

The Smarter Way to Make Money

*How to Live Your Best Life and Make
Money Now Before It's Too Late*

By

Shawn Hull

THE SMARTER WAY TO MAKE MONEY

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About the Author

Shawn Hull is the founder and CEO of two companies, Blue Coast Savings Consultants bluecoastsavings.com and Aspire Partners aspirepartners.com. These companies offer over 100 different saving services and are performance-based services. They utilize the most effective and cutting edge business model ever designed for those who like to help others, who can build relationships, and wish to make money in much smarter ways. Shawn never tires as he is always looking to find new opportunities for his companies to pioneer. Integrity and doing the right thing even when it's hard are what Shawn considers the essence of his businesses.

Shawn and his wife Brandy enjoy raising their three daughters Haiden, Chloe, and Alexa, and their three dogs in Florida. They love to travel the world and scuba dive. Shawn loves to dive with sharks and is a dedicated conservationist for our world's oceans. He and his wife are passionate boaters in the Florida Keys where they reside part of the year. They love to help others in any way they can.

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Introduction

“You can have everything in life you want, if you will just help other people get what they want”

Zig Ziglar

What’s the best way to establish wealth and achieve success in life? You might be surprised to hear that in the modern age, it’s not a six-figure salary at some bigshot company.

Working a high-paying corporate job used to be the most reliable way to become wealthy or comfortable financially. Many business professionals spend their lives chasing promotions in hopes that this will bring them financial stability. They believe this will allow them to provide for their families and retire comfortably. Truthfully the idea of gaining a sense of stability from working for someone else is a thing of the past.

All too many people find themselves suddenly out of work when their company closes without warning, or when they get laid off despite years of loyalty. Major events like global recessions and pandemics such as COVID-19 have led to countless stories like these. The hard truth is that when

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you're dependent on someone else for employment, your job is always at risk, no matter how certain you are that it'll never happen to you.

The instability of corporate jobs has led many professionals to open their own businesses. As an entrepreneur, you're in control of your life. There's no longer any risk of being let go out of the blue. But as any entrepreneur will tell you, running your own business isn't exactly risk-free, especially if you're still using an outdated business model.

The business world is constantly evolving. What worked for companies and business professionals starting or owning a business in the past won't work today. You need a new, modernized business model to keep up with all these changes, or your business will be left in the past. In short, you have two options: do what everyone else is doing and hope it works which is more risky now than ever, or adopt a business model that's adaptable to any change in the marketplace, doesn't carry unnecessary risks and that you can reach your desired income goals while living your best life today.

It's critical to pay attention to what's happened and what's happening around us today. What worked before won't work today. The idea that a corporate job, traditional 401K, or real estate investments are the answers to living your best life today, and what you need for retirement is downright risky. With the right approach, one can achieve financial stability

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and abundance with less effort. This book serves as the most current and comprehensive guide for professionals seeking to improve their lives and work smarter, not harder. I'm going to walk you through the smarter ways to make money that will completely change your life. Not only will you learn how to secure and preserve retirement goals, but you'll also get to live your best life today by doing things the smarter way and taking success to the next level.

I've worked with thousands of professionals seeking a better financial future, and I know the kinds of business models that can overcome obstacles. In this book, I'll teach you what I've learned from over 33 years of vast experience running my own businesses and coaching thousands of entrepreneurs. I'm going to show how to avoid pitfalls of making bad decisions when buying a business or just wanting a side hustle alongside their day job. You only have so much time to make smart decisions and the marketplace is changing rapidly. The great news is you can live your best life now if you work smarter and if you make money a smarter way. I'm going to show you exactly how to do it. It's easier than you think.

I am the founder and CEO of two companies, Blue Coast Savings Consultants and Aspire Partners, both of which have consistently been at the forefront of pioneering the most innovative products and new services to the marketplace. I've also coached and led tens of thousands of business

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professionals. For the last 23 years I've been showing business professionals how to incorporate the most innovative cost-saving services to help them solve their biggest problems. Services that not only make money but have saved companies hundreds of millions of dollars as well.

My other credentials include:

- Owner of an INC5000 company awarded 3 years in a row as one of the fastest growing businesses in America-2017,2018, 2019
- 2022 INC Power Partners recipient
- Business coach
- Advisory Council Member for several companies
- Forbes Business Council member
- PADI Scuba Instructor
- Started multiple companies in the last 30 years
- Early adopter and pioneer of internet-based companies and the prepaid phone card market, virtual cards, expense reduction services plus many other products and services

In addition to being a faith-based business leader, I'm also a husband to the most amazing wife and mother. I'm a father of three beautiful and kindhearted teenage daughters, and our beloved dogs of course. Our whole family has a

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passion for living our best lives now. We love to travel the world, scuba dive, and meet amazing people who are doing the same. We're an ocean family who love to boat around the Florida Keys, where we stake our claim. We love adventures like taking our boat across the Florida straits to Bahamas. None of this would be possible if we weren't making money a smarter way which gives us control of our time. We're making amazing memories today, not just tomorrow. That's the kind of life I want for you.

I've seen every kind of business model you can imagine. One thing I've learned is that no matter what other factors are at play, ineffective business models and poor decision-making processes are the greatest determining factors as to whether a business will thrive or fail. This is exactly what this book is about: teaching you the "smarter way" to make decisions and model your business. The biggest decision you'll ever make is picking the right business or side hustle. If you pick wrong, it won't just cost you money, but worse, it will cost you time that you will never get back.

There are many so-called "experts" who will claim to sell you the secrets of success but usually it's just a lot of hype. The issue today is anyone can go online and claim they are an expert at something. It's important to do your research to make sure whomever you start to follow or listen to has the experience and success they claim.

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How can you trust someone who doesn't practice what they preach? You can't. Every bit of information in this book is something I've learned myself through my extensive experience in pioneering, dominating and being first to market. I know what works because I'm putting the winning strategies to use in my own companies. My expertise in business development and my keen eye for pioneering new markets and services lets me teach business professionals the knowledge and skills they need to achieve their full potential. The great news is you can live your best life now by making money a smarter way, and I'm going to show you exactly how to do it. Not many professionals have had the experience that I have had of working with various business models, products and services, while accumulating a vast knowledge of current, innovative marketing techniques to help companies excel in today's environment.

In the first part of this book, I'll teach you how to ensure your business thrives in an ever-changing marketplace with the most cutting-edge tools and marketers in the world. I'll show you how to pick business models that weather storms. This includes understanding what motivates you to push onward in the face of adversity and picking the right people who can help you get where you want to go. Finally, having a vision of success to work toward is one of the most powerful tools for any business owner.

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I'll also explain the importance of having multiple income streams and passive income. My businesses have enabled me to travel the world, all while making enough money in passive income to support my lifestyle. This is true freedom: being able to control my business, not letting my business control me. Even during major events like the 2008 financial crisis and the COVID-19 pandemic, I flourished and had my best years because I offered performance based solutions that solved companies biggest problems that they couldn't solve themselves. I don't have to worry about retirement funds disappearing or risking my retirement income. It's an incredible feeling to know that every day, I get to help professionals and businesses reach their potential. If you want to be able to say the same, this is exactly the book you need.

Later in the book, I'll show you key principles that are the smartest ways to make money. You'll learn about the most advanced methods you'll need in place today to succeed. You'll never want to work with a business model that doesn't utilize at least some of the smarter ways to make money. I'm going to share all of them with you. For Example, doing the work once and getting paid monthly for the next 10-20 years without adding any additional time or value is by far one of the smartest ways you can make money.

Finally, I'll share a business model i've developed and tested over 23 years to withstand any unforeseen changes in

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the ever changing marketplace that has all the smartest ways to make money in one place so you can live your best life today. Looking for a way to work **once** and live off the profits for the **next 10-20 years**? I'll show you what I consider to be one of the very best business models ever created without the traditional risks and pitfalls of other business models. You won't find a more reliable business model for achieving this goal anywhere else!

Learn to Fish

Though they may seem like opposites at first glance, fishing shares many similarities with running a business. Think of the adage, "Give a man a fish, and he will eat for a day. Teach a man to fish, and he will eat forever." This proverb is about the power of self-sufficiency.

Getting a fish every day is like receiving wages while employed. You might be well fed today, but it's entirely dependent on someone else's generosity and good luck. What happens if they fail to catch anything, or if they simply decide that feeding you is no longer worth doing? You wouldn't be able to support yourself. The same is true of working for someone else. When you let another company or boss have control over your life, there's always a risk because you aren't in control.

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Alternatively, you could start your own business, which is like learning how to fish. When you can fish for yourself, you're no longer reliant on anyone else to provide for you. No matter what the ocean conditions are like, you will always be able to feed yourself without relying on anyone else.

In today's rapidly evolving world, it's necessary to take this idea one step further. Say there are two fishermen, these being Fisherman A and Fisherman B. Both fishermen have access to the same grounds and gear, with the only difference being their approach. Fisherman A casts a wide net. He tries to catch as many fish as possible in one go, regardless of their size or value.

Meanwhile, Fisherman B takes a more targeted approach. He researches the different species in the area and focuses his efforts on catching the most valuable fish. He uses specific gear and fishes in certain spots to raise his chances of reeling in a better catch.

Who Wins?

Regardless of the weather of any given day, Fisherman B will come out on top. His method is far cheaper than Fisherman A's approach, and his risk is far lower. Better yet, he has a higher reward potential, as every time he catches a fish, he can be certain it's a valuable one. Since Fisherman A cast such a wide net, he could have to spend far more money

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transporting his catch, which is worth less despite its larger size. Fisherman B can sell his rare catch for a significantly higher price, since he has only fish that are in high demand, while Fisherman A's common fish have less value.

Also, consider what would happen if Fisherman A's net was lost or torn. He would lose out on his entire catch until he could afford to replace the net. Fisherman A made the mistake of putting all his eggs in one basket. If that basket proves to be unprofitable or if something goes wrong, he has no backup plan. This is a huge risk that Fisherman B can avoid entirely.

The difference in outcome for these two fishermen lies in their methods. The best method yields more profitable results while also reducing risk. Fisherman B made more money, and he didn't have to rely on luck to do it. By creating a thoughtful and targeted plan, and not having all his eggs in one basket, he guaranteed success regardless of factors outside of his control like weather, currents, and the time of year.

If there's one lesson I want you to learn from this book, it's that the key to success lies in your business method. The right business method and model will grant you control over not just the success of your business, but over your entire life. A business method that helps you grow and succeed in life will also enable you to help others and have a positive impact on the world.

See People Win

I chose to open this book with this quote from Zig Ziglar because it is my all-time favorite and, as you'll see, my personal motto for business.

“You can have everything in life you want, if you will just help other people get what they want.”

My passion, my drive, and my business models have *always* been about helping people. I learned early on that you can't be self-serving and happy at the same time. I am happiest when I can help business professionals make smarter decisions. This is why my companies are set up to bring the greatest values and solutions to help companies thrive and, in many cases, even stay in business.

I love pioneering new services and products that nobody else is doing, or at least not doing well. This is simply a smarter way to start your business. This drives my professional pursuits, which focus on providing top-quality services to help business professionals succeed.

The world has changed forever due to all the massive changes that have occurred in our society. Such as COVID 19, how rapidly technology is advancing, new business models that are emerging, old ones dying, and the employee mindset shift post-covid era. Some business professionals are

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confused, concerned, and seeking new ways to make money. If you currently own a business you may be trying to stay profitable and competitive. I'm going to teach you in this book how you can navigate and prosper. If you don't have a business or a side hustle, I'll show you how to do that in a much smarter way. I want to teach you to make smart business decisions which lead to success for you, your company, and your family. I am committed to my clients' success because I love to see others succeed, especially with my help.

In this book, I aim to provide a roadmap to success by sharing my firsthand experiences. I'll teach you the smartest and most innovative methods for running your business and marketing services that generate success. I will also guide you through the process of understanding the smarter way of making money. More importantly i'm going to show you how to create financial security faster and easier than anything you have ever seen.

The first few chapters lay out the critical steps needed in taking stock and making sure you start off on the right path. You might think they are elementary and want to get to the heart of the smarter ways to make money right away, but don't overlook them. I want to give you some thought-provoking advice, so please be open and take it to heart. Midway through the book you'll be introduced to the smartest ways that exist to make money. Most books will tell you what

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to do and that's it. You then must figure it out on your own. Instead, in this book, I'm going to give you the very best contacts, companies, and business models in the world. I want to help you save time and effort and work with the best contacts to help you achieve the success you desire now. I've already worked and tested these myself and use them today in my companies. For example, marketing is the most important part of any business. It's an area that most people fail in, don't know where to go, or don't know what to do. Without customers or the skills to be able to communicate with them you don't have a business. I'm going to make this easy and give you the very best marketers. This way you can avoid the pain of figuring it out on your own as I have had to over the decades. Then the chapters at the end will completely change your life and give you true freedom over your time and money. Are you ready? Let's dive in.

Part 1:
Key Decision Points
Before Starting

Chapter 1

Finding Your Why

“Being the richest man in the cemetery doesn’t matter to me... going to bed at night saying we’ve done something wonderful, that’s what matters to me”

Steve Jobs

The concept of having a “why” is nothing new in the business world. A “why” is the reason you choose to go into business. It’s the motivating factor behind all your efforts. All the successful business professionals I know can think of a time when having a “why” got them through a tough challenge.

Since having a “why” is so necessary one would think that every business professional would take the time to find

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their own. Would it surprise you to learn this isn't the case? Far too many business professionals skip this crucial step, or they don't think too hard on it. They want to make a lot of money, and they figure that's a good enough reason to start their business. But what happens when they hit a roadblock that shakes their certainty? Without a "why," they give up.

Businesses fail when the owner or leaders aren't fully committed to them. You might have decades of experience in your field, but without conviction, what's all that knowledge worth? When you aren't motivated to do everything in your power to achieve success, one unpleasant experience is enough to convince you to call it quits.

Think of your "why" like the foundation of a building. With a weak foundation, a building will crumble the first time a storm rolls in. With no foundation at all, it only takes a gentle breeze to send the whole house crashing down. The same holds true for businesses. This is exactly what you don't want to happen to your business after you've invested so much time and money. Take the right first step and get your "why" in order before you do anything else.

If you think your "why" can be as simple as "making money," think again. I've met a lot of wealthy professionals who by all accounts should be happy with their lives. They have the money and notoriety that society conflates with success. However, they're still struggling to achieve true fulfillment and happiness. All the money in the world can't

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make you happy, money is just a tool to help you achieve your purpose.

