

**THE**  
**BUSINESS PROSPERITY**  
**MANIFESTO**



**Closely-Guarded Secrets to  
Achieve Prosperity**

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**GELU NASTAC**

# **THE BUSINESS PROSPERITY MANIFESTO**

*Closely-Guarded Secrets to Achieve  
Prosperity*

By

**Gelu Nastac**

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## FOREWARD

One of the reasons why people fail to achieve their goals is that they do not have a plan. They have the ideas and they know what they want but they do not organize themselves. So that they eventually over invest, run into dead ends or even attempt to do to many projects at the same time.

It is practically impossible to have success with any business you ventured into if you jump from one idea to another just because it sounds good. It is a sure way to fail or the very least waste your valuable time.

To put this in to perspective it would be crazy to go on a long car journey to a place you are unfamiliar with without planning your journey. Because the result would be that you would get lost and that is the same in business you would eventually lose your way.

The best way to combat all the many unexpected pitfalls one comes across is to plan. A rule of thumb is the 5 "Ps" which are: **Proper Planing Prevents Poor Performance**. Enough time should be given to doing research, time management and a step by step plan of action. This should include how long you spend on preventing your plan from failing. For example, plan B should be put in place if plan A is not having the desired effect.

There should be at least 80% planning and 10% execution of the plan. Once you have a plan the rest will be so much easier and straight forward because the way is mapped out. If one takes enough time to plan ahead then actually stick to the plan, then there should be a feeling of achievement and movement towards ones goals. So planning for success is much better than stumbling to failure.

**"THE BUSINESS PROSPERITY MANIFESTO"** by Gelu Nastac takes you on a journey and also reveals the **closely-guarded secrets towards achieve prosperity** in life.

### WHO IS GELU NASTAC?



Gelu Nastac is an award-winning author of the book “The Rules of Prosperity.” He is a world-leading business mentor/coach/adviser in online client attraction, and an internet marketing consultant for newly-started businesses and for people who wish to start a business. Gelu is a serial entrepreneur, with wealth of experience in online and offline businesses in a variety of areas, particularly helping business owners with strategies and consultancy to convert their static websites into income-producing ones.

He was born in a small village in Romania. Right from his tender age; he has shown that doing business is inbuilt and also innate. As a young boy, he assisted his parents with their vegetable business. Afterwards, he kick-started his entrepreneur journey by starting his first business venturing into photo-making business. He has ventured into various kinds of businesses such as multi-levelmarketing, design and printing business, ISP business and recruitment business. Just like every successful person, Gelu has had his challenges and struggles both in his marriage and business but he stood firm, fought and conquered failure. He currently runs his businesses from Southampton, UK.

All of Gelu’s achievements come as the result of unwavering tenacity, hard work, and unpleasant failure experiences. Gelu is committed to helping people to be successful by showing them how they can utilize opportunities to be successful by doing what they already know and love. He is inspired by watching his students achieve the success they could only ever dream of. He is also a lucky husband and proud dad, and now helps other entrepreneurs like him to achieve their dreams of having successful businesses, making a difference in the world, and spending quality time with their friends or families.

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### MONEY, WEALTH & PROSPERITY

Money has been traditionally defined as 'a medium of exchange for goods, and services'. Money is a tool that was originally invented as an alternative to the barter system and is a more efficient system than carrying goods around to exchange for what you want. Money is neither good nor bad. Like any tool, it is how we perceive money that determines how it affects our lives.

Wealth is characterised by an abundance of valuable material possessions or resources and riches. Wealth usually refers to the possession of money, property and assets. It is the



abundance of possessions of value and the state of having accumulated these objects. Wealth is the state of being rich and affluent, having a plentiful supply of material goods and money.

Both money and wealth mean a variety of concepts to different people. For a start, you need to determine your individual personal definition of money and wealth to understand their power and demystify them, if necessary.

Is money a path to a prosperous life?

Could money improve the social and financial well-being of your family?

A wealthy or rich person is someone who has accumulated substantial wealth relative to others in a society or reference group. The state of being wealthy is a relative term and the concepts of wealth vary among societies. Having a net worth of one million may place you among one region's wealthiest citizens, yet that same net worth would be considered quite modest somewhere else.

It is important to note that money is not wealth and vice versa; but money is what usually buys wealth. Wealth is power, with which many things are possible.

The definition of the word wealth itself implies the abundance of valuable material possessions or resources, the acquisition of which, begin with money. True wealth comes from the self-assurance and the sense of well-being that comes from knowing that you have as much money as you need.



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**Action:**

- Determine your individual personal definition of money and wealth.
- What does money and wealth mean to you?
- What would you do with it if you had all the money in the world you ever wanted?  
How would your life be like?

**Prosperity** is the point where you exceed all your reasonable wealth accumulation goals for successive generations. It is the epitome of financial security, independence and freedom. As with money and wealth, prosperity is relative and different for every person. For most people, it means having enough money to feel secure about the future, to do whatever you want, and to have the things you want without feeling limited in any way.

Prosperity is very much an internal experience, and is not tied to a finite amount of money. Although prosperity is related to money, it is not caused by money. It is possible to experience prosperity at any level of income. Money is usually the tool or means to realize our goals, and prosperity is the inner experience we have when we exceed our worthwhile goals.

Since prosperity is the inner experience of exceeding our worthy goals, in order to experience it we must do three things:

1. Know what our true goals are, our real needs and desires.
2. Develop the ability to meet our goals, and
3. Recognize, appreciate, and enjoy what we have

You will become prosperous when you can consciously acknowledge your true needs and desires, and learn how to fulfil them. The best way to determine what your true needs are is to clarify your personal core values.

### YOU ARE THE SECRET TO YOUR OWN PROSPERITY

In truth, you are the secret to your own prosperity, but to realize it, you have to understand a fact: life has strange ways. If you took all the money in the world, divided it equally among everybody, it would soon all be back in the same pockets as it was before it was shared. So how can you change the odds?

Could you change the cards you have been dealt with? How can you transform it? What should you do? Is it possible?

Most people struggle with personal growth and self-improvement as it is challenging lifetime pursuit. It is hard for people to give up their blame list because it is always easier to blame things or circumstances around them than oneself. And making a transition is often hard for anyone to do.

You have to realize that it is not what happens that determine the major parts of your future because what happens, is going on for all of us. Rather, the key is what you do about it. So, to create your own prosperity, you have to start the process of change by doing something different.

Prosperity is something you attract, not something you pursue. Instead of going after it, you should work on yourself and success and wealth would soon follow. You have to set goals for yourself which are a thing no school, college or university teaches you.

The perspectives and thinking you adapt, shape your life, and when you change your perspective, you can create an immediate shift in your own prosperity, life and job or business. To create success in whatever endeavor, you must always look for ways to sharpen your outlook.



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### CHANGE YOURSELF TO CHANGE YOUR PROSPERITY

Since you cannot change your circumstances to get your ideal of prosperity, you have to begin doing things differently with the same conditions. You need to transform yourself and what you do. Learn to take responsibility instead of putting it on someone else.

I know it is a challenging mission, but if you change, everything will change for you. You do not have to alter your outer personality, but rather your inner nature. Do not wish for things to get easier, wish for you to become better. You have to want the desire for more skills, not fewer problems.

"To have more, you have simply to become more" - Jim Rohn

If you begin working on yourself and making all these changes, prosperity will change for you. To have better, you need to get better. It is a simple formula and yet, many struggles with it. You should be able to figure out where the problems are to work on them.

Increase Your Value to Increase Your Prosperity



Prosperity includes many benefits but one often comes out more than others, and it is 'finances.' The key to understanding economics is that you get paid for bringing value to the marketplace, also described as the real world. It takes time to provide value to this market, but you have to realize that you do not get paid for time.

Let's say you make twenty dollars an hour, well, it is somewhat not true because if it was, you could just stay home and get your money. So you do not get paid for the hours, but for the value, you put in the time you use.

It is a great psychological prosperity trait which I have read, heard and learned from the business thinker, Jim Rohn. So is it possible for you to become two or three times as valuable as you now are, and make two or three times as much money within the same time?

