary and determine which is precisely right for you.

Follow the simple steps below to review the insight you have developed this far to zoom-in on the few relevant options that emerge.

To help you get started I have dedicated a section of ThePefectBizBuilder.com membership community for you to contact me for clarification and assistance.

My suggestion is that you use the process as I have provided and contact me if and when you get stuck. I will review the information you provide and will help you breakthrough to your perfect business.

Relevant Options and Inquiry

Review the information you prepared in Chapter 19, Requisite Assembly and generate a list of between 1 and 3 options. Describe each in a sentence or two below.

Develop a list of questions or inquiries to investigate further for each:

STOP

That's enough for today.

- Record today's date here: _____
- Listen to 21 Day Program Audio #19
- Review the 'constraints' you created in Chapter 19 Requisite Assembly and create a list of relevant options for your perfect business.
- Continue your entrepreneurial skills development plan
- Continue the daily practice of creating What You Want
- Continue the exercises and daily practices establish in previous chapters
- Be sure to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Share your thoughts with your spouse, significant other, or a close friend
- Continue tomorrow

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Your Perfect Business

“Perfection is attained by slow degrees; it requires the hand of time”

~Voltaire~

French Philosopher & Writer

Your Perfect Business

Congratulations! As you review all the information you have prepared, I am confident you have developed some amazing ideas and are anxious to get started.

The lateral thinking process you employed in the previous exercise has undoubtedly revealed the perfect business for you; one which satisfies the 8 fundamental criteria you explored in this process:

- It will be either directly or indirectly in service of your purpose
- It will allow you to focus your creative efforts doing work you love to do
- It will allow you to leverage your strengths and easily compensate for your weaknesses
- It will contribute to each of the intentions included in Your Perfect Life Game
- It will leverage the entrepreneurial traits you command now and develop the remainder
- It will allow you to enjoy living the entrepreneurial lifestyle you desire
- It will meet your financial objectives without exceeding your risk tolerance.
- It will provide real tangible value to others in service of their needs and desires

You can quickly evaluate the ideas that have come to mind against these criteria as you begin to create the clear and concise vision for your perfect business.

Alternatively, you can use these 8 criteria along with a review of the detailed information you prepared for each and craft a completely new vision of your perfect business that way.

Finding the perfect business for you is a key first step to creating the life you will love living each and every day. There is no doubt you will be challenged along the way. However, by reflecting on the discoveries and growth lessons you have learned through this book, you can now experience these challenges as the continuous unfolding of how you are expressing yourself in the world.

These are the experiences that will call forth your best and reveal the secret to success.

“The Secret of success is to make your vocation your vacation”, Mark Twain

No matter what you’ve believed in the past, no matter how financially stuck you think you are, as you continue in the daily practices I have provided in this book, as you continue to advance your vision for the perfect life you love living, you will experience success beyond your wildest imagination.

Obviously each and every individual is unique and to complete the process you will want to consider all the areas you explored. As you consider the ideas you have generated use the key criteria to help you navigate through the creation process.

Your final assignment is an exercise called ‘scripting’. In this exercise you will write the “life story” of your perfect business.

You may consider re-reading the chapter “The Perfect Business Elucidated” to get into the rhythm of the exercise.

And then, start writing.

Use the power of your imagination and the information you've prepared in the previous exercises to write a detailed descriptive narrative about your perfect business.

Write it from the perspective of having already built it.

Use the tools and techniques I provided you in the mini eBook entitled "Release Your Inner Genius" to stimulate your creativity.

When you hear the disparagement of those subconscious saboteurs, use the clearing techniques I provided in the chapter "*Sleight of Hand for Your Subconscious Mind*" and within the membership area of ThePerfectBizBuilder.com community.

Be sure to include plenty of emotion and feeling in this narrative.

Describe how you feel about the success you have been able to generate creating and doing what you are truly passionate about doing?

Portray how the joy of success and freedom has affected those you love or are closest to?

Depict how you express the satisfaction and gratitude you feel each day with your perfect business?

Explain how your perfect business has enabled the accomplishment of your greatest life purpose?

This exercise will consolidate your thinking into a crystal clear vision of the perfect life your perfect business will create.

STOP

- Record today's date here: _____
- Listen to 21 Day Program Audio #20
- Congratulations! Celebrate the completion of the program and prepare to begin building your perfect business.
- Continue to review Your Perfect Business Script on a twice daily basis as you have been doing with Your Perfect Lift Game.
- Use the resources available in ThePerfectBizBuilder Members Area to develop the action plans for creating your perfect business.
- Continue your entrepreneurial skills development plan
- Continue the daily practice of creating What You Want
- Continue to record any insights, ideas, thoughts, or concerns in The Control Book Journal
- Use the clearing techniques to eliminate any subconscious limiting beliefs that arise by virtue of the work you are doing with this program
- Share your thoughts with your spouse, significant other, or a close friend
- Contact me through ThePerfectBizBuilder Members Area Ask Steve section and let me know how I can help you get underway.