That said, everyone's "why" is different. Only you can decide what will make you feel fulfilled. In this chapter, we'll examine the key role that motivation plays in the success of businesses, as well as how you can identify the goals and values that matter most to you.

What Motivates You?

When you picture your ideal future, what does it look like? Some people think daydreaming is a waste of time, but on the contrary, it can be a huge help when you're just starting out on your journey toward success. After all, how can you work toward a goal if you don't know what that goal looks like? More importantly, visualizing the future of your dreams gives you a sense of what it would feel like to achieve it, which is a powerful motivator.

What drives you? What do you consider a successful person's life should look like? This answer varies depending on who you ask, so focus on your personal definition of success. It could involve being able to spend more time with your family and providing them with a financially secure future thanks to a lucrative job, side hustle or self-owned business. Your vision of success might be defined by certain professional milestones, or it might focus on personal goals

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outside of work. Success could mean maintaining a certain quality of life or being well-off enough to help others who are struggling.

More Than Money

Many business professionals make the mistake of conflating their “why” with their bank account. They go into business with the goal of making as much money as possible, and they don’t bother to consider why they want the money in the first place.

Being wealthy has little to do with how much money you make, and much more to do with what you plan to accomplish with it. Wealth is the validation and credibility you get from having a profitable business. It’s the security that comes from financial freedom. Money alone won’t make you happy if you aren’t also fulfilling goals that align with your personal idea of success.

Whatever success means to you, hold that idea in your mind. Now picture how you’ll feel once you’ve achieved these goals. Think of your goal, if it’s time to travel for example, visualize the trips you will take. If it’s having the ability to create your own schedule to spend more time with family and friends, think of the day you are solely in charge of your work experience. Whatever the goal is, see it and focus on how you will feel once it’s achieved.

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Picture the sense of self-worth you'll feel when your career, side hustle or business not only pays well but is also personally fulfilling. In my opinion, there's no better feeling.

Don't you want to start living that life right now? It might seem miles away, but rest assured that each time you picture your dream life, you're bringing it closer to reality.

My Reason for Achieving Success

It can be difficult to define what success means to you if you've never thought about it before. This is because there's no singular definition of a successful person.

Many factors throughout our lives shape the way each of us view success. These can include formative moments in our youth, which have an enormous impact on our thoughts and behaviors, whether we recognize them or not. For example, I equate success with having complete control over my life. This is in part due to circumstances I experienced as a child.

Growing up, I lived in several different homes, first with my mother and then with my father and stepmother. While I spent early childhood with my parents, they couldn't care for me in the way I needed. In grade school, my grandmother got a call that I wasn't being properly cared for and came to my rescue. She and my grandfather got custody, and suddenly my life changed.

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For the first time ever, I was living in a true home. Being raised by WWII vets and the greatest generation gave me gifts I couldn't have imagined. I learned to take pride in my accomplishments and to work hard just like they did. Still, it took time before I felt I could open up to them after so many years of having to look out for myself.

The instability I experienced as a child meant I resisted the idea of being dependent on anyone else, since I wasn't yet willing to trust that they could care for me. My worries weren't limited to being financially dependent on others. I also wanted to take ownership of my choices and make my own decisions. I had spent far too much time having others make decisions for me and putting me in unsafe positions.

In the years since, I've eventually learned to let go of the unhealthy parts of this insecurity, but my desire for self-reliance has never gone away. I was determined to carve my own path as an adult, and this has shaped the way I've approached my past jobs, as well as my current role as the founder and CEO of two companies.

While I'll always be grateful for the ways my grandmother saved me, I've never let go of the desire to control my own life. This is my "why," and it's part of the reason why I'm a successful entrepreneur and business coach today. Without understanding what motivates me, I wouldn't have had the fortitude to be a pioneer in so many

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markets. It's only because I know my "why" that I've enjoyed so much success.

The Dangers of Not Having a Why

At this point, it should be clear why it's so important to understand what motivates you. However, you may still be wondering what happens to people who start their own businesses without knowing their "why."

First, there's the obvious issue that it's hard to keep going when times get tough, and when there's no light at the end of the tunnel. So many entrepreneurs fail because when they encounter an obstacle, they have no reason to overcome it, or they blame others. Instead, they go back the way they came, returning to a corporate job which may never allow them the same security and financial freedom. Knowing your "why" gives you a reason to pursue your goals even when they're challenging.

Another, less obvious, reason is that not having a "why" can also waste your time, which is the most valuable resource at your disposal. Imagine how much time and opportunity is wasted by people who work in one industry until they're 40 or 50, then realize their passions lie elsewhere. They could have spent the last 20-30 years in the workforce making progress toward their dreams. They may never reach the same level of

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success they could have enjoyed if they'd taken time to understand their “why” right away.

Other pitfalls include failing to play to your strengths and valuing money above more meaningful goals. Alternatively, you might waste money on purchases that don't matter, like flashy cars and speedboats. In the worst-case scenario, not being emotionally invested in any business pursuit is a huge liability. You could take out your 401k and invest it in a business only to find a few years down the line that it doesn't hold your interest or fails. Without passion, that drive to succeed fades away, as do profits.

I don't say this to scare you. Rather, I want to emphasize just how important it is to know your “why” and create a business strategy that matches your goals and values.

How to Identify Your Why and Make Sure It's Strong

Someone's “why” is a window into what drives them and what they're passionate about. It highlights what they value most and what they would need to consider their life successful.

Not all your passions must be work related. In fact, one of my greatest passions in life is scuba diving. Growing up, I was fascinated by Jacques Cousteau films. This interest was

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only compounded by many experiences working on dive boats as a kid in San Diego & diving with sharks in the Sea of Cortez. At an early age I got certified to dive and loved it so much that by 20 I became a PADI Scuba Diving Instructor. Not only was I fascinated by marine life, but I loved sharing the sport with many of my students.

As one might imagine, however, the income of a scuba diving instructor didn't exactly allow me to live a lavish lifestyle. I had a huge priority shift shortly after I was in a life-threatening auto accident where I had to be air-lifted from Mexico to the U.S. It forced me to reexamine my goals, and I realized that achieving these goals wouldn't be possible on a diving instructor's income. This was my catalyst for entering the business world.

While I'm immensely proud of the work I've accomplished since then, I didn't enter the workforce because I knew the path to freedom was owning my own business. Funding the lifestyle of my dreams was the most important motivation for me at the time, and in many ways, it remains a key part of my "why."

That said, I didn't have everything figured out back then. For a few years, my only goal was making money and trying new things. For a decade I experienced a financial rollercoaster, succeeding and having amazing success only to be unable to maintain it. I wasn't putting my efforts into fulfilling what truly fed my "why".

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The Value of Giving Back

I finally found the business model that I was passionate about in my 20's and had my first taste of financial security and self-reliance. Since I was still passionate about diving and traveling, I found ways to incorporate these activities into my lifestyle. Even then, however, I didn't feel truly fulfilled.

My vision of success called for me to give back.

My grandparents were philanthropists who instilled the same value of charity in me. They also instilled Christian faith in me and gave me a moral compass that was hard to beat. Integrity and hard work were their keys to a fulfilling life. It's no surprise that giving back is a major part of my "why." It's only through helping others that we truly gain. Once I recognized this, I merged my business with my desire to help others realize their potential, which is exactly what I do for a living today.

My "whys" have continued to grow and evolve throughout the years. Even my scuba diving hobby has become a motivation to do good in the world. I've been diving for over 40 years, and I've seen so much change. While traveling and diving all over the world at locations like the Galapagos Islands, Indonesia, Costa Rica, Maldives,

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Caribbean, Fiji, Sea of Cortez, Palau, and the Florida Keys, I've seen the damage being done to our oceans.

In response, my new “why” is wanting to protect sharks from overfishing. My new goal I'm working on is starting a foundation to help protect the world's shark population. I love diving with sharks. In fact, Franchising Today had me on their front cover diving with Tiger Sharks and the caption, “Diving for dollars”. I've dived with Great Whites, Tigers, Bull Sharks, Mako Sharks, most all of them. It's estimated that 100 million sharks are killed a year. Shark finning is ruining our oceans and if we lose the top predator, we lose our oceans.

So, I'm going to use the skills I've learned from business, like my creative online skills and innovative marketing methods, to achieve worldwide reach when I form my foundation. This helps me to always be growing, earning, and serving as I work toward both my professional and personal goals. My “why” supports my passion of wanting to protect sharks, as well as my passion for helping business and business professionals succeed. So, be sure your “why” is meaningful enough for you to do what's necessary to achieve it.

Mindset Is Everything

Your worldview and how you react to misfortune is inextricably tied to your “why.” Business professionals who

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don't understand their values and motivations have a much more difficult time adopting a positive mindset. When life gets tough, they focus on the negative. They let a doom and gloom outlook color their perception.

On the other hand, professionals who have a firm grasp on their motivation find it much easier to view these unfortunate situations as challenges and opportunities to grow. Their "why" is insurance that gets them through the toughest circumstances and prevents them from giving up, because achieving their vision of success is too important to give up on. Remember problems are really an opportunity, as business success is simply solving problems. Without problems there would be no success.

Negativity is a virus that sabotages progress and ingenuity. How many times have we heard someone say they gave a new business venture or hobby a shot, only to give up at the first obstacle? They stopped after just one try, when they could have found success if they'd had the right motivation and an optimistic outlook. We can spend our whole lives doubting our own abilities, or we can adopt a positive outlook and have confidence that things will work out for us if we try our hardest.

Don't let your dreams be so cheap that one minor setback trips you up. I have seen way too many professionals give up because they don't have strong motivation or the emotional maturity to get past it. Instead of falling for those

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destructive thought patterns, gain control over your emotions and focus on the big picture. Give your “why” the attention it deserves. Remember the bigger your commitment to your why the bigger the payoff.

There is nothing in this world more powerful than knowing what you’re fighting for in life; it’s living at its best. Find a goal that is bigger than yourself. Know what you would move mountains to achieve, whether that’s spending time with your spouse and loved ones, ensuring they’re financially secure, making an impact on the world, or simply serving your community. Once you know what matters most, nothing can keep you from this goal. At this point, it’s time to take the next step in creating a successful business.

Takeaways

- Without a “why,” even the wealthiest business professionals lead unfulfilling lives.
- Your “why” empowers you to achieve your full potential.
- Look to early life experiences and causes you’re passionate about.
- Give back and improve the lives of others on a local or global scale.

Chapter 2

Should You Go into Business or Have a Side Hustle?

“If you’re changing the world, you’re working on important things. You’re excited to get up in the morning”

Larry Page

Countless people attempt to start their own businesses because they want to make more money and be their own boss. This was certainly the case for me. Business ownership represented a path to freedom. Part of what motivates me to succeed is the desire to be self-sufficient and live by my own

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rules, so being in charge was a must. Still, promises of money and independence aren't enough to guarantee success when striking out on your own.

Not everyone is cut out for what it takes to create a business. Some people learn this the hard way. They might have all the passion in the world, but they do not have a good plan to start with. If they aren't careful and make the necessary changes they'll end up bankrupting themselves. Others might get a few months into entrepreneurship and decide it isn't for them. They may not be able to manage the high-stakes nature of their new position, or they might not be the type of person capable of leading a team.

In any case, the best time to pause and reflect on whether you should go into business is before you spend time and money on building a company. In this chapter, we'll look at the qualities that make someone a perfect fit for entrepreneurship.

Reasons to Own Your Own Business

Are you the type of person who thrives in a leadership role? The most passionate people will know the answer to this question in their bones. However, even if you're not sure yet, you may still find the benefits of being your own boss to be a good fit for your interests and goals.

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Personal and Professional Freedom

Any job where you're working for someone else, even if it's a dream job, means you're giving up some measure of control. For one, your work hours are dictated by your boss, and you may have to miss or postpone important events if you can't take time off. This can be as minor as rescheduling a game of golf for the weekend or as major as not being able to attend a family event because of the demands of your job.

For another, your corporate job decides how much you get paid and whether you get paid at all. They might not be willing to grant you that big promotion you were counting on, or one day you might get fired unexpectedly. Sometimes you have office politics or upper management you might not believe in. These are the risks we accept when we work any job, but they don't have to be the rules we play by all our lives.

Owning your own business means getting to rewrite the rules. Your salary is only limited by the company's success. More important than income, however, is time and freedom. You get to control your future and achieve true freedom in your life. As the boss, you can delegate tasks and take time off when you need it, on your own schedule. Today it's easier than ever to start a business if you pick the right business model. Having control over what you spend your time on is the most critical factor in living a happy and fulfilling life.

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When you own your time, you own your life, simple as that.

Achieving this degree of freedom also lets you create your own financial goals. You are in control of your major purchases like a new house or car without worrying that some unpredictable event will cause your boss to lay you off. Invest in a retirement account and know it's secure. Live the life of your dreams, all thanks to the increased job security that comes with being the boss.

Greater Job Security

Most business professionals believe that having a stable corporate career offers far greater job security than entrepreneurship. You may be surprised to hear that this is no longer true. While creating your own company undoubtedly has its risks, making smart decisions about your business model can help mitigate these risks. On the other hand, there is little you can do to ensure you'll work the same job for the rest of your life.

The days of working for one company from your twenties to retirement are gone. A study by the U.S. Bureau of Labor found that the average person holds 12 different jobs throughout their working career (U.S. Bureau of Labor, 2021). Why put the security of you and your family in the hands of a company that could fire you or shut down without warning?

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Unless you're one of the rare few who manage to reach retirement with one employer, you will either be let go eventually, or you'll desire a change and choose to leave the job yourself.

Everyone who's spent enough years in the workforce has a story of getting fired or laid off, often for unfair reasons. As a teenager, I was fired from my job busing tables at a Mexican restaurant. They claimed it was for talking too much, but I knew it was because I was getting tips from the patrons. This upset the waiters since I was getting part of their tips.

My family ate there often so the owner called my grandparents first to say they let me go. This still didn't protect me from being let go even though the customers were happy with me. That wasn't my job though right, I was supposed to be quiet and just clean the tables.

This doesn't even compare to the kinds of stories I've heard from business professionals though over the years. Many of them gave decades of their lives to a single company, only to be unceremoniously let go. Some lost their jobs in the middle of a major financial crisis, leaving them and their families without an income. Others suddenly lost retirement benefits, healthcare benefits or pensions which they were counting on. It's a tough lesson to learn, but you can't count on holding the same job for decades anymore. True job security comes from being the boss or maybe even a great side hustle.