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Of course, it is, and yet, this code of belief goes against the mold of what schools teach, or how most of us are raised, and what media depicts to the general public. So to build your own prosperity, you have to increase your value, it is that simple. And if you do understand this great attitude and apply it to your life, you will improve, develop and ripen a considerable benefit over those who do not.

### STEPS TO ATTAIN MONEY & PROSPERITY FOR

#### YOURSELF AND YOUR FUTURE

If you want to attain money & prosperity, you need to stop dreaming and start doing. Look, nobody ever got rich dreaming about being rich. It's as much about the attitude as it is about what you do and how you save and invest. So before we get into the more practical steps on finding financial independence, the first step is to stop wishing you could be rich.

Here are the five steps you take to get there...

#### Stop Spending

If you want to know why you're always broke at the end of the month, it's because you just had to have that new flatscreen HDTV, it's because you just wouldn't give up on your soy lattes from the coffee shop, it's because you keep buying new DVDs, watching them once, and then shelving them, instead of just renting from Netflix for a fraction of the cost. Look, it's all about the mentality. There are people who win the lottery, and because of how they spend, they're broke again in a year's time. If the first thing you do with a dollar is think of what to spend it on, then stop wasting your time thinking you can get rich.



#### Cut Your Expenses in Half

It's possible to just plain cut your expenses in half. Do the math and figure it out. You can trade your gas guzzler in and buy a used car, so no more car payments and you're spending way, way less on gas and even on insurance. Cut up

your credit cards, so no more bills there. Stop using so much electricity and water. If you're young and single, you could even consider moving back into your parent's house for a little while to save up some money. The point of this step is to have a little something to invest at the end of every month. If you can turn half of your income into disposable income, you can turn it into income to invest.

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### **Set Your Sights Realistically**

You're not going to be a millionaire overnight. It's very, very possible to become a millionaire by spending and saving and investing wisely, but it's not going to happen in a week or a month. Luckily, if you put the time and effort in, if you think things through, you'll feel life getting easier on you in six month's time, but to be a millionaire takes hard work for years. Forget the mansion on the beach for now and be realistic.

### **Make a Plan**

Set your goals and work towards them no matter what. Arnold Schwarzenegger was a multi-millionaire well before he was ever a movie star. He would write his goals on index cards at the start of the year, and then work towards them, crossing them off when he attained them. He never gave up on any of them. Set your goals realistically each year. Don't write down "GET RICH!" rather, write down something like "Start an online business". Next year, you can write "expand my business" and success will follow. Don't base your goals on luck.

### **Snowball Your Earnings**

When you make your first earnings through investments, reinvest that money. Don't cash out and go to Vegas. Take the money you made on your business or in stocks and put it right back where you got it. The more money you make, the more money your money will make you. The difference between rich and poor isn't the money, it's the fact that rich people make the money work for them.

Like Many Successful People, Are You Ready To Take Full Control In All Areas Of Your Life?

### **IMPROVE YOUR SKILLS TO IMPROVE YOUR SUCCESS**

People often do not do much to upgrade their skills or value but rather blame the economy, their job or the state of their scarcity of income. If somebody is happy for making minimum wage, then they will always remain at the bottom because it is the value they are bringing into the market place.

It is a pitiful way to live! Start something and not grow, change or become more valuable. Why does someone get one million dollars a year while others make only fifty thousand? Well, it is quite simple. That person has become more valuable to the marketplace than the other.

Of course, I must make a distinction. The one who has low revenue might be a good relative, friend, or member of the community which is a different kind of prosperity. It is a fact that if you do not improve your skills to develop your value, your success and prosperity level will remain the same.

That is why wealthy and prosperous people get paid so much, but I have great news for you: it has become an equal playing ground. Nowadays, information is accessible and free almost everywhere. So it is up to you to decide how valuable you want to become, what is your definition of prosperity and how much you want to pay forward to others. Quite simple, isn't it?

### TURN YOUR LIFE AROUND TO BETTER YOUR PROSPERITY

Do not wait for a raise as it is easier to climb the ladder. To be able to prosper, you must continually discover ways become more valuable. You have to create your own prosperity by sharpening your skills, learning better methods through resources and always trying to better yourself.

When you want more money, you have to earn it by bringing more value to your job, business or customers. You have the ability to create more prosperity and happiness if you do understand this small step. You can always turn your life around to better your wealth.

"Learn to work harder on yourself than you do on your job. If you work hard on your job, you can make a living, but if you work hard on yourself, you'll make a fortune." - Jim Rohn

You need to work on yourself. Strive to become a better person. Be different instead of comparing yourself to others. How can you become more valuable and change your prosperity? By learning new things, improve on stuff you know and be better at everything you do.

### TIPS TO OFFER MORE VALUE AND INCREASE PROSPERITY

Do something that provides more value for you to change your current income level. Here are some tips to increase your prosperity and bring you value so you can get better than others.

- Learn to work harder on yourself than on your job.
- Be an expert by choosing a specialized area. Study your trade and learn from others.
- Become efficient by learning how you get done what needs to get done.
- Have an awareness of knowing your strong points and what you are best at doing.
- Be productive in knowing what and how much you get done to increase prosperity.
- Get a vision by having something you see that others do not, like a bigger picture.
- Create a mastermind by surrounding yourself with people you can learn from to get more value.
- Get a good reputation through what others know and think about you.



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- Become an influence by persuading others to get things done.
- Acquire a popularity status by understanding how well your colleagues or audience see you.
- Have a great personality by treating others as well as how you want to them to treat you.
- Get the right attitude to grow your prosperity by taking care of yourself and others.

If you work harder on yourself than on your job, then there will be no limits to your prosperity and success in whatever you do. It is time for you to take responsibility for your financial well-being. So, commit now to become more valuable and better your own prosperity. Remember you are in control regardless of the external circumstances surrounding you.



### USING YOUR CONFIDENCE TO ACHIEVE PROSPERITY

Prosperity seems at times just beyond your reach. What if the problem was not that it was out of your reach but that you just were not reaching high enough?

Often times it is our lack of confidence in ourselves that causes us to doubt our ability to "**reach for the stars.**" It is this lack of confidence that drives you to join those companies that promise you riches as long as you spend the rest of the money in your back account.



Later, you hear about that same company owner on the news and you discover that you have been duped. How can you avoid this? How can you ensure that you don't become a victim to this type of marketing practices or these types of offers?

The answer as simple as it may sound is not always easy to do. The answer is to gain confidence; the confidence in your ability to do the things that you are afraid to do. Confidence in your ability to make it in this business, to know that you can be successful; to understand that things are constantly changing and evolving and sometimes you may need to take a step back and ask yourself "what makes me unique?" or "what can I do that maybe others cannot?"

When you start to ask these questions and you start to find the answers to these questions you will start to gain the confidence you need to "create" something; to find your place in this world both online and offline.

Many times, fear propels people to make bad choices. I am no saint and have made my fair share of bad choices because I was afraid. I lacked confidence. I knew that I had talents, we all have talents. However, it never occurred to me that I could use my talents to earn an income online.

I thought it had to be a certain way or I would fail. So, I joined those companies that made it to the news. I DID! I really did! I still remember watching the owner defending the company from the accusations and within a month everything was gone.

I am sure that if you have been trying to do this, you have had a similar experience. The thing is though, when you use your confidence as your guide you will find the prosperity you have been looking for because you will see things and you will see opportunities that you couldn't see before.

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When you learn to trust yourself and remove the element of fear you open doors to you that you did not even know where there before.

### HOW TO ACHIEVE PROSPERITY BY CHANGING YOUR MINDSET

How badly do you want to get out of your current level of prosperity? How frustrated are you with the areas that lack in your life? Do you let your small-thinking mindset win? When we let it win, we constantly find ourselves making excuses for the way we are. Don't. Don't let it win.

We think that if everything around us changes, then we will be rich. Then we will be prosperous. Then we will be happy.

Wrong.