Coda

(From Steve)

*“A concluding part of a musical, literary or dramatic work.
Something that serves to round out, conclude, or summarize.”*

*~Merriam Webster’s Dictionary~
2008*

Coda (from Steve)

Dear PerfectBizBuilder,

I want you to know that I appreciate you purchasing this book and allowing me the privilege of helping you find your perfect business.

I am certain you learned a lot about yourself and that you are encouraged to pursue your dreams of entrepreneurial business ownership.

Some of you arrived to this process with a business idea or maybe two. For you, this process probably validated your choice, perhaps confirmed some things that you already suspected and likely revealed some new perspectives which will help you generate the success you desire.

For others, this book and the process in it has been a pioneering exploration. You may have found yourself uncomfortable at times, but have now emerged with a clear inspiration for your perfect business.

For both groups I believe I have clearly illuminated that finding the business that will deliver the promise of the life you want to live is only the beginning. The journey does not end here.

What's Next?

Now, we want to get you started taking the appropriate actions to transform your vision into a reality.

This may involve making some final refinements to the information you've prepared, or perhaps helping you define a set of specific step by step activities.

It may involve coordinating access to additional expertise and support resources.

While the majority of this can likely be handled within ThePerfectBizBuilder Member's Area, in some cases this may require one or more individual consultations with me or one of my staff experts.

Whatever is required, my team of experts and I are ready to get to work in partnership with you.

Additional Support Resources

The reason I created ThePerfectBizFinder Program 22-Part Audio Coaching Program and access to ThePerfectBizBuilder.com Membership Community is to continue to support you in your pursuit of that perfect business success. These resources provide you additional instruction, training, reference material, and all kinds of multimedia support resources all dedicated to helping you realize your dream not available in the manual alone.

Let me encourage you to remain active in the ThePerfectBizBuilder.com Membership Community it will prove invaluable to your success.

Your continued membership includes:

- Access to the supporting resources and material noted in this book.
- Access to the “Steve’s Blog” blog where I continue to share my personal insights and key principles to business building success.
- Access to the “TPBF Program Forum” online discussion forum designed to allow you to connect with me directly for assistance.
- Access to the “Success Gurus” library of audio interviews Steve has personally conducted with the highly successful gurus in each business discipline.
- Access to the “Top Book Picks” list of the reading and research resources which will help you in any area of building and growing your perfect business.
- Access to the “Top Program Picks” a list of 3rd party products, programs and other resources I’ve personally evaluated and approved for recommendation.
- Preferred access to Steve’s one-on-one and group coaching and mentoring support. These are the secret agents of success I have used to create my most successful businesses.

If you purchased this Program Manual alone and did not purchase the 22-Part Audio Coaching Program or enroll in ThePerfectBizBuilder Membership Community, let me encourage you to consider purchasing the remainder of the material.

As much as you have gotten from ThePerfectBizFinder Program Manual, the remainder of the program is extraordinarily empowering and will assure your astonishing success.

Many people download the Audio Coaching Program to an MP3 player or burn it to CD, listen while doing other things and report getting some of their most creative inspirations in the process.

You can upgrade your manual purchase to include the remainder of ThePerfectBizFinder Program by visiting:

<http://www.theperfectbizfinder.com/completemyprogram>

It is my life purpose to create programs like this one to improve lives. The achievement of that purpose can only be represented in your personal success stories.

I remain committed to you and your success and am anxious to hear your astonishing success stories.

Thank you again for demonstrating such an extraordinary commitment to finding your perfect business and for creating the perfect life you want to live.

Your example is truly inspirational.

I am standing for all that is possible for you in life and business.

With gratitude, admiration and respect,

Steve Little

ThePerfectBizFinder / ThePerfectBizBuilder

“Life is a process of becoming, a combination of states we have to go through. Where people fail is that they wish to elect a state and remain in it.” Anais Nin, Author

References

References

While there are specific references and quotes called-out throughout this book, it is also the case that much of the content in the book has been inspired by other resources not quoted. To be thorough I have included all the books I referenced throughout the process of writing this book below. I can assure you that each and every one of them has contributed in some material way to the creation of this book, as well as to my individual success. They are all worth reading.

Awakened Imagination.
By Goddard Neville

Awakening The Entrepreneur Within - How Ordinary People Can Create Extraordinary Companies.
By Michael E Gerber

Book Yourself Solid - The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling.
By Michael Port

Double Your Income Doing What You Love - Raymond Aaron's Guide To Power Mentoring.
By Raymond Aaron with Sue Lacher

Encore - Finding Work That Matters In The Second Half Of Life.
By Marc Freedman

Generativity Theory
By Dr. Robert Epstein, Cambridge Center for Behavioral Studies

Get There Early - Sensing The Future to Compete In the Present.
By Bob Johansen

Go Big Or Go Home – How the next generation of startup companies think BIG, grow FAST, and dominate markets overnight.
By Wil Schroter

Harmonic Wealth - The Secret of Attracting the Life You Want.
By James Arthur Ray

Increase Your Financial IQ - Get Smarter With Your Money.
By Robert Kiyosaki

Inspired Marketing - The Astonishing Fun New Way to Create More Profits For Business by Following Your Heart.
By Craig Perrine and Joe Vitale

Lateral Thinking: Creativity Step by Step.
By Edward de Bono

No B.S. Business Success - The Ultimate No Holds Barred Kick Butt Take No Prisoners Tough & Spirited Guide.