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At a young age my experience at the Mexican restaurant motivated me to know I didn't want to work for anyone because I didn't like having to play by rules I saw as unfair. I'm so thankful to my childhood and knowing I wanted to be my own boss. I enjoy building businesses, teams and pioneering new and innovative services, which is more geared to being an entrepreneur. I quickly found that working for myself brought me more satisfaction, even if I had to work much harder.

I like sailing my own ship. Not only do I know my income is secure because I get to control it, but I also get to call the shots. It's common for people in corporate jobs to be micromanaged and told what to do, even when they have a better way of doing things. If you can't stand that, then owning your own business or doing a side hustle is a viable alternative. Owning your own business puts you in the driver's seat—most of the time, at least. It depends if you're the type of person to let the business run you, or if you run the business. For those who can take charge, self-employment is a refreshing change of pace.

Helping Others

More than any of the previous reasons we've discussed, I have found the greatest reason to start your own business is to help others. If you're passionate about being

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able to provide people with solutions to life's biggest problems, being an entrepreneur puts you in a uniquely advantageous position to do so.

How does the product or service your business provides help people? What problems does it address? For example, when my clients utilize my services, they get to cut down on costs in their business and we solve big problems for them they can't solve themselves. Every time I gain a new client, I'm helping them achieve more than they could if my company didn't exist.

Another way to give back is to use the business' profits to support charitable causes. Fund causes that are important to you and improve your community. If your business becomes successful enough that you can delegate most tasks and step away from the office, you can also donate your time through volunteering. Imagine how much greater of an impact you can have on not just your own happiness but on others' happiness too, all from starting your own business.

People Who Shouldn't Become Entrepreneurs

While being self-employed comes with many benefits, it's not the right fit for everyone. Some people simply don't have a strong desire to be in charge, or they may shy away from leadership roles. If someone is happy to be a worker at a

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corporate job, that's fine—the world needs employees too. Of course, there are some professions that let you have a sense of individuality or purpose while working for someone else. These include professions like doctors, dentists, attorneys, CPA's, contractors, and craftsmen. There's nothing wrong with that, so long as one can feel fulfilled in these jobs, meet their goals, and financial needs.

Additionally, people who can accept the uncertain future that comes with regular employment may not feel the need to start their own businesses. For me, the ever-present risk of getting fired, not meeting my financial goals, and not having true freedom was a deal breaker. Plus, the older someone is, the harder they are to employ. I didn't want to be the guy who's looking for a new job in their 50's or 60's.

Not everyone is interested or cut out to be a business owner. We wouldn't have any companies at all without people who are willing to be employees. But this book is for business professionals who seek something different out of life, whether they embrace entrepreneurship wholeheartedly or dip their toes in the water through starting a side hustle.

Skills for Business Owners

Many people believe that what separates people who should become business owners from people who shouldn't is their skills. They assume business owners must be skilled in

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all areas of running a company. Therefore, if they don't have certain technical skills like a mind for accounting or the ability to code a website, they talk themselves out of starting a business.

Nowadays, you don't have to do it all. The idea that a business owner must be able to do every job on their own is an outdated one. Even if you're trying to keep costs down, there are plenty of ways to build a team of experts to handle tasks in every department without breaking the bank.

Make use of freelancing sites to outsource any work that requires certain skills, or simply to expand the team. Sites like Upwork and Fiverr, as well as international sites, are filled with experienced people from all sorts of industries. These sites allow you to make use of inexpensive talent without compromising on quality.

Let your team play to its strengths by hiring people to cover any weaknesses. If the product is excellent but you can't market it on your own, hire someone to manage social media accounts and Google AdSense. If you're struggling with budgeting, employ an accountant. Learning new skills is always a smart idea, but don't waste time trying to master something you have no experience with; delegate the task to someone else instead.

The most important factor determining the success of a business isn't the skillset of its CEO, but their mindset.

Characteristics of Leaders

The most successful businesses are helmed by the most effective leaders. It all starts at the top. Leaders shape the growth and development of their companies, just as parents shape their kids. Look at the owner and you'll get a good idea of the company's motives and what it stands for.

As a business owner your character is a representation of your company. If people know you as trustworthy, courageous, and reliable, they're far more likely to give the company their business. These traits are worth all the money in the world because at the end of the day, people don't really purchase services; they invest in other people. Even if you offer the most groundbreaking service in the world, if clients know you or your salespeople are disingenuous, you won't make a single sale.

People can sense when you're kindhearted and want to help others. They can also tell when you're only in it for the money. If you're debating whether to launch your own business, ask yourself this: do you want to provide a genuinely beneficial product or service, or are you just looking for a payday? If you care about connecting people with solutions to their problems, you're the right type of person to go into business.

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Actions Speak Loudest

Actions define who people are, not words. Anyone can promise amazing services, excellent customer care, and charitable donations. But if you're all talk and no action, these words don't mean much.

Reputation is everything among business owners. What you do and the type of person you are will determine whether others want to do business with you, view you as an authority in your field, and trust you to make the right calls as a leader. Are you the type of person who makes promises with no intention of keeping them, or do you follow through? Better yet, can you overdeliver on your promises? Do you continue to bring value?

Overdelivering means going above and beyond for clients. These clients recognize your dedication and tell others, organically expanding your business. Just like on review sites like Yelp, negative comments will harm your business, while positive comments will grow it. I always strive to deliver more than what I say I will. This is how you create raving fans. Make sure you surround yourself with people that will do more than what they say, not the bare bones minimum, or you'll get minimal results.

Think Positive

The mindset of a business' CEO has a major impact on the success of the company. Imagine how hard it would be to motivate yourself, let alone a team of employees, if you're constantly doubting your own abilities. Being negative and critical will only lead to inaction and missed opportunities. If you don't believe your products or services are worth buying, then clients won't either.

If you stay in your head, you're dead!

On the other hand, business owners with positive mindsets attract success to themselves. Peers and clients alike who share this mindset are more likely to seek you out and support your efforts.

In times of hardship and doubt, don't let negativity overwhelm you. Remember your "why" and the hours of work you've put towards building your business so you can achieve the success you've envisioned. This will help you regain and reinforce a positive mindset.

Make a Move Today

Life doesn't wait around for us. The older we get, the harder it is to make a career change, whether we're looking

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for a new job or starting your own businesses. Plenty of people put off their goals for the future because they decide they don't have the financial capital needed to start a business, or they think they haven't yet gotten the knowledge and skills they need to be an effective business owner. Yet they could start a business as a side hustle to keep costs low, or work with a mentor to learn the skills they lack. These are just excuses that keep us from pursuing our goals right now.

Don't let excuses keep you from living your dreams and achieving your goal of having true control over your life. Just think about the time and money you're missing out on every day you wait. The longer you delay, the more money you must set aside toward retirement because you miss out on the compounding effect, which means you have less to spend on your day-to-day life. You also miss out on profits you could be earning and enjoying *today*, not just in the future.

Whether it's starting a business or working a side hustle, there's no better time to make a positive change than right now.

Side Hustles

Not yet ready to leave the day job, but still interested in the benefits of business ownership or extra money? Try a side hustle.

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Having a side hustle has become more popular than ever before in the last few years. This is typically a part-time gig people get in addition to holding a full-time profession. In the past, most side hustles were less serious and considered hobbies, or something that couldn't deliver enough income to live on. People picked them up to have a little extra spending money, but for most, having a side hustle was completely optional.

Today, however, more and more people are finding that their job doesn't pay enough for them to live comfortably yet alone offer any security. This ranges from not having the extra cash for luxury purchases to falling behind on bills. Now, as prices rise, recession fears, world unrest, instability in retirement funds, and general nervousnesses about people's own financial future has caused an increase in the portrayal of side hustles as the new norm.

A side hustle can even be a launching-off point for starting your own business. This is a less risky alternative to quitting your full-time job. If the side hustle doesn't pan out, you can always fall back on the corporate job. If the side hustle takes off you can make it your top priority, and you will then have the freedom to walk from your old job.

Previously, most people created a corporation or LLC to run their own businesses. This is no longer necessary. In fact, there's no need to spend a single dime or take a huge risk so long as your new business starts off as a side hustle.

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Lay the groundwork for a flourishing business while still having a plan B if all else fails. I'll show you later in the book smarter ways to run a side hustle than the old-school methods which had a much higher risk of financial ruin. With these new and improved methods, starting a side hustle might be the best decision you'll ever make.

The Benefits of Having a Side Hustle

Aside from providing some extra income, side hustles have many benefits that make them an excellent option for the aspiring entrepreneur.

First, a side hustle is the safest bet for starting your own business from scratch. It eliminates the risk inherent in having to quit your job to start a company. Keep the day job to ensure there's a steady income to fall back on. This also means you can invest in your business without having to look for investors, since the day job provides starting capital. If the side hustle becomes a profitable business, you can easily transition into full-time business ownership.

Some people have a few years of living expenses and even additional capital to keep their business thriving if needed. They've been working for many decades and saving their spare cash. In that case, they can happily quit their jobs and work on a new business full-time. For most people, though, this isn't a smart idea. Quitting your job and then

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trying to pay your mortgage with sales from a brand-new business is a losing strategy. The side hustle lets you build up your savings, both from your day job and side hustle profits, until you're ready to make the leap into full-time business ownership. At that point, you can enjoy the benefits of having full control, passion, and time for your company.

Even though side hustles are less risky than quitting your job to start your own business, you still need to play it smart. If you can't manage or control your risk, you have no business taking that risk. Be smart and only wager what you can afford to lose and make sure you pick the side hustle that fulfills your goals. Side hustles keep the financial burden low because you can keep paying your mortgage and other expenses with the income from your current job. The side hustle also serves as a safety net if you lose your job, since you'll still have an income.

Having a side hustle may be a time investment at first, but they save you time in the long run. Once the business is turning a profit, you can hire a team to handle standard operations. This lets you focus on your day job until you're making enough money that you can quit and focus on the business. With a team already in place, you'll free up your schedule, as the only role that requires attention is leading the business.

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“There are NO downsides to a side hustle. There are only benefits to building more than one source of income.”

Forbes

Takeaways

- Entrepreneurial success depends on willpower and mindset most of all.
- When you own your time, you own your life, simple as that.
- Side hustles are the newest and often the smartest thing for aspiring business owners.
- Nurture your business without significant financial risk by starting with a side hustle.
- Take control of your future by turning a side hustle into a business.

Chapter 3

Keeping Up with the Times and Thriving

“What got you here won’t get you there”

Marshall Goldsmith

Business as we know it has changed. Have you, or are you still stuck in the past?

Advancements in technology have completely reshaped our daily lives. It only makes sense that these changes should carry into our professional lives too. Despite this, many business owners and employees alike are resistant

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to change. They want to sell the same services or products from the past using the same business models, never bringing a unique or innovative idea to the table.

The hard truth is that business models that worked a decade ago won't work today. No one can sell an outdated product and expect to turn a profit. Trying to make money with an old-fashioned business model is doomed to fail the same way. The landscape evolves so quickly that if a company can't or won't evolve with it, they'll be left behind.

Just look at the massive changes that occurred across the world due to the COVID-19 pandemic. A year prior, it would have been unthinkable for businesses to run entirely remotely, and yet that's what many of them had to do to survive. In the span of a few months, we watched the entire world either adapt to the new circumstances or get crushed by them.

Today, business models that allow for some or even all employees to work from home have become the new normal. Most companies have realized they don't need to pay for massive office spaces. Those who haven't changed are finding it harder to attract new employees. Millions of people decided they preferred remote work, and they're not even considering jobs that demand employees come into the office every day. According to research published by the research and advisory firm Forrester,

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“55% of US employees say they hope to work from home more often, even after the pandemic ends”

Forrester, 2021

This is a huge hiring pool to miss out on, and yet countless businesses are still clinging to the past despite everything it's costing them.

Companies that have embraced change have seen major benefits as a result.

The same study predicts that,

“70% of US and European companies will pivot to a hybrid work model post-pandemic,”

Forrester, 2021

Leaving just 30% of companies to insist on their workforce returning to the office fully. This means that 30% of all businesses are missing out on countless employee candidates. On top of that, they're stuck paying for office space, as well as travel expenses for in-person meetings that could be held over video call services like Zoom or Microsoft Teams. In fact, many customers prefer being able to talk to sales reps online since it saves them time and hassle. The

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way customers research and buy are changing. Digital storefronts save the company money, too, which is a win-win situation for everyone involved.

Adaptability is a critical skill for any business owner, and it will only become more relevant as our world continues to change. Just look at the recent popularity of AI and blockchain-based technologies. Imagine how much money companies can save by employing this tech to their benefit, and how much they'd lose if they ignored it completely.

Now that you know the importance of keeping up with these changes, the only question remaining is how to do so. The secret is to take old-school relationship-building skills and utilize them alongside new and innovative services or products. In other words, take the skills you have and attach them to a rocket ship so you can blast off toward success. In this chapter, we'll look at which aspects of business ownership should be left in the past. I'll show you the very best marketers in their space that exist and the most innovative tools in the marketplace today. Let's start with one critical skill first that never goes out of fashion--relationship building.

The Importance of Relationship Building Skills Using Advanced Technology

Being able to build relationships with clients serves as an insurance policy for your business. While there's no

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discounting the role that a stellar product or service plays in launching a business, at the end of the day, any company's long-term success is dependent on the interpersonal skills of its leadership team and sales team.

People want to buy from an individual, not a faceless corporation. Being trustworthy and forging strong relationships within your industry builds a loyal customer base, whether you're selling to individuals, or you have a business-to-business (B2B) structure. Clients will choose to continue buying from you when they know and trust you, even when competitors come along and try to undercut your prices. It's not about sales, in fact, you don't ever want to come across as salesy. Having a professional conversation with a fellow professional and bringing value is key.

In the digital age, it's all too easy to forget the importance of forming personal relationships. There's nothing wrong with doing business online and using Zoom meetings. It's great to send someone your website or LinkedIn profile to attract and inform potential customers. However, keep in mind you miss out on opportunities to form lasting bonds with clients, ensuring their repeat business, if you don't build a relationship with your customer. Making use of innovative tech can expand your reach, but interpersonal skills will keep you above all the noise of competitors and the countless ads we're all exposed to each day. No matter how far technology

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evolves, relationship building skills are one thing that tech will never make obsolete.

Combining Tech and Old-School Skills

While it's critical to keep relationship building skills sharp, that doesn't mean you should exclusively stick to old-fashioned ways of operating the business. Businesses that refuse to adapt to our increasingly digital landscape will find themselves left behind. Both new and old methods have their benefits and weak points, picking either side and neglecting the other means losing out.