If everything in your life changed- your friends, your environment, your house, your job, and your relationships-but you didn't change, then nothing would change.

Some people keep complaining about their miserable lives. "I hate my job!", "I hate my body!", "He never understands me!", "My staff keeps slacking off!" How many times do you think like this? You say you hate these certain things, but the truth is, you don't hate them enough. If you really hated these things, you would've done something about it. You wouldn't tolerate it.



The first step to your prosperity is to make a decision. Declare to yourself, "I'm through with this. I'm not going to stay here anymore!" When you stop tolerating these negative aspects of your life, you will start to make a change. You will burn all bridges to your old self, and go to war with your puny mindset. Be committed to changing your life. It doesn't matter who you are, where you're from, what you did. Simply make a decision-a strong one-to do something to change your world. That is when you will start your journey to the person you were born to be.

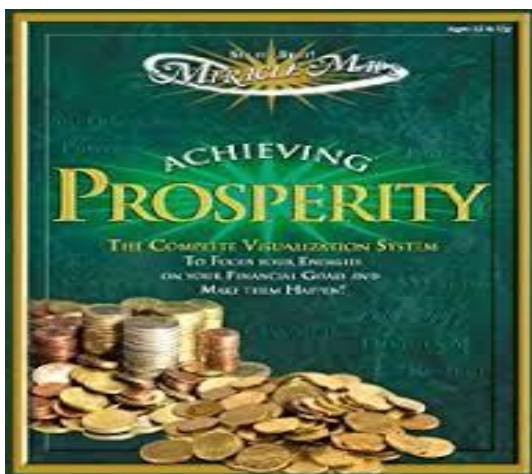
### THE SECRET OF PROSPERITY

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Many people believe that having an abundance of money is the ultimate key to success. Many people believe that money is hard to earn, you have to have money to make more money, that lucky people have money. The common beliefs about money, prosperity and success really should be thrown right out the window. Think about this for a minute, if the common beliefs about success are so true, then why isn't everyone rich? Why aren't we all sipping champagne in our mansions? The truth is that the popular opinions and beliefs regarding prosperity are total misconceptions. The truth is that money is really only a simple method of exchange, the real value of money lies in what can be done with it. Another truth is that prosperity can be easily attracted once you know the secret rules and principles which govern it.

I mentioned that the true value of money comes from what it provides. Money itself is just paper and abstract notations but it offers things in this life which many people feel nothing else can provide. Freedom, the freedom to choose the type of life we want and need is represented by money. The freedom to choose where we want to live, what type of food we would like to eat, how many hours we want to work, what type of schools we want our children to attend, all of these choices and thousands more are wrapped up in dollar signs. Money equals freedom to make choices. Without money our choices are limited. Without money we are forced to eat government cheese, we exist but we don't really live, we are forced to settle for a life of mediocrity. Or are we? Can the freedom of choice be found in other ways? Is gaining money the only method available to us for creating change, for having more choices in life?



Changing our beliefs about money and prosperity can provide us with more choices in life. Once we begin to see that choices are available to us regardless of the size of our bank accounts, we begin to understand that the value represented by money is a simple thing to have. We enter into a way of thinking that draws prosperity to us, that creates opportunities, that allows us to gain a sense of freedom. There is a curious side affect to this way of thinking and that is that money comes to us as result in this shift in our beliefs.

Stop for a minute and think about how limiting it is to feel that your freedom to choose the course of your life has been stripped away. Popular beliefs about money and success have done exactly that. As soon as you fall into the trap of thinking that your choices are limited, you cripple yourself. There are always choices available to you. No matter what your circumstances are right now, there are choices to be had, there are options, there are paths

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to take. Remember, the real value in money is that it enables us to have the freedom to make choices.

Forget everything you have ever heard about the habits and philosophies of the rich and famous. Forget everything that you have ever heard in any get rich quick seminar or anything that you have heard about success programming, abundance training or any other information which promises a sure-fire formula for success. If this type of information had any merit whatsoever you would be rich already and so would everyone else in the world.

There's only one thing that all prosperous, successful people have in common, just one simple thing that they all share. They believe that they have choices. They aren't limited by circumstances. And this has nothing to do with how much money they have, even though they have mountains of it. It isn't about money, it's about beliefs. Every single successful person has had failures. The richest people on earth have all dealt with setbacks and disappointments, but they all believe in moving forward, in meeting challenges, in trying new things, and most importantly they have all held to the belief that they always have choices. Any other belief is secondary to this and any belief which doesn't support this idea leads nowhere. Belief in choices is limitless and leads to a life full of abundance.

Shed the incredibly limiting beliefs that you have mistaken as truth. Change your beliefs about your lack of choices and you will live a life of prosperity.

### ATTRACTING PROSPERITY IS LIKE WINNING A LOTTERY TICKET

Yes, the information in the books above and the principles of Feng Shui work and work equally well for everyone if applied equally and properly. Ancient Chinese Emperors used Feng Shui principles to successfully attract



and influence good fortune and prosperity for their family's next seven generations. You can also energize the prosperity and good fortune sectors of your home and office to attract prosperity as the ancient Chinese rulers did.

However, it doesn't just happen because you want it to happen. You need to think about what to attract and how to achieve the prosperity you want - then take action. The real secret is you need to not only determine what you want and focus on attracting it but take the steps necessary to make it happen. For example, if you want to win the next multi-million dollar lottery, at minimum, you need to take action and go out and buy a lottery ticket, find one or have someone give you a lottery ticket.

#### The Action Plan

When things never seem to turn out right, always seem to go wrong at the worst possible moment; you never get the job, the girl, the guy, the promotion, or are in the right place at the right time; take action and use the law of attraction and the positive energy principles of Feng Shui to create a good luck and prosperity energy shift in your world.

**Step 1- Unclutter, unclutter, unclutter:** Locate the southeast and south areas of your office and/or living room and begin there. Make sure there is absolutely no clutter in this area or you will focus energy on the clutter and simply attract more clutter and stagnation. When it comes to the flow of energy, clutter and stagnation become energy constipation in your surroundings. You need to make room for the new prosperity energy to enter. If you had a stale half full cold cup of coffee would you simply add fresh hot coffee to it? No, most people would remove the stale coffee first to make room for that fresh new hot coffee.

Once you have removed the clutter in these areas, do not simply shove it elsewhere and create stagnant energy in some other part of your life perhaps creating havoc with your

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health, creativity or relationships. Rather, put it properly away, sort it, organize it, store or file it and toss anything that is no longer relevant or important.

**Step 2 - Focus positive energy on prosperity and good fortune:** In order to focus energy on creating prosperity and good fortune you need to determine what you want to achieve or attract. Set your goals first, create a plan and take action. Then focus energy on attracting your end results by using color shape and design.

Good fortune and prosperity energy can be enhanced in a number of ways. Prosperity is energized by the color green, live upward reaching plants, the number four, tall rectangular shapes and wood. Good fortune is energized by the color red, fire energy, tall triangular shapes and the number nine.

Use your imagination when energizing prosperity and luck using the guidelines above. Follow this procedure in your home and at work.

**Step 3 - Change your thinking:** Unclutter your mind just like you uncluttered your office and home. Remove any thoughts from the past and present that will stand in your way to attracting and achieving your goals. If someone told you years ago "you will never amount to anything," get rid of it. This is an example of old stagnant constipating thought energy and blocks new things from entering.

Whenever negative thinking creeps into your mind say to yourself, "I have shifted my thinking to attract and achieve prosperity and good luck, old rules and old thoughts no longer apply, be gone." The more often you take control, the less your mind will recycle negative thinking and the sooner you will be able to attract and achieve prosperity and good fortune.

The secret of attracting prosperity and good luck using the law of attraction and Feng Shui principles is that it works whether you believe in it or not. It is like the air currents flowing and wind blowing - you cannot see this energy, only feel it. The same is true for campfire heat. You do not have to see the flame or the glowing embers to feel the warming energy of the fire. But you do need a tangible goal and then take action to be successful attracting and achieving your prosperity and good fortune.