By Dan Kennedy

Rules For Renegades - How to Make More Money, Rock Your Career and Revel In Your Individuality.

By Christine Comaford Lynch

Seven Dragons - A Guide To A Limitless Mind

By Jen Blackert

Spiritual Selling - How To Use The Attractor Sales System to Create Abundance in Your Business.

By Joe Nunziata

Starting a Business In Your Fifties and Beyond.

By Jeff Williams

Startup nation - America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Blockbuster Business.

By Jeff Sloan and Rich Sloan

The 4-Hour Work Week - Escape 9-5, Live Anywhere, and Join The New Rich.

By Tim Ferriss

The Advantage-Makers - How Exceptional Leaders Win By Creating Opportunities Others Don't.

By Steven Feinberg

The Artists Way – A Spiritual Path to Higher Creativity

By Julia Cameron

The Attractor Factor - 5 Easy Steps For Creating Wealth (or anything else) From The Inside Out.

By Joe Vitale

The Career Key

By Lawrence K Jones Ph.D., NCC

The Creative Mind – How to Release Your Inner Genius (Scientific American Mind, June 2008)

By Mariette DiChristinia, John Houtz, Julia Cameron, Dr. Robert Epstein

The E-Myth Revisited - Why Most Small Businesses Don't Work and What To Do About It.
By Michael Gerber

The Greatest Secret In The World
By Og Mandino

The Home Office From Hell Cure - Transforming Your Underperforming Time-Sucking Home-based Business in a Runaway Success.
By Jeffrey A. Landers

The Key - The Missing Secret For Attracting Anything You Want.
By Joe Vitale

The On Purpose Person - Making Your Life Make Sense.
By Kevin W. McCarthy

The Power Of Intention - Learning to Co-create Your World Your Way.
By Dr. Wayne W. Dyer

The Science Of Getting Rich.
By Wallace D Wattles

The Success Principles - How To Get From Where You Are to Where You Want to Be.
By Jack Canfield

The End

Appendix

Finding Life Purpose

(Alternate Methods)

Finding Life Purpose

Purpose is central to good human health. We are all born with a purpose and must identify, explore, and engage in the pursuit of purpose to achieve success and happiness. This Appendix provides you two alternative methods for identifying your purpose.

Your purpose statement will reflect clearly and concisely your inner desires in relationship to others outside yourself. Something like:

“I write and teach to make others lives better”

While there are many ways to discern your purpose, here are two that anyone can do simply and easily. One is not any better than the other. Some people do both and seek convergence.

Before you begin, eliminate all the “Pollyanna” purposes you’ve been taught through ‘conventional wisdom’.

For instance, “being a good parent” is certainly a wonderful, and important thing to do, but it is not a life purpose.

So begin by agreeing with yourself that you will see this process through to the end and refuse to accept anything less than a clear and emotionally moving statement of purpose.

The more open you are to the process the faster and more effectively it will work for you.

For those who are entrenched in low-awareness living, it will take a lot longer to get all the false answers out, possibly more than an hour. But if you persist, after 100 or 200 or maybe even 500 answers, you’ll be struck by the answer that causes you to surge with emotion, the answer that reveals your purpose to you.

As you go through this process, some of your answers will be very similar. You may even re-list previous answers. Then you might head off on a new tangent and generate 10-20 more answers along some other theme. List whatever answer pops into your head and just keep writing.

At some point during the process you may want to quit and just can’t see it converging. You may feel the urge to get up and make an excuse to do something else. That’s normal. Push past this resistance, and just keep writing. The feeling of resistance will eventually pass.

It’s important to do this alone and with no interruptions.

Repeat steps 3 and 4 for each item listed in step 1 until a consistent or recurring theme emerges or until you are moved emotionally by your response.

This emotional charge may emerge as tears of joy, or the elated “YES!” of victory. Pay attention to how you feel. You will know when you have found it. When the true answer finally arrives, it will feel like it’s coming to you from a different source entirely.

Record your purpose statement here:

Regardless of the method you used, record your purpose in a simple single statement like this:

I _____, _____ **and** _____ **to** _____ .

If the exercise above does not converge on a single definitive statement of purpose either you have more work to do or you have not been completely genuine and authentic with your answers. In this case, review the themes you are able to discern and record them in statements like the one listed here.

Explore each of these another time and challenge yourself to be truly authentic with your exploration.

Don’t think in terms of what you think ‘should’ or ‘shouldn’t’ be.

Focus on what is true for you.