Rather than limiting yourself to one side or the other, take the best of both worlds and incorporate both time-tested skills and groundbreaking technologies. Utilize interpersonal skills and any other skills you learned during your corporate career while running the business on today's platforms.

There are countless job roles that involve building relationships. This means that no matter what your corporate job was, there's a good chance it helped you hone your people skills. Whether you hired employees, managed departments, or held meetings, you built relationships. Anyone who has experience speaking to their fellow business professionals already knows what it takes to build and maintain relationships. Use these skills to your advantage when you start your business.

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Digital platforms can make the process of building these relationships easier. From dedicated industry forums and webpages, podcasts, to email newsletters, to something as simple as commenting on other business professionals' LinkedIn posts, there's no need to arrange in-person meetings to keep in touch with partners and clients. Take advantage of these platforms to make building relationships quick and easy.

Invest in Yourself

Utilizing the newest technology can yield huge returns, but it eventually becomes outdated and replaced with the next big thing. It makes sense to keep your computer up to date, so why not make the same updates for yourself? Self-investment is always guaranteed to give the greatest returns. Best of all, if you're continually updating your knowledge and skills, you'll never be outdated.

Investing in yourself means continually improving and working to achieve more. It also means understanding your position in life, your motivations, and your financial goals versus your risk tolerance. The most important investment you'll ever make is investing in you first.

Before you can improve, you must first know where you're starting from. Think about your current skills and how they live up to your goals. Being honest and asking the tough questions now will make it easier to identify any weaknesses

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so you can either improve these skills or hire others who already have them.

If you're looking at a business or a side hustle, consider the following questions:

How does your business solve a problem and bring value?

For a business to be successful, it must solve a problem for its customers. The products and services offered must be valuable enough to justify their cost.

How will you find clients?

Attracting enough new and repeat customers to turn a profit requires marketing skills. Do you have a marketing degree or experience in sales? If not, this is a role you'll likely need to outsource to someone with more experience.

If you need to outsource skills, how will you find and attract employees?

Know how to attract employees in any market. Otherwise, you could find yourself like so many businesses in the middle of the "great employee resignation" that occurred due to the COVID-19 pandemic, when nearly every business

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in America had a help wanted sign in the window. Imagine competing for employees in that market! Ensure you can offer candidates competitive compensation and benefits, plus give them a reason to want to work for your company above all others.

Do you have enough startup capital?

If you don't have the money to pivot into owning a business full-time, consider launching it as a side hustle first. This keeps costs low and avoids the risk that comes from having to pay back loans and investors.

Can you weather the storms?

Every business will face challenges, many of which are entirely out of your control. In future chapters, we'll go into more detail about how you can protect your business from storms.

If you're uncertain about the answer to any of these questions, that doesn't mean your career as an entrepreneur is dead on arrival. It just means it's time to invest in yourself and grow your team!

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The Myth of Job Security

Say someone has a cushy job making six figures at a major investment firm. They assume they don't have to worry much about keeping up with the times, since they figure their job is totally secure. Why waste time and energy creating a side hustle or learning new skills if they're guaranteed to stay at their job? As so many business professionals I've spoken to have learned the hard way, however, so-called "job security" is never as reliable as it seems. In truth, when working for someone else, there's no such thing as job security.

One gentleman I interviewed to see if he was a good fit for my company shared a story that reveals just how much of a myth job security is. He was a CFO and found something like \$30 million in savings for a large company, it was sizable. He thought he was untouchable until the day before Thanksgiving when he was fired. He never wanted to be in a situation like that again, depending on someone else, so he looked to start a consulting company. When I interviewed him over the phone in late December, he was still in a state of disbelief. Of course, he came on board and joined my company, and I showed him smarter ways to make money.

Unfortunately, this is far from a unique situation. I've heard comparable stories hundreds of times. Too many people find themselves completely caught off-guard with no backup plan when they lose their income. What happens if

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you get fired and you don't have that second revenue stream, nor do you have the skills you need to get a job in a rapidly developing and competitive market?

Don't wait for a major shock like this to make a change. Keep up with the times, even when it seems like you have a stable job. If you're constantly making investments in yourself, you'll find it far easier to land your next job, or to quit the corporate day job entirely in favor of self-employment.

AI's Impact on Job Security

The rise of technology like AI has come with many upsides, and risks, but one notable downside is its effects on job security. Certain roles run the risk of being replaced by AI, especially as it continues to become more advanced. In a few years, jobs that were previously considered integral and untouchable might become completely irrelevant.

This prediction isn't just the product of a pessimistic outlook.

A research paper published by the University of Pennsylvania and OpenAI suggests that,

“80 percent of the US workforce” could see their jobs impacted by AI like ChatGPT to some extent, while “about 19

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percent of workers may find at least 50 percent of their duties impacted by GPT.”

Keane, 2023

Imagine if your entire department suddenly lost half of its job responsibilities, layoffs would surely be soon to follow.

There is no doubt that AI scares the heck out of many people, we all saw terminator, right? With any revolutionary innovation like this, there will be risks of some people using it in a non-ethical manner as well. However, you can't turn your back on AI, it is here to stay, and it will change business and everyday lives of everyone involved. In fact, it already has for some. Why wait around to see if you're one of the lucky few whose jobs remain untouched by AI? Make a change right now to protect your future or at least make sure you have a side hustle. Now, before AI replaces you at your own job.

Work Faster With AI

It's easy to see why AI is the hottest trend for modern businesses. AI will affect every business and employee working in today's world. It can make routine tasks quicker and easier, especially considering the ways programs like ChatGPT can generate endless content for your business.

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I use AI to write blog posts for LinkedIn. It allows me to consistently churn out blog posts and always have new content for people to read without spending hours on it myself or paying for someone else to write them. It only takes a few minutes to skim through the AI-generated content, make sure it's accurate and on-topic, and post it, which is simple and fast. I'm using AI for virtual assistants and support in one of my other companies. It's one of the ways we can keep up with growth and continue to offer great customer support.

Tools like AI make it exceptionally easy to hit the ground running. Being competitive from day one is crucial when starting a business, so why not use every leg up that's available to you? Smart techniques and innovative services let you achieve unbelievable things in such a short time. The only limit is your imagination.

Advantages of Moving Away from Brick and Mortar

When you call up a mental image of a small business, it's natural to picture a storefront. However, in today's world, an increasing amount of business is being conducted exclusively online. While brick-and-mortar stores aren't yet outdated, they come with many issues that an aspiring business professional will want to avoid.

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An informative read for anyone jumping into business is Mediafly's list of 100+ metrics that matter.

It includes a prediction from Forrester that says,

“80% of B2B sales will now be done digitally and remotely,”

Mediafly, 2021

They will likely stay that way for the near future. Why invest in a brick-and-mortar store if you'll be doing most of your business online?

Anyone operating B2B who can't nurture a client remotely is in big trouble. Many companies realized it's far less expensive than flying their teams of people all over the country. Clients know that most of the time you are out of state, and they would prefer a Zoom anyways unless it's something you must be on-site for. And that's assuming you've already caught their interest, which is its own hurdle.

It's harder than ever before to get the attention of a company's "C-suite"—their chief officers—without knowing the right tactics. Spamming them with LinkedIn messages or emails isn't going to cut it. If you don't know the new, proven techniques for client acquisition in the digital age you will struggle.

The good news is that when you operate online, these companies are at your fingertips. Nowadays nearly every

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business professional is on LinkedIn, so you don't have to search the entire internet or invest in ads to find your target audience. Better yet, why set up a physical store at all, especially since brick-and-mortar stores are growing less and less profitable by the day? By using digital solutions to your advantage, you can work faster, smarter, and more efficiently while also avoiding the pitfalls of having a physical location.

The Challenges of Brick-and-Mortar Business Models

Operating a brick-and-mortar business means having to deal with many unavoidable expenses. There's the cost of; long-term leases for the building, inventory, utilities like electricity, internet, and phone service. All of which can add up to a pretty penny. If you're building a storefront rather than renting an existing one, you'll need to pay more upfront for construction and materials. This means taking out a loan and paying it back with interest. On top of that, inflation in the cost of supplies and building rent means a higher cost of business overall compared to a digital-only company.

Don't forget the challenges that come with region-specific operations too. For one, competitors are a bigger problem since you're limited to serving only one area. If someone creates a similar business down the road, you'll always be competing for a relatively small pool of customers

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compared to the national or even global coverage you could achieve by operating online.

Not only is the customer base limited, but potential employees are limited too. If you're a startup, no one's going to move across the country to join your team until you build up a reputation. That means hiring people already living in the area. Since the hiring pool is so limited, there may not be people with the right skills, or qualified applicants may expect higher wages if cost of living is high in the region. Add in the fact that hiring efficient employees has become more challenging and competitive than ever thanks to nation-wide shifts like the Great Employee Resignation.

The higher costs of doing business with a brick-and-mortar model translate into increased prices for products and services and lower profits. What if customers don't want to pay more for services they could get online for cheap? Just look at the way Amazon put many local establishments out of business because they could offer the same products for cheaper, all because they avoided the operating costs associated with running physical stores. To pay for their stores, physical retailers need to either raise prices, which meant unhappy customers, or accept earning less, which puts them in a more precarious position.

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The lesson here is clear:

If you want to survive in the digital age, you must be able to adapt.

That means shifting the business to being more virtual to avoid the overhead expenses and limiting client base.

Learn to Market Online

Expanding virtually, or operating exclusively online, means gaining access to millions of new potential customers. The challenge lies in learning how to find and market to these customers. Avoid cold calling, I find it a complete waste of time. Learn to use techniques that target your ideal client online and build a relationship.

Luckily, there are many strategies that make effective marketing a breeze. Remember that you don't have to master everything yourself; make use of existing services to propel the business forward with no additional effort on your part. People often confuse online business as just a true internet business. But you can take a traditional service or product, even with a storefront, and master it online. No matter what your business does, everything you need for it is at your fingertips online.

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The Best Digital Marketing Companies in the World

Digital marketing companies are experts at navigating this landscape of putting all the tools you need to launch a business and connecting your clients with customers. They can help you increase brand recognition across many major sites like LinkedIn, Facebook, and Instagram through targeted advertising campaigns and email campaigns- many of which are highly affordable. These companies also know how to navigate Google AdSense Pay-Per-Click (PPC) marketing to get the greatest return on investment. Investing in these companies will pay for itself, so long as you work with a reputable and skilled marketing company.

One such ultimate marketing company is [ClickFunnels.com](https://clickfunnels.com), co-founded by Russell Brunson. With the assistance of a Funnel Builder Marketplace at [Marketplace.funnelbuilder.com](https://marketplace.funnelbuilder.com) you can access their top talents that do about everything for you. This company brings the talent to you, creating marketing funnels and other projects in a snap. The marketplace makes it easy to connect with team members for copywriting, creating and devising funnel strategies, marketing, websites, virtual assistants, one pager brochures, just about everything you need to design and market any business. I've been to Russell's Funnel Hacking live events and they're life changing. There are

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usually about 5,000 people in attendance. All the top marketing minds are in one place at Russell's events. The connections and knowledge any business professional can gain from these events is unrivaled, and they're well worth attending.

Another great CRM/marketing system is [GoHighLevel.com](https://www.gohighlevel.com). It's one of the fastest growing companies in its industry because of the way it's revolutionizing online marketing. Once you set up a marketing strategy, everything is taken care of by GoHighLevel's team, automating your company's growth and freeing your schedule.

Master “Yoda” of LinkedIn

Consider spending some of your newfound free time learning to use LinkedIn for marketing. It has the largest pool of potential customers and businesses over anything that exists; LinkedIn is the single best platform for expanding the professional reach of any company. As of 2023, LinkedIn has “more than 900 million members with over 58 million registered companies,” (Osman, 2023) making it an unbeatable marketing tool. However, many business professionals either ignore LinkedIn entirely or fail to use it to its fullest potential. It's imperative today that in order to master virtual space you need to learn how to master LinkedIn. There

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is no better place to market to in the world to businesses and professionals.

Here is the problem, there are no shortcuts, but there are smarter ways to do business. For example, I can't believe how many people spam on LinkedIn and expect results. It doesn't work anymore and Covid just exasperated that issue.

Every professional is on LinkedIn, but you must do it right to succeed. Be careful of the hype to be found there. People will try to sell shortcuts and make it sound like you just need to pay them to gain access to all the success on LinkedIn. I have seen countless individuals and companies make false claims and they all eventually failed. Unfortunately, there are not a ton of real "experts" on LinkedIn and other marketing fields, so you must search for them and get references. I had to kiss a lot of frogs, as they say, to find my experts over the years, but it's worth it. I can't tell you how many people on LinkedIn I had to go through until I found the very best in the world. My wish for you in this book is to save you from that heart ache, so I'll tell you who the real professionals are, who are the best in the world. It's a smarter way to make money by working with them and not losing money with the rest.

To learn LinkedIn skills, I worked with Tyron Giuliani, an Australian who lives in Japan and owns the company, *Selling Made Social*. He's an amazing talent who knows what works and doesn't on LinkedIn. Ty will bring you up to date on

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the most innovative ways to market on LinkedIn. He's trained hundreds of my team members, and I consider him to be the godfather of marketing on LinkedIn. Just know that you must be willing to put in the work and be consistent if you want to learn from industry leaders like him. Tyron showed my team how to take their LinkedIn profile from a resume and turn it into a landing page, plus how to nurture my contacts to expand my reach, both of which are invaluable skills for any business professional. Take Tyron's 50-minute Game Plan Workshop. This will give you a springboard to what's needed for predictable sales on LinkedIn.

If you reach out to Tyron, tell him I sent you:

<https://www.facebook.com/groups/LinkedInB2BMastery/>

Tyron is one of many people you want in your life who will bring even more value than they promise. The godfather of selling faster and doing more sales with LinkedIn.

My dear friend and marketing cohort is Todd Hartley, the author of the #1 best-selling marketing and sales book, *Accelerating YES!* Todd is the CEO of WireBuzz (WireBuzz.com & ToddHartley.com) and the guy Tony Robbins hired to train each of his 100+ companies on how to convince and convert prospects faster using video. His impact on Tony's companies was so profound that Tony

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pushed Todd out on to his stage where Todd has been teaching his “sell faster” strategies to business owners all over the world. In fact, the sales teams Todd trained generated over \$6B in sales in 2022. In other words, his sales strategies work brilliantly!