### WAYS TO PUSH YOURSELF OUT OF YOUR COMFORT ZONES TO ACHIEVE PROSPERITY

We are all going to come up against things that we are scared of in life. This is normal. Fear is healthy it is designed to protect us from harm, but it works too hard and overprotects us sometimes. You have to learn to look fear in the face and decide to not let it stop you, you must do what scares you. A way to make it easier is to not judge the outcomes of choosing this, but to just measure your actions to overcoming your fear. It also helps to have an accountability partner supporting and challenging you, and when you report your progress publicly you will be even more motivated to succeed.



#### DO WHAT SCARES YOU

This is where you have to begin. You have to identify something that scares you and choose to face it and overcome the fear. Fear is there to protect us, but unfortunately it is there to protect us from more than just harm it is also protecting us from growth and expansion. To truly achieve abundance and prosperity you have to grow yourself to make room to receive all of the new goodness coming your way. The journey towards this growth and expansion can be uncomfortable but it is well worth it.

#### Measure Action not Results

A large part of fear can often be associated around fear of failure at the new task which is why we do not measure the results of our actions, we measure if we took the action at all. We do not actually have control over results, no matter what we do, but we do have control over the actions we choose to take. So measure by what you control, your level of action you decide to take to overcome your fear. When you can learn to assess your progress this way you learn to take more risks because there is less to fear because you can no longer be scared of failure, except the failure to act.

#### HAVE AN ACCOUNTABILITY PARTNER

One of the great lessons I have learned about success in any area is that we cannot achieve success going it alone. We need to have support in all things we do, and this is especially true in the case of doing what scares us. It is easy to back out of taking the needed scary action when there is no one there to support you or push you. So find an accountability partner, someone you trust and know cares deeply for you. They will know if you challenge is dangerous and tell you, but will also know when you are not pushing yourself hard enough and will make sure you get out of your comfort zone so you can grow.



### **REPORT PUBLICLY**

One last way to helping to ensure you push yourself to do what scares you is to report on your intention and your action publicly. When we are scared it can be easy to hide to avoid confronting the fear. When you start to share publicly you can no longer hide and one of two results will occur. You will face and overcome your fear and get the admiration and support of the public community, or you will have to explain publicly why you didn't. For many the fear of explaining why you didn't take the action becomes greater than the actual action itself helping them to take that step.



### START A BUSINESS FROM SCRATCH

If you are unemployed or just can't seem to make ends meet, now may be the perfect time to start a business from scratch. Sometimes it seems like the time is just not right to embark on a new venture or the time is right, but the funds are low. Many fortunes have been made by those who dared to forge ahead. In today's economy, jobs are hard to come by, and there really is not true security. There are many people who were making well over \$100,000 just a few short years ago, but are now driving a taxi, or working at a fast food place just to get by. Unfortunately, there are those who are not as fortunate. Those who seem to hang in there when the tough times arrive are those who have more than one income. A second or third job helps especially in uncertain times, and having your own business may be even better.

Starting a business is not easy, and running a business is a commitment that only the serious succeed at. While there are no guarantees when it comes to making money in business, you are guaranteed to make nothing if you do nothing. Starting a business from scratch has its pros and cons. Depending on the business, startup costs are low compared to purchasing a business that is already established. When starting a business from scratch, there is no guarantee of success, and it may



take many weeks, months, or years before there is a profit. There are many businesses that can be started for less than \$1,000 and bring in a profit in a short amount of time.

For those who are mechanically inclined, a generous amount of money is ready to be spent by those who are not mechanically inclined. If you have a hobby or a skill, it may be able to be turned into a business. When starting a business from scratch, it usually requires more patience, time and optimism. There is the possibility of losing all of the hard earned or borrowed money that was used to start the business, or the business may turn out to be a huge success and make much money. That is what the entrepreneurial spirit and American dream is all about. From the beginning of our country, many fortunes have been made by those who have started a business from scratch.

If you start from scratch with little money, you have nothing to lose except your time, and time invested into a business is never lost, because you will always have the experience with you. Some people wait until they have a lot of money to start a business. Then when they have a lot of money, they feel that they do not need to risk that money in a business. Then there are those who enjoy the challenge of starting and growing a business. Starting a

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business from scratch is a challenge that is exciting, but there are no guarantees. That is why those with an entrepreneurial spirit are sometimes well rewarded when the business becomes a winner. You may be one of those people, you never know until you get started.

### **HOW TO START A BUSINESS AND MAKE MONEY IN YOUR OWN BUSINESS**

Don't let all the difficulties in running a business stop you from starting your business.

Don't even let those who have failed in their businesses discourage you from making money and succeed in the business world.

Let this book be a great encouragement to you at this moment, it doesn't matter whether you are now thinking of starting a business, in the process of starting your business or you are already in your own business.

Though it is not that easy to start a business, because there are so many things you need to do before you can really make money and succeed in business.

However, I sincerely believe you will make money and succeed when you are running your own business.

It is because I also believe the moment you decided to start your own business, you already have a very strong determination to succeed in the business world.

The most important thing you need to do now is - read this article seriously many times to make sure you really do one very important thing - a good preparation before you start running your business.



## **STARTING A BUSINESS**

The first thing is to make sure you are truly well-prepared and you really know how to make money and succeed in this intense competitive world market.

The second thing is to make sure you are very confident in running your business and you truly know how to prevent earlier

failure in business that is so common in the business world.

Moreover, any moment you feel discouraged when you are running your business, always remember to come back and read this article, it will inspire you and help you regain your

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self-confident, you will move on confidently until you really make money and succeed in your own business.

## **THREE IMPORTANT STEPS TO HELP STARTING A BUSINESS**

Here are the Three Important Steps that I believe they will help you tremendously when you are doing your preparation before you start running your business.

### **STEP ONE: PREPARATION**

#### **1. Business documentation, accounting and taxes**

Get a professional accountant to help you in business documentation, accounting and taxes. It will save you time and effort, so that you can immediately focus on business development to bring in profits into your new business.

#### **2. Focus on one business at a time and make it a great success**

Don't be a jack of all trades, starting many businesses before you really make money and succeed in your first business. You can start another business if you want when you really make money and succeed in your first business.

#### **3. Do your market research before you start your business.**

Don't simply start a business just because you think your new product or services can make money in this world market. Seriously put in your time and effort in doing your market research and know precisely whether there is a potential for you to really make money with your new product or services.

#### **4. Get your success master plan ready**

Write down your business vision in your success master plan and put in more details on how you want to succeed in business. Read your success master plan regularly and know your daily progress until you really make money and succeed as what you have written in your success master plan.

#### **5. Learn and be a master in selling and marketing**

Don't start a business until you really know how to sell and market your business ideas, your products or services. Selling and marketing are the two main business activities that will bring in profits into your business.

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You have to sell your business ideas, products or services to those who joined you and they are helping you in your business - your sales personals, your distributors and traders. You also have to train them and guide them in the selling and marketing of your business ideas, products and services to the consumers and businesses.

### **6. Create an effective business system**

It will minimise your daily work pressure and stress in running the business. It will also make sure the business work flow is always stable and consistent and you truly give the best standard of services to the consumers. You may also franchise your business to expand your business market.

Make sure everyone in your business organization seriously follow your business system and they truly understand the benefits for them when they follow the system, whether it is a simple checklist or work flow chart and monitoring system. New employee will easily take over the work should someone suddenly leaves your organization. Keep on improving your system to meet the growing demand of the consumers as your business grow and expand in the market.

### **7. Keep a business capital reserve in your new business**

It does not matter how much business capital you have raised for your new business, but keep a capital reserve for two years' business fixed expenses, because you may not make a profit in the first two years. This will enable you to focus on business development without financial worry until you really make a profit in the business.

### **8. Always be a major shareholder in your own business**

Remember to keep at least 60% of your business shares and always be a major shareholder in your own business. Don't oversell your business shares in the market if you are using your business shares as an exchange for raising your business capital. Otherwise, even though you are the founder of the business but you will easily lose your post as the CEO - Chief Executive Officer in your own business.