I know firsthand because after hiring Todd, I incorporated his entire program and have been giving it to all my business professionals. His strategies have crushed it in my business and have completely and forever changed how we set up discovery calls and present our services. There is nobody in the country on the leading edge of transformational selling like Todd he re-wrote the rules for sales and is the pioneer in this field. He shows smarter ways to present, so if you want transformational results with your sales he is the best.

Todd explains how completely things have changed recently, "300 million people around the world are now in sales meetings each day on Zoom. But if your business is still holding face-to-face sales meetings or your team is selling remotely (example: on Zoom) business will never go back to its original form because each of us as buyers has changed.

According to Todd’s model, “regardless of how someone is buying (face-to-face or remotely), each buyer has three psychological needs that salespeople and business leaders need to address before their prospect is willing to make a purchase. Those that master overdelivering on their

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prospect's three psychological needs, will win a ton of opportunities and rule the future. It's just this simple.”

Before I get into the three psychological needs it's important you realize, from this point forward, your prospects will not burn their mental calories learning about your solution. They won't! So, if you make learning about your solution difficult, your prospects will bail from your website or sales process and find an alternative path of least resistance and buy from someone else. Your job is to make learning really easy. This goes to the heart of Todd's philosophy on selling.

Need an example of what's too hard for your prospect to do? It's simple-It's **READING!**

If you're expecting prospects (before or after a meeting) to read about your business, you're going to lose far too many deals. According to Animoto, a popular DIY video production company, prospects are four times more likely to watch video than read text. And, after watching a video, people will retain 95% of the message, but only 10% of the message if they read about it (<https://blog.gitnux.com/video-marketing-statistics>). But does video marketing translate to sales? You bet it does. One article on LinkedIn Pulse estimates that those that view video are 64 to 85% more likely to buy. Now, I hope that gets your attention.

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Todd Hartley distills this information for us and explains that each buyer going through your sales process has three psychological needs. If you make your prospect's decision-making process easy, they will buy from you at warp-speed.

Here are the three needs of each buyer, according to *Accelerating YES!*

1. Clarity about their problem and your clarity about your solution...
2. Certainty you can deliver on your claim, and you've done this successfully for other people.
3. Collaboration - they need to be able to collaborate with their decision-making team about your solution with clarity and certainty.

And if you TRULY want to win more revenue, you need to provide your prospect these three things in video, without making them work too hard to understand your solution.

When I work with businesses using this system, I teach their salespeople how to create for their prospects simple one-to-one videos that increase their ability to experience:

- Clarity - If the prospect is confused, the sales rep needs to create a simple video that resolves prospect confusion

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- Certainty - If the prospect doesn't firmly believe you can deliver on your promise, the sales rep needs to create a personalized case study video that shows how you've helped another (similar) company achieve the same transformation.
- Collaboration - When it's time for the prospect to meet with their team or review your proposal, the sales rep needs to create a personalized video that teaches the entire team why your solution is the best, while maximizing clarity and certainty.

Make sense? When you give your prospect the "easy button" video to learn from, they are 85% more likely to buy! That's why companies that go through Todd's "Selling Faster with Video" sales training quickly see somewhere between 31% - 103% more revenue."

You can learn more about Todd Hartley by going to his website. Tell him I said hello he's amazing:

www.ToddHartley.com/sell

I just showed how times have changed and marketing and technology are changing as well. I introduced you to people that can make a major impact on your business as they do mine. Embrace the technology and build the best team to get the best results.

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Takeaways

- Business has changed and you must change with it.
- Invest in yourself first and foremost.
- Operate virtually to avoid the costs of brick-and-mortar businesses.
- Use your relationship building skills and master LinkedIn.
- Be smarter and use existing assets such as digital marketing companies to help you reach your ideal customers.
- Work with the very best digital marketers in the world and you'll get the best results.

Chapter 4

Put Me In, Coach!

“Who you spend time with is who you become! Change your life by consciously choosing to surround yourself with people with higher standards!”

Tony Robbins

A commonly said phrase in sports and John Fogerty songs alike is, “Put me in coach, I’m ready to play.” I remember saying it a few times myself back when I played football as a kid, which I loved.

Anyone who played sports as a kid knows just how valuable their coach was. My football coaches knew how important it was for our team to learn certain plays and gain the skills we needed to win on the field. If it wasn’t for them, we’d have lost every game! I didn’t always love when they

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were hard on us, but they kept us disciplined so we could do our best to win.

For many people, coaches are something we have when we're younger, but eventually grow out of. By the time they go to college or start their careers, most people entirely forget about the value a knowledgeable coach brings to the table. This is a huge problem, since they're missing out on a major leg up from the competition!

As a scuba diving instructor, it's my turn to be the coach, and I know just how important a position I hold. I've been an instructor for 33 years, and before every dive, I give safety guidelines and instructions. If someone doesn't listen, the results could be disastrous. People who are not certified to SCUBA dive and don't know what to do in dangerous situations underwater could get hurt or even die. However, with the right training, scuba diving is safe & amazing. Coaches enable us to overcome frightening and dangerous obstacles so we can have new experiences if we listen to their guidance.

When was the last time you had a coach to look to for guidance? If you're like most people, you'll say it was back when you were a kid. But is this true? If you look at the relationships you've had throughout life from a different angle, you'll see that there are coaches all throughout our lives, even though we might not recognize them.

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Here are some examples:

- My pastor is a coach. He learned about the Bible in seminary school and now passes on that knowledge to his congregation.
- My doctor is a coach. He went to medical school and gives me advice to keep me in good health.
- My personal fitness trainer is a coach. He shows me how to exercise without risk of hurting myself and holds me accountable for hitting my fitness goals.
- My wife is even my coach, she loves to tell me what to do. And she's usually right but don't tell her I admitted that.

Each of the coaches in my life not only told me what to do, but worked with me to ensure I achieved those goals. In any setting, coaches and mentors help us stay on track and hold us accountable. They have all the knowledge, so why not benefit from them?

Since there are coaches in so many areas of our lives, there should be a coach or mentor figure in our businesses too. Don't jump into running a business without a coach or a mentor. Hiring a coach is leveraging, which gets you to your goals quicker and with less pain, but only if you have the right coach. I'm going to teach you the magic of leveraging and

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how it's a smarter way to make money later in the book. Don't think for a second that you are above coaching because if you feel you have nothing to learn then you're not going to go very far, and you certainly won't grow. Having someone on your side who knows the challenges you're facing and has achieved great success can be the difference of success or failure.

How to Find the Right Business Coach

Coaches give you an edge over the competition and they can save your hind end from making costly mistakes. They've been in your position before, and they know how to overcome the challenges that lie ahead. They can also lend insight into navigating the market. Most importantly of all, coaches offer a different perspective on issues that can help you view hurdles in a more positive light, using them as fuel for continual self-improvement. Given all these benefits, finding the right coach is invaluable.

That said, there are plenty of people who say they're experts but don't have the proven success to back up their words. They're not interested in serving you; they're only interested in taking your money. You want someone who's done what they're trying to teach. Otherwise, how could you trust them to give the right advice? The right coach will save

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you time and money, but only if they have measurable, proven success in the field that's relevant to you.

Even experienced professionals may not be the best coaches. Someone might have achieved great success, but they might not have the skills needed to be a coach. Alternatively, they might not be a good fit for your goals and ideals, or vice versa. Before learning from any coach or mentor, set up an interview so both parties can decide if you're a good fit for each other.

Look, here is another point. You don't have to necessarily hire a coach either. Coaching comes in various forms. When professionals join my company, they are constantly learning new things and collaborating together. You may join a business and the trainer of that company becomes your coach. The concept is don't go at it alone in business or even in life.

The Testing Process

Not only must you find someone willing to work with you as a coach, but you must also find the right person for the job. This means using a testing process.

Start by finding potential candidates. This is just like looking for employees to fill a role on the team, but instead of typing up a job posting on Indeed, use your networking skills. You may have shared connections with people who are willing

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to mentor you without knowing it. Simply start asking around and let other business professionals know you're looking for someone experienced and trustworthy. Local networking groups and organizations like Business Network International (BNI) are also good places to begin your search.

Look for people who are dominating their markets. If you want to learn how to advertise and close deals like a pro, the best way is to work with people who are already doing this. Many business professionals have their own free blogs and podcasts, and some may already offer coaching services.

Tony Robbins offers life coaches as well:

<https://www.tonyrobbins.com/coaching/find-life-coach-love/>

There are many options out there. This lets you get a feeling for their coaching style so you can see if they'd be a good fit.

The best coaches are professionals who have a proven track record.

When you find a candidate, call a reference of theirs, look for positive word of mouth reviews, and see if they have a specialty that aligns with your goals. You get what you pay for, so only accept the best of the best. Coaches who are at the

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top of their fields offer the best advice and guidance. Even if their services are more expensive, the benefits outweigh the cost.

Finally, keep a skeptical eye out for people who call themselves coaches, but who have no real-world experience in the markets they claim to be experts in. Some people have just taken a course, while others have real-world experience. Always go for the people with proven successes.

One red flag to avoid is anyone who is more interested in selling a high-end package than genuinely helping others succeed. Look for those who interview potential clients to see how they can bring you value, and not those who will sell their course to anyone who can afford it. For additional security, there are companies online who offer vetting and initial screening services for professional coaches. These companies can suggest reputable coaches with relevant experience.

Coaches in Other Industries

While you want a coach with real-world experience, they don't necessarily have to have lived the exact life of your dreams. In fact, someone doesn't even have to be in the same industry that you're operating in to be a great coach.

What really matters is that they have experience achieving similar goals. For example, a salesperson in real

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estate will still benefit from the advice of someone who's an accomplished salesperson in the technology industry. Even if the techniques won't be the same, there's still lots to learn to be effective in sales that carries over to any industry.

Similarly, someone who wants to create an exit strategy for a company they founded can learn from a coach who's sold multiple companies of their own, regardless of which kinds of companies they are. A coach's track record is more important than the specifics of their career.

My Experiences with Coaches

Always, and I mean always, coach up. If I'm a multi-millionaire, then I'm going to coach up to someone that has earned even more or has life experiences that bring me more value. I have learned from coaches who have generated hundreds of millions or even billions of dollars, and I still consult with them currently; I always will. They've been on the cutting edge of various industries, including blockchain technology, business, marketing, finances, health, and more. These people are the best in the world at what they do, and that's exactly the type of person I want to learn from. Since they've had such high levels of success, I know I can trust anything I learn from them, and I can get all the information I need faster than trying to go it alone.

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Back in my 20s, my first coach in the world of business was Ira in Sedona, Arizona. He was my business partner in the early 90s, and we ran an online business back when the internet was brand new.

Working with him taught me:

- Bringing in value without taking shortcuts
- Creating loyal fans
- Managing a business and building processes
- Knowing your numbers
- Being patient

These are lessons I use in every business I've ever owned to this day. This is an incredible amount of value to get from a single relationship, and that's what you can expect coaches to bring to the table. I learned early on that leveraging was the secret to moving faster and farther than others by tapping into talent to propel you to your goals, quickly and safely.

In addition to a dedicated coach, other acquaintances can also serve as sources of advice and motivation. I fill my social circle with people I look up to. I want to be with the very best people in their industry. I want to be surrounded by people who constantly push themselves and others around them to be their best selves. Not only am I networking, but I'm

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also spending time with people who will hold me accountable. I want to share my contacts with you and can truly change your life. This is one of my personal coaches I use for myself that can help you with both personally and professionally. I'm constantly looking to improve my companies, I never settle. As I talk about the very best coaches in the world and using seasoned professionals that have had tremendous success and have a lot of life experiences, I think of Simon Scott. I met Simon in Fiji Islands and I use him personally as a coach. Simon loves to serve and help others with his wisdom and life experiences. You need a coach/advisor with significant accomplishments you can respect, or you won't listen to their advice. You must have someone that can evaluate what you are doing from the outside looking in.

Simon has built and sold multiple successful companies. I originally engaged him for business, but he also brings an incredible knowledge of personal growth and health knowledge. What good is wealth if you don't have good health right? Simon is much like an advisory board for my companies. The ideas he or I come up with we work together to strategize and put a process together. This brings even greater value to my companies so everyone benefits. If you have the right coach, they make you money, and you move faster to your goals with less speed bumps. Simon has significantly increased the value of my businesses and has added years to my life with his health advice, I consider that a

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big win, how about you? Simon is the right fit for serious individuals that want change and do greater things. My wish for you is this gives you an idea of what is available to you through coaching. Simon travels the world but his home is Australia.

You can reach Simon at:

<http://www.simonscott.me> or just email him at simon@simonscott.me.

Leveraging your connections is the smarter way to succeed. By filling your social circle with people who are at a higher level than you, you're always learning and growing. There are many that want to be the smartest in the room. You'll never grow that way or push yourself. Imagine how much harder it would be to get ahead if everyone around you was an underachiever!

Incorporating Coaches into my Companies

The CEO isn't the only one who can benefit from a coach. Everyone in all levels of a business can learn from coaches, from the C-suite all the way to the newest hires.

In addition to hiring coaches for myself, I also hire them for my employees. My accounting department has been

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coached by financial and tax experts like Tyler McBroom, the most talented CPA I've ever met. He's more than proved his worth given what I've saved in taxes since bringing him on board. I've worked with countless CPA's over the years and i can't tell you how important it is to have the very best in your corner. Having a great CPA/CFO is imperative. Tax planning alone can save you massive amounts of money. A quality CPA like Tyler is capable of making money in your company fast because it's not just how much you make it's how much you keep. You need brilliant minds looking at your taxes and someone who thinks out of the box. It's shocking how many business professionals don't put more focus on a quality CPA and CFO. Do a search online for Tyler McBroom and his firm or email him at tyler.mcbroom@trm.cpa. It's always smart to get a second opinion and see if you've been overpaying like I have in the past.

For my companies, I've hired Eric Lofholm as a coach, to help all my account executives and advisors. I pay for Eric to train my entire sales teams every week, so nobody shells out a dime learning from him. He just brings great value and I love surrounding myself with professionals that exceed expectations. Eric is passionate about teaching sales and business skills to help professionals increase their results. He has been teaching sales and business skills to people all over the world since 1999.

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His lessons make my team more effective, which makes the business more profitable. It's a win-win; I like those strategies.

You can find more information about Eric at:

<https://www.ericlofholm.com/welcome>

Lessons from Coaching

My team and I have worked with thousands of business professionals, many have worked with some form of coaching even in their corporate career. Some have struggled to find the right coach or find value in the experience if they don't embrace it. Others have seen major successes thanks to an effective coach.

Here's two key lessons I've learned from the business professionals I've worked with:

1. Check your ego at the door. It doesn't matter how big your bank account is or how many plaques you have up on the wall. If you're a know-it-all who won't accept others' advice, you'll never grow.
2. Be coachable. Be willing to learn and follow the plan. Trust that the professionals know what they're talking about

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Following these two pieces of advice ensures you'll get the most out of any coach you hire. I wrote this book because I truly want to help business professionals succeed. One of the keys to success is having the right mentors around you. I want to share with you individuals and companies that have greatly impacted me personally and professionally. My hope is that this opens up your eyes to consider any form of coaching that will accelerate your personal and professional goals.

Takeaways

- The best investment you'll ever make is for yourself.
- If you aren't learning you aren't earning.
- Getting a coach means avoiding having to work harder and take longer to get where you want to go.
- Coaching and mentorship are valuable in all areas of life, including but not limited to business.
- Never stop looking for opportunities to learn from others who have relevant experience.
- Take a short cut and leverage the contacts i provided to bring you more value personally and financially.
- Coaching is leveraging; it's a smarter way to reach your goals.

Chapter 5

Choose Your Business Model Wisely

*“We cannot be effective if we continue to cling to the old ways,
the old strategies, the old assumptions”*

George Barna

If I wanted to define what a business is in purely technical terms, I could say it's an organization or entity that does professional, commercial, industrial, or charitable activities.

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What this definition lacks, however, is the most important component:

What makes a business successful? Successful businesses are ones that can answer the question,

“What problem do you solve and how much value can you bring?”

It doesn't matter what industry you operate in or how your business is structured. If you can't answer that question, you're dead in the water.

There are many business models to choose from, some of which make it easier to solve problems and bring value than others. The countless types of businesses include many structures of Business-to-Business (B2B) and Business-to-Consumer (B2C) models, plus various types of companies that provide products and services.

To get a better idea of the role choosing a business model can have in the success of your venture, let's narrow our scope down to three different kinds: franchises/business opportunities, direct sales, and real estate. Each model has its own pros and cons. When creating the business model I use for my companies, I combined the best aspects of each while minimizing and, in some cases, eliminating the downsides of these more archaic models.

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In this chapter, we'll look at the benefits and drawbacks of these three business models to give you a better understanding of how my model compares. Let's start with franchises.

Franchises and Business Opportunities

A franchise is a business model where the owner licenses the products, trademarks, and system to a franchisee. Think of chain restaurants like McDonalds or Subway. In exchange for running their own branch of the franchise, franchisees must pay an initial fee and typically a portion of the gross revenue back to the franchise owner. They must also only operate within a set territory to avoid competition between different branches, which can limit the customer pool, and they must operate according to the set system.

A business opportunity is a similar business model, but not quite the same. It's been referred to as a "business in a box" because the owner provides interested parties with packages and instructions for starting a business or a marketing plan to start a business. Unlike franchises, business opportunities don't let purchasers use their trademark. They also have less strict rules about how and where you can operate, with less emphasis placed on the exact business model and no restrictions on territories. Also, a

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business opportunity seller does not require you to follow a specific system in operating your business like a franchise.

Franchises and business opportunities appeal to people who want to go into business but who don't have a clear idea for an innovative product or service they want to sell. They're also popular with business professionals who don't want to take a major risk starting out from scratch. But that too is a catch 22. Since you're working with a product and system that has already proven to be profitable enough to spawn a franchise, many people believe that it carries less risk than more traditional methods of owning a business. In many cases this is true, but there are also some key concerns to look out for if you're thinking of buying into a franchise.

Do Your Research

Before jumping into a franchise or business opportunity, it's critical that you do your research if you want to avoid unfair contracts and scams. Far too many business professionals have jumped on the opportunity to open a franchise only to find out that they're limited to an unprofitable territory, or there's no exit strategy in place when they're ready to sell the business and move on or retire. Scams are especially common outside of licensed and registered business opportunities and franchises where the laws are less strict.

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Thankfully, there are laws governing franchises and business opportunities that are laid out by the Federal Trade Commission (FTC) that are designed to protect franchisees and buyers of a business opportunity. These laws require you to follow certain guidelines, and the franchising company and business opportunity company must make certain disclosures. For example, any bankruptcies or felonies of owners of the business must be disclosed to purchasers. There are also rules about how long you must wait before purchasing a franchise or business opportunity and how much financial information the franchise owner must supply. The FTC requires you to receive certain information such as a list of 10 purchasers closest to you. You must also wait at least 7 days before paying to become a franchisee, so you have time to review any contracts.

Note that these rules don't mean that the government endorses or funds any franchise or business opportunity. They're merely meant to protect the purchaser. These requirements can be beneficial since most people who don't want to play by the rules won't risk messing with the FTC. Still, pay attention to all federal and local laws before getting involved so everything is by the book. If you're planning on; spending \$50K-\$100K or more on a franchise, have commercial property to lease, build out requirements, equipment to buy, have royalties to pay, advertising fees, FDD

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document for a franchise, it's always a good idea to hire an attorney who is familiar with franchise law.

As mentioned earlier, I want to offer what I consider to be the very best professionals at what they do. When it comes to making any large business purchases or any significant business decisions you need a very good law firm. A good attorney is an investment because they can help you avoid bad business decisions, keep you out of trouble, and keep you compliant. Don't look at a law firm as a cost center, getting good advice from a trusted attorney can save you money and wasted time, just be careful where you get your advice. Avoid a law firm that is just trying to rack up a bill. If you're looking at franchises for example, you wouldn't go to a personal injury or general attorney. If you are looking at franchises, business opportunities or buying an existing business, make sure you have a law firm that has expertise in those areas. One such contact is Alan Briskin with Briskin, Cross & Sanford LLC www.briskinlaw.com Alan Briskin is by far one of the best business attorneys I have ever met. He's very personable and very versed in all aspects of business law. If you are evaluating a business and need an attorney that is genuinely interested in you, Alan Briskin is perfect. Your attorney should be an important asset like a good CPA. The business environment constantly changes, and so do laws. If you are in business, no matter what you do you'll come across some compliance issues. Most of the time you

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won't know if you are following the law or not, and a good attorney will navigate that for you. If it's just negotiating business agreements or considering a large purchase, always use an attorney to review. Either way, using an exceptional law firm is the smarter way to make money.

A good example a franchise or business opportunity law firm can determine if a company that calls themselves a business opportunity are meeting the state and federal guidelines. Many companies that call themselves a business opportunity aren't meeting these state and federal guidelines. Keep in mind that many purported business opportunities will avoid following both the FTC rules and state regulations. It takes a lot of money and there are strict guidelines many aren't willing to follow. You must ask yourself why on earth would you invest in a business if the business itself didn't do what it was supposed to do. This means they're not subject to the same laws, and you won't enjoy the same protections if a business opportunity turns out to be a scam. To avoid this, stick to a business opportunity that is registered with each required state (not every state requires a registration) and that provides the disclosures required by the FTC if you plan on using this business model.

Finally, always ask for a Franchise Disclosure Document (FDD) or Business Opportunity Disclosure Document (BODD). A seller of a business opportunity or franchise may be unable to provide you with this document,

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which is always a red flag. This step will help minimize your risk of getting scammed.

Expect Fees and Strict Rules

Even when a franchise is legitimate, one major drawback is the high fees a franchisee must pay. Costs include royalty fees, advertising fees, in addition to a lump sum upfront fee when you buy into the franchise. These royalty fees are no joke, and in most cases, you'll have to pay them regardless of whether the franchise location is profitable.

On top of that, franchisees still need to cover the costs of local advertising themselves. Considering how expensive it is to be a franchisee under these conditions, it's no wonder so many people struggle to recoup their investments.

Another factor I can't stand is having to play by someone else's rules. Franchisees who deviate from the existing model at all can get in trouble with the franchisor, even if they have better ideas about how to run the business. They can't introduce additional products or services either without getting approval, which is in the franchise owners' sole discretion. They may get to use a "proven method," but these old business models are too rigid and limit growth potential. That's all on to of the impact of market downturns and other major events that can impact the profitability of a business.

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What if a franchisee borrows money and then a recession or pandemic like covid hits? What if interest rates on their loan go up? Most businesses won't even make a profit for at least a year and yet they must still pay their loan, franchise royalties, advertising fee and all other expenses. This is a huge risk.

Worse, imagine trying to staff a franchise during the Great Employee Resignation. And don't forget the difficulties that come with inflation. Not only do goods cost more, but to keep the business staffed, they'd have to pay higher wages. Sometimes product prices are fixed by the franchise owner, and they can't even pass along these costs to the customers.

The greatest downside of any franchise is that you are usually capped on your customer base because of a territory. What if a competitor moved across the street - your market share is cut and generally you have large overhead and, no matter what, you have to pay the piper, the franchisor, their royalty fee and advertising fee no matter what. There are smarter business models that allow for greater growth without huge capital investments. In some cases, a greedy franchise broker can exacerbate these issues.

Working with Franchise Brokers

Franchise brokers operate similarly to real estate agents, except they're selling you a business rather than a

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house. Just like real estate agents, there are good ones and bad ones.

A bad franchise broker will try to talk buyers into paying for the most expensive franchise option, regardless of whether they think the franchisee will be able to turn a profit there. Franchise brokers typically show their buyer the franchises that pay the most money to them. A lot of franchises have been bought up by equity firms and they will spend big money to lure the buyer in. That is not good for you. The bigger the sale the more they earn, and that's all they care about. Since they don't have franchisees' best interests at heart, they steer them toward making financially unwise decisions and leave them in debt.

Of course, there are good franchise brokers too. One of my closest and dearest friends, Brian Felderstein, is widely considered to be the most renowned franchise and business broker in the United States. This is because he doesn't focus on how much money he can make from a deal, but instead whether a franchise or business opportunity is a good fit for the purchaser. He encourages those looking to purchase a business to have three essential qualities: spousal support, financial investment, and motivation. Without these factors, he knows people aren't yet in the right position to be considering a franchise or business opportunity in the first place. He's not afraid to turn people away if they're not the right fit for the

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franchise or business opportunity, which is why he's one of the most reliable and trustworthy brokers working today.

Brian's been collaborating with me for 20 years, and he's been instrumental in assisting numerous business professionals in finding the perfect business. People quickly realize he's no nonsense and has a good business acumen as he's owned and sold successful businesses in the past. If you want a franchise broker who will tell you the truth even when it's not flattering, he's that guy. Never be afraid to hear the truth; it can save you from making huge mistakes.

Brian can be reached at:

topfranchises@gmail.com

How Franchises Have Fallen Behind

For some major brands, franchising isn't such a bad deal. If advertising costs are covered and all you do is make the initial investment, then collect on it, becoming a franchisee can be profitable. In general, however, it's far from the best business strategy out there. It hasn't adapted to modern times, and other business models have surpassed it.

Franchises are beset by catches, limitations, and far too many hands in the cookie jar. Most franchises require you to have a lot of cash up front, and monthly overhead

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expenses, all before you are able to start making a profit. I've done a lot of consulting in the business opportunity and franchise world, and far too many people have been caught off guard by the rules and fees demanded by franchise owners.

A smarter way to do business while limiting risk is to start a side hustle, like we discussed previously. A business opportunity is a full time or side hustle business and will run you about 25k or less, with some requiring no startup costs at all. Compared to the costs of buying into a franchise, a business opportunity allows you the same flexibility with no royalty fees and generally less capital outlay. Don't empty your 401k and savings account until you can find a business that's both inexpensive to start and gives you the total freedom and control that you need to be successful.

There's a myth about franchising or buying a business in general that goes,

"The more money I pay, the more money I can make."

That's a big mistake. I like to call this "old school stinking thinking," or a one-way ticket to going broke. The days of putting in more capital and taking greater risks to become successful are over. Business models have changed,

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so the way you approach starting and running a business must change too.

It's too easy to lose it all spending more in upfront costs than you can ever expect to make back. This mindset of "spend more to make more" is a bomb that will wipe out your entire financial future. Stop taking unnecessary risks that only jeopardize your family's future. Quit giving up capital in exchange for massive liability. Instead, capitalize on business success and growth without investing hundreds of thousands of dollars. Luckily, you're already well on your way to learning how to succeed without a \$50-\$100k or more investment just by reading this book.

Direct Sales and MLMs

Having a successful business model is all about limiting liability while maximizing potential profits. Many people skip the "limiting liability" step. They start their own business, or buy an existing one, with the intention of selling it a decade or two later and retiring on the profits. But they're risking tens or even hundreds of thousands of dollars on a single investment. This isn't a smart call, especially when the investment is as risky with "storms" and how they affect your business which I'm going to teach you in another chapter.

On the other hand, many business professionals choose to limit their liability as much as they can. Direct sales

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and multi-level marketing (MLM) companies, also known as network marketing companies, seem like the best alternative. Rather than buying a traditional business, they're only paying for a distributorship to be part of the business. This usually means a lower investment business venture. There are certainly many professionals who have made millions in the direct sales and MLM industry, but the majority do not make it and it's actually designed that way. However, if you're considering this business model, it's important to also consider the hidden risks alongside the benefits.

Let's start by looking at MLMs, which have long been touted as a way for the average person to be their own boss regardless of their current income.

Pros of MLMs

MLMs appeal to many corporate employees and other people tired of the daily grind of the day job. They promise total freedom from the demands of your boss. You don't have to work on anyone else's schedule, nor do you have to play by their rules. If you're selling enough of their products, most MLM companies don't care how or when you do it, which is a level of freedom most employed people and even many business professionals don't get to enjoy.

There's also money to be made in MLMs if you get in on the ground floor, if you have a lot of recruits, and if they

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stay with you. Those at the top of the chain who have many people working under them enjoy a cut of the profits from every person they recruit. This has the potential to multiply your income if you're an especially diligent salesperson, or if you're very good at convincing others to join the company.

MLMs also offer members excellent salesperson training for minimal investment, and in a very short time. You can learn skills and tools that will make you more effective at marketing and sales, which are always valuable no matter the industry. In fact, being part of an MLM was how I dipped my toe into the business world in my early 20s. I had tens of thousands of people in my group involved in prepaid phone cards. I got checks daily and made way more money than most people my age. Eventually, though, I wanted to deal with business owners and pioneer my own services. I don't regret the experience I gained with this business model, but it wasn't something I wanted to do long-term given its drawbacks.