### **9. Maintain a good physical health condition**

Daily exercise, having a good sleep every night and eating a balance diet everyday to make sure your physical health is always in good condition. You will then able to focus on your daily business activity, leading a team of people to really make money and succeed in this intense competitive world market.

## **STEP TWO: START RUNNING YOUR BUSINESS**

### **1. Understand the grand purpose of your emotional feeling**

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You must truly understand the grand purpose of your emotional feeling and "why it is so important" you must always feel good and happy when you are running your business, so that you know precisely how to allow your wonderful emotional feeling to guide you prevent earlier failure in business and how to really make money and succeed in this competitive world market.

### **2. Become a great leader in your own business**

The moment you decided to start a business, you are already a leader in your own business. As long as you are willing to learn and improve your leadership, you will truly become a great leader, unite and lead your team of people achieving your vision in your own business.

### **3. Focus on sales and marketing of business ideas, products and services**

Your goal in business is to make profit and without making a good profit, very soon you will be out of business. Therefore, you must focus on sales and marketing that will bring in profits into your business.

### **4. Keep a healthy cash flow in your bank account**

Without keeping a healthy cash flow in your bank account, it will also lead you to business failure. Always consult your accountant to make sure you wisely control your business expenses, so that you will never have to face with cash flow problem in business.

### **5. Create products or services that are truly great and remarkable**

Make sure you create products or services that are truly great in solving the consumers' problems. You must also make sure there is quality consistency in your products or services before you deliver them to the consumers.

### **6. Do not sell inferior quality products and services to consumers**

If you are selling other people's products and services, make sure you sell products and services that are truly great and remarkable. Inferior products and services will bring more problems and inconvenience to consumers and ruin all your efforts in building the business, and it can also bring you to earlier business failure.

### **7. Provide excellent services to consumers**

Always give the world's best services to the consumers. Make sure they really feel good and happy when they are buying your products or services and they truly enjoy a long-term good experience in using your products or services. The consumers will be very happy to recommend your products or services to potential customers.

### **8. Do not expand your business too fast**

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Seriously put in your time and effort to grow your new business. Make sure your business is stable and really make profits before you think of expanding your business in this world market.

### 9. Helping the world economic climate to improve



When you are in business, you are also here to help those who are starting their own business and those who are already in business to succeed in business. The easiest way to do it is encourage them to read this article. When many businesses in the world succeed, the world economic climate will improve. Consumers and businesses in the

market will have more money to buy your products or services. Your own business will also easily succeed and flourish in this world market.

### STEP THREE: DON'T GIVE-UP UNTIL YOU REALLY MAKE MONEY AND SUCCEED

#### 1. Do not be afraid of intense market competition.

Intense market competition is always good for you and all business people. It is here to stimulate your powerful mind to think and you will then come out with new business idea, new marketing strategy, new product or new form of services to compete with others in this world market. Intense market competition is here helping the growth of businesses and the economic growth of this wonderful world you live, it is truly the wonders of the business world.

#### 2. You must not afraid if your business suddenly turn bad

In every unpleasant situation that is happening in your business, there is always a great benefit for you - it is forcing you to make the necessary changes and you will see an impressive improvement in the way you run your business.

#### 3. Have a strong determination to succeed in business

It is truly your determination to succeed that will help you go through all the troubles in business. It is also truly your strong determination to succeed that will make sure you will not easily give-up until you really make money and succeed in your own business.

## GROWING YOUR BUSINESS

### FIVE KEY THINGS TO MAKE YOU SUCCESSFUL

Has growing your business ever been one of your New Year's "resolutions?" Have you then - like the rest of us - realized, at some point later, that the year is quickly disappearing in a haze of last minute crises and customer problems and that you haven't started working on your resolutions yet? So make this year different, take 2 minutes to look at these 5 keys to growing your business successfully and take the first step toward turning your intentions into actions.

First, be clear about what you want to achieve. You want to grow - but what? Sales - for sure, but don't go after increased sales any cost. Focus on the profitability of each deal and aggressively pursue only those which will grow your bottom line. How do you do that? Ask yourself what has made you successful up to now - why do your customers buy from you not your competitors? Focus on how you make money - the things that make you unique.

Also take a look at the characteristics of your profitable customers, what do they look like, what things do they have in common? Avoid the temptation to cut prices or offer special discounts to get the "first" order. It becomes very difficult to raise prices to normal levels.



Second, find a way to handle the routine - but essential - work that takes place daily, so that you can focus on growing your business. "Routine" work -- for example receiving, invoicing, "set up" of machines -- can be written up as a process so that each step is clear and can be followed exactly. You can also measure the length of time to complete these jobs and the number of mistakes made and come up with averages or standards for measuring performance levels. Use the same idea to delegate. Tell your supervisors and managers what decisions they can make on their own - for example what they can do to solve customer complaints - without coming back to you and put it in writing. To make sure you don't lose control, make a note of the areas of your business which you know will get you into trouble quickly if they're not watched closely - for example cash in the Bank, order backlog, machine utilization or order fill rates. Then have someone bring you (as opposed to you going to get it) a summary of the actual numbers regularly - daily or weekly as appropriate. Make everyone aware of what you consider to be acceptable performance in these areas and share the results with them. If they have to be improved,



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tell them why - then ask them how to make the improvements and, if it sounds logical, let them get on with it.

And what if your people aren't capable of doing that? Third, hire or train people who can. Look for the people already in your company who you know not only have the skills and experience to do their job but who also share your values and standards - they'll do things to the performance levels you want. And let them deal with stuff that requires a quick reaction but which doesn't directly impact what you're doing to increase sales and profits. Remember, it doesn't matter how a job is done, all that matters is how well it's done. When you next have to hire start by making a list of the people you've met who could do the job and approach them. If you have to recruit, don't take the best of the bunch you see, use temporary help until you find what you want.

Fourth, keep "score" regularly. Imagine what would happen if an NBA, NHL or NFL team only saw the results of each game when it was over. The coaches and managers would have no opportunity to adjust their game plan for what had actually taken place in each period. Growing your business is no different. Take a half day just after the results for each quarter become available to compare what has happened against the increase in sales and profits you wanted to achieve and the goals you set for yourself and your staff. Then make the necessary adjustments. Have each of your sales reps. forecast their sales for the next month - and then go back and discuss what actually happened and, if necessary ask them what has to be done to improve. Have your warehouse and manufacturing teams forecast performance levels in their areas and do the same follow up. If they don't know how to do this, bring in someone to train them.

Fifth and final point, I was talking to someone recently who has grown his business from zero to almost \$16 million in sales in just 5 years. Guess what he told me? It's his view that anyone could have seen the opportunity he saw (he actually thought about it for 2 years before forming the company) and anyone could have developed the products. The major reason for his success he believes lay in the fact that he executed and executed well. One of the keys to successful execution is to develop an Action Plan which has SMART goals (Specific, Measurable, Attainable, Recorded - or written - and Time related). Another is to find people who have experience growing companies and either use them as advisors or form an Advisory Board. Pay them if you have to, it's an investment, not a cost.

Anyone can make a resolution or intend to get something done, but not everyone can transform it into reality. To grow your business successfully don't sacrifice profits for increased sales; turn routine tasks into processes, set performance levels for them and delegate without losing control; hire people who have the skills and values you need; check the score and adjust your game plan and execute by turning intentions into actions.



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## SUCCESS TIPS FOR GROWING YOUR BUSINESS

### - IMPLEMENTATION AND ACTION!

One area where many entrepreneurs drop the ball is to implement all that which they have learned! I know there are many men in business who go from one workshop to another to another. The experience is often like drinking from a fire hose.

The time does come, however, when you need to implement what you've learned. It's critical to the success of your business to stay fresh, current and aware of what's going on in your industry - and to continuously grow yourself, too. The next step, however, is to identify some key learnings, create an action plan around them and then create the To Do list.