Cons of MLMs

One reason I decided to leave the prepaid phone card business was because in an MLM, I had limited control. Yes, I could make my own hours, but I still wasn't the real owner of the business. If one day the owner of the MLM made a terrible business decision that sank the whole company, I would have had no recourse. Remember in this business model you can't

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make big business decisions and you're reliant on someone else for your success. Personally I find it way too risky. More importantly MLM's are generally focused on BtoC not B2B. I generally don't see anyone bringing an MLM product to a major company it's usually your friends and family.

MLMs have also developed a reputation for being inundated with scams and predatory business practices. While some MLMs may operate entirely above-board, there are many companies that promise members the world, only for those same people to find themselves in major debt a few years down the line. While the people at the top usually make out okay, it's the individual salespeople who are at risk of getting taken advantage of.

The only real way to make money in an MLM isn't by selling products to consumers but by recruiting people to do the selling for you. As previously mentioned, when you recruit people, you get a cut of any sales they make. Reality is you have to recruit or have a big downline to make significant money. Also if you're trying to sell products yourself, you're not going to get anywhere near the kind of income needed to live your dream life. On the contrary, you might even find yourself in debt if you purchase products you can't resell.

Even if you do manage to recruit people, there's no guarantee that the people you recruit will turn a profit, or even that they'll stick around. If they decide to quit suddenly, you can go from making thousands of dollars to practically

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nothing. Here is the worst part, you spent all that time building a team and boom the next hot thing comes along and your entire downline left you to go to another company. You are starting over, and your money took a nosedive. People will eventually move onto the next hot thing. This means you'll have to continually recruit new people to replace them. So if this doesn't sound like an appealing prospect, then avoid MLMs altogether.

Pros of Direct Sales

Direct sales skip the multi-level layout of MLMs, focusing instead on simply selling products. An excellent salesperson can do very well for themselves in direct sales, especially if the product or service is valuable enough to attract customers on its own merits.

Compared to MLMs and corporate sales jobs alike, direct sales cut out the middleman. The only cost is what you pay for the products themselves; there aren't levels of people above you who all get a share of your profits. This means you make greater profits from each sale, with a higher earnings potential at a salesperson level.

Cons of Direct Sales

While direct sales sound like a great alternative to MLMs, they come with many of the same drawbacks. For one,

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you're still beholden to the decisions of the owner. If they make one wrong move, all your hard work could be for nothing, and it's entirely out of your control. There isn't anything you can sell as you don't have an entity and most likely you don't have residuals to bring consistent cash flow.

Direct sales are a one-person shop, which means you're not building a team or expanding your reach. The customer pool is limited, and eventually people might move on to a different product or service, leaving you right back where you started without the capital to pivot into a different industry. Since you have no say over product development and can't offer your own innovative services, there's always a risk of being pushed out of the market by competition.

The biggest issue with direct sales is that they put you in the position of a salesperson, not a business owner. You don't get any of the benefits that come from building up a company, such as residuals, long-term relationships with clients, and the potential for growth and expansion. After every product sale, you're essentially back at square one with a little more money in your pocket. There is no continuous form of revenue or leveraging involved. It's an okay way to make an income, but it's nowhere near owning your own business and there are no significant residuals that can pay you for years.

Real Estate

Real estate is a popular method of investing that's become more accessible to the average business professional thanks to digital services like dedicated syndication websites and Airbnb. Smart investors can greatly profit from flipping homes, managing, and renting out property, or joining a syndication. Many of these investment strategies require less of a time commitment than the models we've looked at so far. However, real estate still has its flaws, and it's far from a risk-free investment. Know the benefits and drawbacks before you commit to anything.

Benefits

Real estate is a particularly appealing investment because of how much money investors stand to gain. There are certainly risks, but with smart investments, you can make a lot of money while owning just a few properties. These profits can then go toward purchasing more properties and hiring property managers to do the day-to-day work for you, exponentially increasing profits.

Another benefit is that real estate is largely a passive investment. You'll need to do research and due diligence prior to buying a property, and you may need to make repairs and find renters. However, you can hire people to fill these

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positions for you once you've turned a profit on your first investment. Real estate enables people to create a lucrative passive income stream within a matter of months.

Drawbacks

While real estate has its upsides, there are pitfalls to watch out for too. One factor that prohibits many people from entering the market is how much starting capital is needed. Property costs can be considerable, and are highly effected by the changing interest rates and cost of insurance. There are ways around this, like pooling your money with other investors in a syndication, but this comes with the drawback of limiting your profits. It's incredibly difficult to go from a middle-class or upper-middle-class income to a profitable real estate empire because there's just too much starting capital required.

Since the costs are so high, real estate is inherently risky. If you don't do enough research, you could set yourself up for failure by buying the wrong property in the wrong area. There are also many factors outside of your control that affect property values, like what happens to the rest of the neighborhood and market conditions. There is a lot of competition and if you buy wrong, it can cost you dearly. What if interest rates go up and that cools down buyers? You heard the saying, "don't put all your eggs in one basket" this is where I see so many people losing money. The real estate

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market is always up and down. A downturn in the market could mean you lose your entire investment. Unless you're a seasoned professional and flipping houses or doing large, safer transactions then beware.

Back in the 2008 and 2009 financial crash many real estate investors lost hundreds of millions of dollars, and some were forced to declare bankruptcy. I couldn't tell you how many business professionals came to my company for assistance rebuilding their incomes after serious real estate losses. My business model was protected from market fluctuations, and I'll explain how in greater detail in future chapters, but every real estate investor I spoke to took a major hit. Any business model that can be affected by market forces out of your control carries some level of risk, including real estate.

The Common Thread

Of the three types of business models, we've covered so far, one factor links them all together. They're all susceptible to outside forces, whether these forces come in the form of the market or people further up the chain of command. As a result, there's a great deal of risk inherent to all these models, especially if they're your only source of income.

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Luckily, there's a trick to combatting this flaw: diversifying. If you can avoid relying too heavily on any single product, service, or market, you can keep yourself afloat under any circumstances. You can even thrive during a storm.

Takeaways

- There are many business models in the marketplace and many misguided ideas about how to turn a profit.
- The idea of “the more you spend the more you make” which was once dominant is now a thing of the past.
- Business opportunities give you the most flexibility even as a side hustle.
- Franchises can be a much heavier burden financially both upfront and ongoing which in turn is more risky
- To adapt and evolve with the times, leave these old business models behind and implement my model instead, which will help you not just survive but thrive in any storm.

Chapter 6

Succeeding in a Storm

“Whenever you see a successful business, someone once made a courageous decision.”

Peter Drucker

Think of problems in your business/professional life like bad weather. When you're operating on a sunny day, everything is going your way. Even a shaky foundation will stand up in the sun. But in the winds and rain of a major storm, it'll all come tumbling down. As an avid boater, the weather plays a large role in my day-to-day life, I think weather is something everyone can relate to, I'll use it in this

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chapter to help illustrate. I want you to really pay attention to this chapter. If you don't start off in the right boat and encounter a serious storm you might not make it back to the dock. The same goes for your business model, or what you choose for your financial future, if you pick the wrong model and something happens like market crashes, Covid or recessions you may lose everything.

Plenty of business professionals see only blue skies ahead when they open their own businesses. However, the weather never remains clear forever. Any business will have to endure many storms which could jeopardize its success. Storms come in many forms, from brief periods of turbulence that only affect a single business to upheavals on a national or global scale. The risk of failing during a storm only increases if you're using a business model that can't stand up to market pressures.

The number one mistake that causes businesses to fail is a poor choice of a business model. As soon as an unexpected storm comes along, suddenly they hemorrhage money, and they end up out of business. This is a serious misstep that countless entrepreneurs make, and I don't want you to fall into the same trap of picking a business model that can't weather storms. Avoid what I've seen and heard from the thousands of business owners and their horror stories because they didn't pick the right business model.

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The biggest financial decision you will ever make is picking the model for your business. It's critical that the business model you use can withstand any trials and surprises the future may hold. You owe it to yourself, your family, and your dreams to put serious thought into this choice.

Storms can have one of two outcomes. For most business owners—those who fail to prepare for them— they can break their companies and their spirits. For those few business professionals who watch for storms, see them coming, and even take advantage of them, storms can be a positive outcome and depending on the model you can flourish.

The goal isn't just to survive a storm, but to thrive during it!

My business had record years during the 2008 financial crisis. And when the world shut down with Covid my businesses flourished, even when many businesses around me were failing. This success is thanks to the business model I created, which could stand up to even the most damaging of storms.

Whether you owned a business or worked for a company during the 2008 crisis and COVID-19 pandemic, ask yourself what you learned from it. Did you prosper or did you crash? Did you act, or did you sit on the sidelines? Even if you

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didn't do so well, reflect on these moments as learning opportunities that will help you strengthen yourself against similar storms in the future.

The business models we discussed in the last chapter can be lucrative on sunny days, but each one has certain risks that make it less viable. Storms are unavoidable, so the best way to get ahead of them is to plan for them. Start asking yourself before you even decide on a business model what does this look like if it got bad and could I lose my investment, the time I spent, even my retirement. If you're in a business and after reading this, you find you are very vulnerable, then at least start to take measures to protect yourself. This way, you won't be caught by surprise. Few business models can protect you from major storms, so make sure yours can!

Types of Storms

Storms come in various intensities, ranging from everyday issues to serious shakeups.

Learning about each type of storm will help you prepare for it:

Everyday Issues

Picture everyday issues as a light drizzle. For example, an employee doesn't show up for their shift, or an order gets

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misplaced and delayed. It's easy to avoid any harm done from a drizzle if you set an umbrella up beforehand, but if you don't prepare at all, even light rain can become a problem.

These types of tiny storms tend to happen on a semi-regular basis. Every business is going to have its issues. Issues are just solutions waiting to get solved. Just as minor rain damage can erode the foundations of a house over time, so too can these minor problems become a headache. Thankfully, everyday issues are easily addressed if you're proactive, so they don't tend to spell bankruptcy for most companies unless they get out of hand.

Major Problems

Major problems pose a serious threat to unprepared businesses model. They're heavy storms that can cause serious damage to a business. Any company that leaves itself susceptible to these problems is at risk.

Examples of these problems include:

- Lack of capital/running out of money
- New competition
- Liabilities/lawsuits
- New laws affecting your industry.
- Cyber crimes
- High interest rates

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- Personal tragedies
- Time-sensitive services
- Outdated products
- Layoffs/lack of job security
- Easily duplicated business models

National and Global Storms

Problems that impact companies on a national, international, or global scale are most business owners/professional's worst nightmares. These storms are more like hurricanes and tornados, decimating everything in their path, often without advance warning. They can bankrupt a business in no time at all or permanently change the way an entire industry operates. In some cases, they can even make products and industries that were previously profitable completely irrelevant. They can change the way business is even done. Don't think for a second major storms won't happen, it's a 100% they will come the question is how prepared are you? With an approaching hurricane do you have storm shutters, generators and is your house is on stilts? If not then your house can get damaged maybe even destroyed just like your business or finances.

Examples from just the past few years include:

- The COVID-19 pandemic

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- Government-enforced shutdowns
- Recessions
- Inflation
- The Great Employee Resignation
- Supply chain problems
- Stock market crash
- Wars

Unlike the previous problems, these storms are entirely outside your control. This leads many business professionals to believe there's nothing they can do to prepare for them. However, this is another case of "stinking thinking." While you can't prevent these storms, you *can* choose a business model that isn't negatively impacted by them.

Just look at the way different types of businesses went boom or bust during COVID-19. Businesses that relied on in-person customers like gyms, retail outlets, hotels, and dine-in restaurants suffered huge losses and may have had to close their doors. I'm sure I don't have to remind you how in 2021 supply chain issues left freighter ships filled with cargo stuck just off Long Beach, unable to dock, or in the Suez Canal the same year.

Meanwhile, companies that adapted for remote or digital-only operation benefited. Retailers like Amazon made record sales with a reported profit increase of 220 percent compared to the previous year (Weise, 2021), while the video

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chat service Zoom went from a relatively unknown company to a household name. Companies selling needed supplies like hand sanitizer, masks, and cleaning products saw no shortage of business. As people settled in and prepared to spend the next few months at home, it became near impossible to buy a bike or printer because they were sold out everywhere.

None of us could predict the way the COVID-19 pandemic impacted us or our businesses, positively or negatively. It still seems unbelievable that the world could change so significantly in such a short time, and yet it did. The same is true of the way the 2008 recession changed the real estate market and affected peoples' retirement accounts.

If we had another major global event tomorrow, how would your business do? I don't ask this to frighten you. I'm not an alarmist; I'm a realist. The unfortunate truth is that we'll likely experience another similar major global event within our lifetimes, whether it's a pandemic, recession, or international conflict. This is why it's so important to use a business model that accounts for these storms. You and your family's financial future depends upon you making smarter decisions. The worst thing we can do is not learn from the past or dismiss this.

The Financial and Mental Impacts of Storms

When we talk about the damage caused by storms, we tend to focus on the financial aspects. In doing so, we fail to recognize the ways storms can also have a major impact on our mindsets. Storms can wipe out your entire livelihood and jeopardize your retirement savings, which can shake your confidence in yourself.

I can't tell you how many people I've met who had to rebuild their lives in their 50s, 60s, or even 70s. One man I interviewed had bought 4 gyms with some partners in Colorado right before COVID-19 hit. He put his entire nest egg into buying equipment and signing leases. When the pandemic caused his business plans to crash and burn alongside his plans for retirement, he was totally shaken. He became terrified to try again.

Living your life in fear of market conditions isn't healthy, but it's an equally bad idea to ignore the potential impacts of these storms until it's too late. But what if you could run a business that was completely protected from storms? What if these storms could catapult your business instead? This might sound too good to be true, but with the right business model, it's possible.

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Keys to the Smartest Ways to Make Money

Only a handful of business models are capable of weathering major storms. The trick is to create a business model that's evergreen with products and services that are always in demand. It's really simple, just look at what types of businesses flourished in the shut down and during a financial crash, you must look at many types of storms to have a good model.

One such method is to market services that solve problems for companies that they can't solve themselves. If you're saving companies money, your services will always be in demand, especially when times are tough and everyone's looking to save. If you have a service or product that can literally save a company when a storm arrives and solve a problem they can't, it's massive because that is how I flourished from the pandemic. Whatever you do it must be big enough, like what I offer to get a client's attention, for example.

Offer absolute solutions that companies benefit from no matter the economic conditions.