**"Genius is one percent inspiration and ninety-nine percent perspiration" - Thomas A. Edison**

The purpose of this book is to share with you some of the key things I have learned from some of the 'masters' in the industry.' While some of the key concepts are very basic (and most of them are), it all comes down to implementation and taking action. It works for many of the gurus, and these concepts will work for you too.

#### 1. LEARN WHAT YOU NEED TO KNOW TO GROW A GREAT BUSINESS!

It's wonderful to have passion for the work you are doing - but passion won't pay the mortgage. You must learn best practices and become a great business person. Your business is a reflection of yourself. Your business only gets better when you get better. There are many facets to running a good business - financial, resources, people, time management, products and services and so much more.



I've heard many entrepreneurs say that they've crossed the million dollar mark - and that's awesome! However, I'd be curious to know at what expense? When you grow your business to that size, there is considerable expense involved...so what exactly would be the net-net-net when it comes to the bottom line. Do you know your numbers?

**The key lesson: Know Your Numbers!**

**2. Know Your Customers.** Who do you serve? Why are you serving them? What are they trying to accomplish? Offer something that makes you stand out and deliver consistently on

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your promises. Have them buy from you - have them buy again - have their friends buy from you.

One challenge I see with women starting out in business is that they want to work with everyone. Well, you can't work with everyone - effectively! Who really needs you? Find them and serve them!

For many people in business, they have only one thing to offer their customers. One thing! That is very short-sighted. You want to get to know your customers really well - learn what it is they need and what you can provide - and then create a series of products and services to help in their transformation.

**The key lesson: Identify who needs me most!**

**3. Know Your Competition.** I mean, REALLY know your competition. Pay attention to others in your industry - and check out what solutions they are offering. Study their websites. Order their free materials - study the content. What's working for those who are at the 'top of their game' in your field? With all the information on the internet these days, this is an easy task. Get on your competitors' lists. Make it a priority.

**The key lesson: Pick one or two gurus in my industry, and study what they do intimately. Focus.**

**4. Be Clear On Your Positioning. Be clear about these things:**

1. Who do you want to help?
2. Why do you want to help them?
3. Why are you qualified?
4. What struggles have you faced and overcome? (That's one of the real keys to success - people want to know that you are a 'similar, credible other").

**5. Where are you heading?**

These are some major points that you want people to feel the pain about their current situation, you want to demonstrate proof that you've 'been there', you want to share the 'promise' of what can happen, you want to provide them with hope for the future - and then, you want to show them how they can do it, too!

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In your positioning, you want to be sure you have gathered strong, effective testimonials from satisfied clients. People like to hear/read about others who have 'been there' and who are now 'on the other side'.

**The key lesson: Endeavour to prove to people that you have gained the required experience.**

### 6. Implement Systems and Processes.

Holy smokes - this was a big one for me! I had no systems or processes - I was doing everything myself. (Are you? If so, you'll never grow your business that way - I can tell you that.)

It is essential to implement systems and processes into your business operation. Keep it simple and begin with developing an Operations Manual. Be sure to document each and every step of everything that you do. Then, hire a VA and start to put some systems into place. You want to have systems for everything from standard e-mail



communication, to e-zine distribution, to product promotion. One thing I learned, that was HUGE for me, was to re-purpose all that I was doing. For example, the content in my e-zine gets re-purposed for article distribution, for blog content, for compilation into an e-book, and so on.

When it comes to the sales funnel, you want to ensure you have created a system for the 'buyer trail' - moving them up through the funnel - providing products and services of great value to the client so they keep buying from you.

**The key lesson: Document everything - create an Operations Manual. AND, re-purpose and systematize everything.**

It is essential that we invest in our business and in ourselves in order to grow our business. The next step, though, is to implement and take action on what we've learned. For this to actually happen in my own situation, I always focus on 3 key learnings from each and every workshop that I attend - in that way, I make a commitment to turn those 3 items into an Action Plan - then I schedule the implementation of same. It's all about progress and moving forward; otherwise, it's easy to get into the habit of taking all that information and turning it

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into 'shelf help' - you know what I mean - the workbooks and notes get put on a shelf for 'another day'. Don't let that happen to you - take action - and keep growing!

### USING THE INTERNET TO GROW YOUR STARTUP BUSINESS

In the 21st century the Internet is no longer a separate and alien piece of technology, it is an integral part of any business, no matter the niche. The opportunities that the web offers the startup business owner are tremendous, as long as you know how to make the most of them. Here are just a few of the ways any start up business owner can leverage the power of the Internet in their favor:

**Build an interactive website** - Build up a great mailing list - and relationships with your customers - by adding a little interaction to your website. Surveys, guest books, free reports and newsletters all do very well. If the majority of your business is conducted offline (you are running a restaurant for example) your website is still a great marketing tool. Put an online only coupon on your site and you may be surprised how many more diners come walking through your doors.

**Research the Competition** - Thanks to the Internet and all its associated tools, it is easier than ever before to keep an eye on - and ahead of - your competitors. Most of the information you need can be found free or at a very low cost on the internet, as is much of what you will need to learn about your target audience and to do that all important research into the market you are entering.

### MAKE USE OF THE INTERNET TO IMPROVE YOUR BUSINESS



Entering the world of web can be a daunting experience for any business; but there are some questions that once answered, will help you to avoid the risks and give you the confidence to get your business up and running on the internet.

What is

the purpose of the website? What do you need

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to have on your website? What questions should you ask a web designer or design agency? Which agency should you choose to work with? Are you comparing like for like quotations?

### **What do you need from your website?**

A website should be a useful source of information, add value to your business and give a professional impression which will make potential customers want to contact you. The content should always be kept up to date, and as your business grows your website will grow with it. Your website will need to be easily found by potential customers, easy to use and navigate and all content and contact information must be clearly displayed.

If you're serious about making the right impression and using a website to bring in more business, then you need to employ the professionals. You may have seen advertisements for 'self-made' websites, which may seem cheaper and easier to do, but these will not fill your customers with confidence about your approach to business. Your website needs to reflect your business image, this is your customer's first impression, and we all know that first impressions count!

### **Research**

Researching your competitors websites is important because it will help you to decide what you like and what you don't like. Have a look and see if there's anything missing from their websites that you could incorporate into yours.

### **Choose the best domain name**

There are various websites on the internet that you can use to search for domain names. First of find out if your business name is available. If it has already been taken by another company try and choose a name that is a close as possible to your business name and something memorable. If you can, try and avoid domain names with hyphens and dots, as these can easily been forgotten or misread, meaning you could lose out on business. The most commonly used domain name extensions in the UK are .co.uk or .com. All professional web design agencies should be able to assist you in selecting the best domain name for your business, and arrange

the setup for you. Always request that your domain name is registered in your business name to avoid any issues when renewing.

### **Website Hosting and Email**

A website advertises your business 24 hrs a day, 365 days a year, so your website needs to be available at all times. If a potential customer clicks onto your website and it is not

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available it is highly unlikely they will return. There are numerous hosting companies to choose from and some can be found at very low prices, although sometimes it is advisable to pay a little more to get a better service.

Always ask where your website will be hosted, is it in the UK or the US? Find out if the data from website is stored securely and backed up. Also ask how the server is managed and make sure you have the correct level of security and support for your business. Once you have purchased your domain name and arranged your website hosting, you can set up your businesses email addresses.

### The Design

There is an important strategy behind all good web design, usability studies have shown that using the correct navigation, images and copy will keep your audience interested for longer, therefore making it more likely they will purchase from you or make contact with you.

You should make sure the design of your home page is appealing and your company logo and branding is clearly visible to give instant recognition.

The text or copy on your website should be clearly aligned and set in a font that is consistent throughout, space on the site should be used efficiently avoiding garish colours and over cluttering.

### Writing Your Website Content

When writing the content for your website you should always ensure that it is written with your target audience and search engines in mind.

Your homepage should have your phone number clearly shown, the services or products you offer and links to the other pages you would most like your audience to view.

Your target audience is always your top priority, capturing your audience with shorter keyworded statements that are quick and easy to read will not only keep your prospective customer interested, but also get your point across effectively.

Images are an excellent way to show off your products or services; however these should be limited so as not to clutter the page and increase the time your page takes to load.



### Functionality

Have a think about what functionality you want on your site.

There's various functionality that can be included in your website, such as Recommend a Friend, RSS Feeds and Share.

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Remember that the more functionality you have the higher the cost will be. If you find that you don't have enough in your budget to incorporate all of the functionality you would like, why not start off with the basics and add the rest later?

If the web site is built right first time the functionality can be easily added as your web presence grows.

### Ongoing Support and Hosting

Other things to consider when deciding a website are how often will you need to change the content of your site? How important is your website to your business, is it the main source of income? If you have content that will change often it is advisable to have the site built with a content management system, this allows you to easily update your content without having to pay ongoing charges to your web agency.

Ensuring you get the right support and web hosting are the ongoing costs you need to consider at the start.

Always look for an agency who is genuinely interested in your business needs, and are able to make valid suggestions. A good web design agency will be able to advise you on what is possible and what isn't; rather than just

providing a website and taking your annual hosting, they should be on hand to advise you throughout the whole process.



### Choosing Your Web Site Designer

Make contact with several web design agencies that you think present themselves well online, and arrange to meet at least two of them face to face.

At the meeting discuss what you are looking to achieve from your website and ask what ideas they suggest. Ask if they are just website designers, or if they offer additional services such as Search Engine Optimisation and copywriting to help you develop and build your business online?

Ask if you can see examples of their previous work and testimonials, talk to previous customers and view their websites. A good web design company would not object to any of this.



## INTERNET MARKETING SERVICES FOR YOUR BUSINESS

If you are having an online business or a website that highlights and deals with your company's business, then it is absolutely necessary to learn more about internet marketing services. Anyone who is ignoring the potential of internet marketing services is digging a big hole for himself. That's because right now, it's the most powerful tool to create awareness about your business on the internet. If you are able to do that, then you can easily increase the volume of traffic coming towards your website. And you know very well what will happen if you are able to tap a large part of the traffic on your website - you will be able to mint bucks regularly.

You have taken the right decision if you are already using internet marketing services to boost your online business. But you need to keep updating your knowledge about internet marketing services as there are lots of developments that are taking place in it every month. The more you know about it, the more you can use it to your advantage to increase your business. The biggest



advantage of internet marketing services is that it offers you an exposure that can never be matched by any other medium. You can use it to connect to the whole world with the help of the net.

There are plenty of options that are available in internet marketing services - don't get overwhelmed - you don't need to use all of them to create awareness about your business. In case you are confused about the options that are needed for your business get in touch with some experts - they will provide you with the right advice. Before tapping the power of internet marketing services, you need to decide on your business objectives and also the targets you want to meet. Once you have done that, it's easier to select the options that are available for increasing your business.

**1. Online Marketing Funnels.** The marketing funnel is an amazing marketing tool that will always work to bring in and convert clients if you know how to use it. A marketing funnel is an overall plan to channel new prospects into your business with the aim of developing a relationship, a sale, repeat sales and finally turning them to become not only your clients, but also your raving Fans for life. It has also been define by other authorities as a simple marketing system that you set up to collect email addresses of your prospects in such a way that you can market to them automatically.



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2. **An attractive website.** Remember that for most websites, a soft sell works better than a hard sell. You get more leads if you look trustworthy and loyal to customers, if you list reviews of your products and if you provide users with articles, newsletters, tips and other valuable content. The idea behind adding value to your website is that people who become daily users are much more likely to also become clients. If you don't sell a product yourself, you can become an affiliate marketer and post affiliate ads on your website. If you do sell a product, a daily user will have a chance to see more of your offers/products and buy them.

3. **Online directories** - there are ample directories that can be found online. But you need to first choose the right category that your business falls under. Also be careful while choosing the area in the directory. Once your business is listed in these directories, you are creating awareness about your business to the right online audience.

4. **Article marketing** - you get an opportunity to write about the products and services that are provided by your company in the articles. These articles can then be put in the important article directories or article banks. Your articles should be well written and have interesting headings so that you are able to catch the interest of the potential online audience.

Here, I have discussed just three components of internet marketing services with you. Just imagine - you will be able to empower yourself tremendously if you wisely select the right combination of internet marketing services for your business.

## THE ADVANTAGES OF USING THE INTERNET

### TO MARKET YOUR BUSINESS

Marketing your business online has become a necessity. How can you be considered serious if you are building a business and every work you are doing is offline. Even work that requires your presence and is limited by location can be promoted online with great ease.

Why should anyone consider using the internet to market his business? What advantages can one derive by marketing their business online? Whether you are building a network marketing business, a real estate business etc, you stand to gain a lot when you use the internet to promote your business.

Advantages of Using the Internet to Market your Business

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- Marketing your business using online methods is cost effective. Compared to buying an ad space in the newspaper or using other means, you pay far less in promotional costs. With the explosion of social media marketing, you can engage you customers and fans and at the same time reaching a large audience.
- You can obtain instant feedback from your marketing efforts. I am yet to see a more cost effective direct response method.
- The internet helps you reach a wider audience. Right from the comfort of your room, you can be found by customers all over the globe. I am of the view that if the world is your customer base and you can reach the entire world, then you can not reach any wider audience.
- You can promote or advertise your business 24 hours a day for all the days in the year. While advertising in newspapers and televisions have a life span, you advertisement can be place before prospects and they will never become obsolete. Beside, you can tweak your adverts when they running and the are live for every day of the year.
- Linked to the above, you can easily manage and track your advertisement. Perhaps the most measured form of advertisement is the pay per click which is usually ran online. Have you seen any precise form of advertisement tracking yet?
- Customers and prospective buyers lately enjoy the comfort of making transactions over the internet. If you are not on the internet, you are leaving money on the table. All the revenue that can accrue to you would be unrealised simply because you have cut out a segment of your prospective customers.

Having said all these, it is important to know that promoting your business on the internet can be one of the most daunting tasks. You stand to face a lot of competition. What is a great advantage can actually lead to a lot of pain if you do not know how to play on the online terrain. You need to be guided by experts.

## WHAT IS PERSONAL BRANDING AND DO I REALLY NEED IT?

Everywhere I turn lately, the term Personal Branding is being hailed as THE way for small businesses to gain the upper hand from their competitors, and from ungainly corporations. It certainly seems to be the latest 'buzz' term being used to spruce up some of yesterday's marketing ideas.

I'll admit that the two words roll off the tongue rather nicely. Personal Branding sounds both intimate and corporate at the same time. But what is it and do you need to know about it?

### **Personal Branding is important**

You may believe that you don't need to worry about personal branding. I disagree. Whether you are a sole trader or you have staff, the vision and the values behind the business are yours. And yours is the face that people see and associate with your business.

Remember that people don't buy from company logos, brochures or websites; they buy from people whom they've got to know, like and trust. In other words, they buy from YOU.

### **The Internet is full of Branding opportunities**

Just a few short years ago it was very expensive to have a website built. Now, every small business can have a presence on the internet at no financial outlay at all! They used to be very technical and full of geeky mystique, that's no longer the case either. The internet isn't going away, it's evolving at a rapid pace.

The online social networks (LinkedIn, Facebook, Twitter, Blogs, Forums, etc.) are full of business owners who are building visibility and establishing themselves online. They're building their personal brands. I've been on Twitter since April 2008 and have seen for myself the number of UK small businesses joining literally exploding since the beginning of 2009! They've realised that they need to take part.

### **It's just another way of marketing**

If you go to networking meetings, (and I hope you do because it's a very important marketing activity!) you'll probably see some of the same people over a period of time. And I expect you've noticed that certain people seem to be everywhere! Based on what happens each time you see them, you'll gradually form an opinion about the type of person they are and what their business is about. As they will about you! That's personal branding. What networking online does is to put that process on steroids!

### **In this economy you can't afford to be invisible**

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If you need more clients (or more business from your current clients) then you already know you need to be actively marketing and getting your name and message out there often. That's personal branding. Your clients are very selective in what they spend their money on, especially now, so you need to use every weapon in your marketing armoury to make sure they spend it with you. And they won't do that if they don't hear from you. They'll spend their money on someone who is more visible and who makes the most noise (ie. Who is building their brand). That could be your competitor.

Are you really going to stand by and let that happen? I didn't think so!

Build your Personal Brand and get more business

- Make sure your message is consistent - on all your marketing materials AND on the internet.
- Plan a campaign to \*pull\* people in to become your clients
- Be seen often, in many places and by lots of potential clients
- Build your credibility as a specialist in what you do

Take action now!

### YOUR PERSONAL BRAND - YOU ARE YOUR MOST VALUABLE PRODUCT



Let me repeat that. You are your most valuable product in building your personal brand. You and you alone can control how you present that brand and affect the way in which others will perceive it.

Can you put everything you have into building a successful business if you are filled with self-doubts? If you are letting negative people influence your life? If you are "holding on" to events that have happened in your life? The answer is simple: NO.

Before you can begin to build your brand, a little self-reflection is in order. Begin by writing down your answers to three questions:

What are my strengths?

**What are three words used most often to describe me, by those who know me?**

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### What are my weaknesses and what can I do to improve?

And one of the most important questions - because it will help guide your future actions and how you will build your brand and your business:

### How do I want friends, family, and co-workers to remember me when I'm gone - what do I hope they will say about my life and the kind of person I was?

The next step is to simply believe in you. Let go of insecurities, dig deep down and bring forth those strengths you wrote about, and the unique qualities which make you who you are. Do not dwell on your weaknesses, but do keep them in mind and set goals for making improvements a little at a time.

Surrounding yourself with positive, supportive people will help you grow stronger as a person, as well as help you grow your business. Who you spend your time with is your choice and your responsibility. But having negative influences around can bring you down.

**Negative people = distracting drama in your life.**

**Positive people = no drama which frees you to build your business.**

Believe me my friends, I can speak from personal experience on this one. I can think of nothing else that will bring you down and set you up for failure faster, than allowing yourself to be influenced by a negative force in your life. Especially if that force is in the form of a close loved one.

**Bottom line** - our loved ones exert a more powerful influence on us than anybody else in our lives. They are supposed to be the ones who support us unquestionably, but as I'm sure most of us know firsthand, this is quite often not the case. Sadly, sometimes in order to maintain our focus on our own success, we are forced to distance ourselves from those who spew negativity, even if it's a loved one.

You must take control of your mindset my friends, to prepare yourselves to successfully build a personal brand and

business. This includes letting go of the events that happen in your life, the good as well as the bad. If something doesn't turn out the way you expect it to, or someone treats you badly, you decide how you will react. You make the decision to move on. Holding on to things will hinder your progress towards success and reaching your goals. If you don't like the way something is going in your life, you can change it.



Personal brand is what  
people say about you  
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

JayPalter

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So my friends, brand yourself with your values and goals in mind, and you control how the world sees you and what people will say about you. Look at the personal branding process as a "personal improvement journey" rather than marketing, at least until you've clearly defined your personal brand.

### WHY PERSONAL BRANDING IS ESSENTIAL ONLINE

Just about every service is being sold online, and every product that has already been invented. Any online business owners who want to stand out among the throngs of people setting up these businesses need to invest some of their time into personal branding. When the business depends on the expertise or products of one person, it is essential to marketing the business and what it sells.

#### Creating a Personal Brand Reputation

Personal branding, like any other type of business branding, is mostly about reputation. Being well known for doing what you do is part of that reputation. If a person or a company is well known for doing what they do, there is a basic assumption that they are trustworthy. Becoming well known among those who are interested in what you sell is then part of building a positive reputation.

“Your personal brand is what differentiates you from others.”

Besides becoming well known, there is also the need to make sure that the reputation you build is a positive one. Playing up your strengths as well as all of the benefits of doing business with you is part of building a brand that people feel they can trust.

#### Positive Branding and How to Maintain It

To keep building a personal brand that is reputable, communicating with customers and taking care of any customer service problems is essential. Online, a few complaints that go unanswered can be detrimental to the personal branding that you've built up.

To stay on top of any reputation problems, set up Google alerts for your name and for your products or services. If you get an alert that depicts a negative customer situation, take steps to correct it and post information about what was done to try to rectify it. This can be

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accomplished through Twitter, by posting comments on blogs where you are mentioned or writing to a site owner and letting them know that you are willing to take care of what is written about you on their website.

### **Brand Name Awareness**

To increase your name awareness online, create plenty of marketing materials that contain it. Your name should become synonymous online with the bio that you write. It should be a concise statement or two about what you do and why your business stands out among the other people who operate in your field.

Post your bio on all marketing articles, blogs, print materials and anything else that you use to market your business. With your name used on the growing number of materials that you create, your personal branding efforts will soon create a reputation to go along with your name. With the positive reputation associated with you intact, you can expect your business to grow.

## CONCLUSION

### TAKE ACTION ON YOUR GOALS

The odds that you'll succeed without taking action are about the same as winning the lottery without buying a ticket!

For those times when you feel trapped, stressed, or in a prison of your own making, take purposeful action. It's your Get-Out-Of-Jail-Free card!

In real estate, it's location, location, location. In goal-setting it's action, action, action! You can't just stick out your thumb and hitchhike your way to success. You've got to roll up your sleeves and do the work that needs to be done. The acid test of goal setting is purposeful action.

Be seduced by the attractiveness of your goal. Inaction leads to impotence. Taking purposeful action immunizes you from "Goal Parkinson's," a long, slow goodbye to your dreams.

A quality life is accomplished when thoughtful attention, goal setting, and purposeful action click into position.

Whether your dream is to be or not to be is largely dependent upon your actions! The cure for the ills of procrastination is a heavy prescription of action, until the day arrives when your dreams and their achievement are one in the same. Until you cannot tell them apart! And when that day arrives, dream bigger dreams and take more action.

A good plan will almost always get you in the door, but it is action that seals the deal. So you want a guarantee? Well here it is: Without purposeful action, the only guarantee is failure and mediocrity!

Don't tiptoe toward your goal, walk confidently...before it waltz's off into the arms of neglect.

Dreams become reality through one simple mode of transportation: purposeful action. The continuation of bad habits, such as procrastination, is like having an addiction to weapons of mass destruction.

It is tragically un-hip to procrastinate. Unfortunately, the vast majority of people never display their true potential; it never has an opening night... never makes a debut. The bulk of potential resides deep within each individual just waiting to come out. And it stays there because people are afraid.



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The mechanics of achieving a goal make it easy for people to relate to the necessity of action. But when action is not purposeful, it can be an Achilles heel.

When we operate without planning, we remain forever scattered and confused. You're always busy, but not much gets accomplished. Without a deeper appreciation and application of planning, the most you can expect is marginal improvement.

Intimidate your fears through purposeful goal-directed activity. Since when is being the underdog any reason for not pursuing your dreams?

Remember--it's not the size of the dog in the fight... it's the size of the fight in the dog!

Don't just pursue your goal... inhabit it! Wear it, act it, live it, taste it! Get committed--take action. Life is not a scratch-and-sniff test!

When you set a goal, there's distance between your current reality and desired reality. Procrastination increases the distance and minimizes the chances of achievement.

Procrastination is the mother of regret. It postpones the future, aborts liftoff at the last minute. Unless you take action to achieve your goals, life becomes a constant series of postponements, cancellations, and missed opportunities.

You will never attain your goals simply by thinking and talking about them. You must take action!

Everything Counts!

### **THE NEXT LINE OF ACTION**

I appreciate you for taking your time to read this book and I hope you enjoyed it and I also believe you have learnt a lot. You know what? I would love to hear from you.

Therefore, you can click on the link below and let me know what do you think. Please leave a comment there and share on Facebook (or other social networks) and notify your friends.

A simple update on your profile will allow your friends to discover this world.

Link: <http://therulesofprosperity.com/GoTo/click.php?id=manifesto>

Thank you