There are plenty of ways to help companies save time, energy, and most importantly, money. For example, I offer over a 100 different ways to save money. For the first time

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ever for businesses, I turn account payable departments into profit centers. I also help alleviate supply chain issues and solve shipping issues. We audit line-item expenses and look for overpayments to identify areas where costs can be reduced. I either find savings or there is no fee, without switching suppliers or vendors, it's a win-win. I give employees access to their wages at the end of their shift, so they don't have to wait for two weeks to get paid. These types of services ensure I'm always earning residuals. We'll discuss residuals in greater detail in Chapter 8 so for now, just know that they provide consistent income I can count on during storms.

The biggest reason why companies still want to work with me during storms is because I provide performance-based services. I only charge money for my services if I can find them savings. This means there's no risk to the client, and since I always find savings, there's no risk to me either. If you can promise clients results without asking them to take on any additional risk, this gets your foot in the door, even with skeptical clients. This is my number one tip for running your business in a smarter way, no matter what storms may come. If you are wondering how to create raving customers during storms and earn a client for life, just over deliver and bring them more value. It's as simple as that. Standout so they recognize what you are doing and create more value, maybe

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you do something extra for them, but this is how you start to keep clients when things get bad.

What to Avoid in a Business Model

Don't pick a business model that is susceptible to storms.

Here are the biggest red flags to avoid when creating or buying a business and questions you should be asking yourself:

- If you stopped working in a storm, would you continue to make money?
- Can your business be delivered through Zoom or electronically?
- Can your service be done across America or even internationally?
- Is your service or product necessary or even helpful during a storm?
- Do you rely on products from other countries?
- Retail has many risks with various storms, so choose wisely.
- When the next recession hits would customers still buy from you?
- Are you sanctioned by any local, state, or federal rules that can change?

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- If a shutdown happened again, what does your business model look like?
- Do you have heavy capital outlays or high monthly overhead?
- If you own a restaurant or service-based business, how did you fair during Covid?
- Will your franchisor allow you not to pay your royalty and advertising mandatory fees during a storm like a recession?
- Do you have a year's worth of income in savings to withstand a storm?
- Are you in a competitive model?
- Do you have thin margins?
- Do you require employees to operate your business?
- Operating in an industry with many competitors or limited reach, can you survive with a smaller market share?
- Working in a highly regulated industry where new laws could harm the business.
- Is your business affected by high interest rates?
- Do you have residuals?
- How big is your emergency fund? How long can you survive without profits or even putting more money back in your business?

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- Working for someone else, giving up control and job security
- Is your retirement portfolio protected from future recessions?
- How is your real estate protected from downturns?
- What does your stock portfolio look like in a bear market or economic downturn?

Think of this chapter like antivirus software. By testing your business model against this checklist, you'll identify weak points before they become problems. Or maybe you need to rethink a different business model to protect yourself. Shore up your business against storms, they are 100% coming in the future and you'll have nothing to fear. Pick the right business model and you can prosper.

Takeaways

- Major storms can't be avoided, so prepare for them instead.
- Avoid business models that are highly susceptible to major storms.
- With the right business model, even the most catastrophic storms can become enormously prosperous opportunities.

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Part 2:
The Smarter Way to
Make Money
Revealed

Chapter 7

Values and Solutions

“All wealth comes from adding value, from producing more, better, cheaper, faster, and easier than someone else.”

Brian Tracy

During the government shutdowns caused by COVID-19, most companies couldn't operate in person, so they shifted to remote work. This created a problem where CFOs didn't want to or couldn't come into the office to handle vendor payments, yet this task still had to get done.

I offer services where we can solve problems for companies that they cannot do themselves, this in turn makes

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us always valuable. One of the services we provide helps CFOs automate their account payable departments while also creating revenue opportunities for these companies.

Recognizing the problem, we offered a simple solution: with this service, CFOs could pay their vendors with a virtual card remotely with the click of a button. Even though times were tough, we prospered because we were still providing companies with solutions to their problems. We brought AP automation and we created revenue through virtual card acceptance all at no out of pocket expense to clients.

Companies still must pay their vendors in good times or bad times, which means no matter what we are always getting paid. Remember storms will happen and when they do with the right business model you can prosper as well.

During this time, many businesses also struggled with supply chain issues. Companies were scrambling to get their products out, but major carriers were calling and saying they couldn't keep up with demand. Imagine making 1,000 sales and not being able to fulfill them!

This was another opportunity for my company to offer a solution, this time in the form of automating companies' shipping departments, with our innovative software solving their supply chain issues. Even better, we brought in other carriers who could handle surplus orders, so they could get their product out regardless of supply chain delays. Not only

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did we make other business professionals' lives easier, we also saved companies massive money.

Providing value and solutions is the core of running a business resistant to storms. This is the definition of running a business the smarter way. If you're always offering clients value and solutions, this gets people excited about your services and turns them into clients for life.

What Is Value?

Value is the essence of your worth to your client. If you're not bringing anything valuable to the table, why should clients work with you? The company that can provide the greatest value, going above and beyond expectations, will earn the most consistent business. Stop thinking about yourself and your income and start thinking of how to serve others by bringing them great value, then you'll reach your goals and with more satisfaction. Wake up each day and think, what more value can I bring to my team and my customers? This is how you create raving fans by the way.

Being able to provide value is the fuel in the engine of your company. Being valuable to clients will determine whether you're going to succeed or fail. The more value you bring, the more clients you'll attract, while means greater profits and stability.

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People are willing to pay more for high-value products too. If you're selling small value products, you'll get a small reward from each sale. This means you'll have to find many more clients and work a lot harder to stay afloat. On the other hand, if you offer incredibly valuable products and services, you can justify charging more for them. Not only will you need to land fewer clients to turn a profit, but also these high-value solutions will spread positive word of mouth, and people will start coming to you.

How can you provide value to clients? Start by establishing your Unique Selling Proposition (USP). Your USP is the one thing that differentiates your company from the competition. Always offer something others aren't providing.

Here are a few different types of value based questions you will want to answer:

- How good your product or service is
- How many services you offer for a single price point
- What revenue or savings your services create (This is how I provide value!)
- What you will provide to clients

Adding value can be as simple as providing top-quality service and customer support. If you've ever received exceptional service at a restaurant, there's a good chance

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you'll think about the restaurant favorably and want to return just because of the service.

Offering add-ons and upsells are other methods for increasing value. For example after we find savings for a client we bring additional expense reduction services to bring even more value.

Once you know your USP, make sure it's clear to all prospective clients. This is your big selling point, make sure it's clear and concise. If clients know they can only get this valuable product or service from you, the competition won't stand a chance.

Drown Out Competitors

Giving customers more value than competitors is the best way to achieve market dominance. I call this the "value vomit" strategy. If you can provide the highest value, customers won't even consider buying from your competitors.

Best of all, providing value is a highly effective form of marketing. All you need to do is present prospective clients with the truth, no flashy marketing gimmicks needed, and the product or service sells itself. As positive word of mouth spreads, the business grows, and its reputation improves.

Adding value can even reduce customer acquisition costs. First, more people learn about your services organically, so you don't have to spend time and money on

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marketing and brand awareness initiatives. On top of that, when you provide clients with valuable services, they're more likely to become repeat customers.

Providing the highest possible value to clients ties back into the importance of serving others with your business. When you have others' best interests at heart, you'll always be looking for ways to offer them more value alongside providing solutions to their biggest problems.

What Are Solutions?

When customers have problems, they should look to your business for solutions. Simply put, solutions are the outcomes of the services you provide.

Every product or service you offer should target a particular problem. Being effective at marketing means knowing what kinds of problems your target audience is facing, how to solve them, and what that solution looks like for the client.

To make sure you're always offering solutions, ask yourself the following questions when shaping your business:

- How can I solve a problem?
- How much is the solution to this problem worth to those experiencing it?

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- How many people have this problem?
- How many other people could compete with me to solve this problem?
- Can I be the one to pioneer this solution?

If you can't answer these questions to a satisfactory degree, you're going to run into trouble, especially during storms. You're gambling with your family's future, so have a strong answer! If clients are always in need of a solution that only you can provide, then your business is in a good position to weather the worst storms.

Those who can't answer these questions should consider partnering with someone who can. You don't have to do everything yourself. Let someone else be the idea man who takes on the risk of developing and testing the product while you focus on distribution. It's a smarter way to make money as well because you are leveraging someone else's product or service to your advantage. As long as you're helping to connect clients to valuable solutions, you have a viable company on your hands.

Takeaways

- "Value vomiting" is a smarter way to make money.
- Leveraging someone else's solution is a smarter and quicker way to make money.

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- Always ask what you can do to create massive value that will blow clients away.
- Providing value and solutions creates a loyal fanbase of clients who will never leave you, which in turn creates reliable residual income.
- Time is the most valuable asset for businesses. Look for ways you can save them time, not just money.
- Educate them on the solutions, don't just sell to them.
- The amount of value you provide is directly related to your financial outcome.
- A client for life is a client for whom you solved a major problem and continue to serve them massive, consistent value.

Chapter 8

Residuals are the Keys to Financial Freedom

“If you don’t find a way to make money while you sleep, you will work until you die.”

Warren Buffett

Ever dreamed of working once, then kicking back and collecting on it for the next decade? That’s exactly what happened to the cast of the hit TV show *Friends*.

According to USA Today, reruns of Friends generate \$1 billion each year in advertising dollars for Warner Bros. Each of the 6

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main cast members get 2% of this revenue in syndication income, which comes out to \$20 million a year.

Thompson, 2015

Imagine making that kind of money for doing absolutely nothing, just benefiting from work you've already done. It might sound like a pipe dream, but it's more likely than you think!

This is the power of residuals. They let you benefit from the same work repeatedly, often for 10-20 years or more. With residuals, you can achieve true financial freedom.

The Risks of Working Without Residuals

Most jobs involve trading time for money. Whether you're working for a fixed salary or more variable sales, income is directly proportional to how much time is spent working. This makes it tough to get ahead. If sales dry up, it's easy to go broke between clients. If you get fired, you can easily spend all your savings in the time it takes to find a new job. Without residuals, you're essentially out of work between each sale or paycheck.

Even if you work for someone else and can keep a job until retirement, social security alone doesn't cut it anymore. Few jobs still offer pensions, and most people don't save

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enough money during their careers to comfortably retire. Worse, if your company does make residuals, you won't get to keep them if you get fired.

The only way to escape this endless rat race is to start earning residuals that go directly to you. Residuals offer the freedom to spend less time chasing sales and more time planning for the future. They're the perfect counterpoint to "hustle culture" which encourages people to work themselves to the bone every day, even if it's not smart. This was a lesson I had to learn for myself.

Being raised by my grandparents, I inherited the values of dedication and hard work from The Greatest Generation. When I was younger, I could outwork just about anyone. I still could, but I've since learned to work smarter, not harder.

As I mentioned previously, I worked in an MLM in my early 20s where I had recruited tens of thousands of agents. I got checks every day, and I was making so much money that people questioned how a 20-year-old was living the way I was. However, this also meant I was making money one day at a time. I had zero control, and I knew it could all go up in smoke one day. If the company suddenly took a turn for the worse, or if the agents suddenly quit or stopped making sales, I wouldn't have a source of income anymore.

Even though I was making incredible money, I was still taking a risk. Later in my 20's, I started my own traditional businesses but took residuals into B2B models and I haven't

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looked back. Today I offer some of the most significant B2B services in the country. They solve the biggest issues facing companies. We do the work once and get paid month after month year after year without the risks of losing it. That's what I call a smarter way to make money.

Types of Residuals

There are many ways to make residuals. You can generate them on investments like real estate and retirement accounts, earn them on products and services sold by your company, or have others pay them as royalties.

Real Estate

Anyone who rents out property is making residuals on their investment. They purchase the property and fix it up, then make money from it for years to come from the renters.

Real estate residuals have the potential to pay dividends on the initial investment, but this reward doesn't come without risks. Recessions and other market causes can devalue a property and make it harder to find tenants willing to pay the rent you are seeking. Tenants can also destroy your property and these days it's not easy to get a renter out if they aren't paying. Real estate investments are also susceptible to other storms like rising interest rates, market disruptions, and

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the need for a heavy capital outlay, which makes them riskier than other methods of earning residuals.

401Ks/Investment Accounts

Investment accounts, and especially retirement accounts like a 401K, are semi-reliable ways to make residual profits on an initial investment. While they're far safer than putting all your money into real estate, the value of these accounts is highly sensitive to economic and political conditions. If the market goes down as it always does, it can take a year or longer to get back where you started, not to mention all the compound interest you lost and you must start that process over.

Royalties

If you're a creative type, you might make royalties when other people are willing to pay to use media you've made. People can earn royalties from book sales, TV show reruns, movies, music, and more. Of course, this requires having some skill in these areas, so living on royalties won't be possible for everyone.

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Expense Reduction-True Residuals

The final method for earning residuals is by providing services to companies that will save them money or solve problems they can't do themselves. See, we audit a company's expenses without changing vendors. We charge 50% of whatever we find or recover, so it's contingency based. We either find savings or no fee. It's risk free and a win-win for us and the client as they love performance-based services. Companies pay only after the work has been done or after their expenses have been reduced and verified. Companies would have to do "ten x" in sales to match what we can save them. Also, savings is a much quicker way for a company to make money. The fun part is we audit their invoices and expenses monthly, which means our team gets paid every month for the life of the client. This goes on for years and years of course. The client loves it as we are reducing what they spend, and they get a report showing the results of our monthly activities.

The secret to long term residuals is you want to offer something that gives consistent value monthly and that a client never wants to leave. That is the ultimate residual and it's a win-win situation for everyone. When businesses engage my expense reduction services or specialized savings programs, I make money off what I've already created. Since I have a whole team and companies who manage the routine

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tasks at these companies, I can relax and enjoy the profits, while focusing on finding even more unique and profitable services for our companies to offer clients.

I have a significant number of residual services, but I'll give you an example: a good friend of mine has an amazing and unique shipping solution. It's different from everything else in the shipping industry, remember I pioneer, I don't compete, it's way smarter to be the first to market and much more profitable. Outside of my virtual card-AP Automation product this is the stickiest residual service in the marketplace. Once a company integrates with my shipping partner, they are there for life. They save 30% or more on shipping, solve a companies' supply chain issues and automate their shipping department. Their software is there forever, and we get paid on everything from shipping labels, to software, LTL and parcel, the list goes on. Anyone that ships is going to need that service.

See we aren't paid on the savings part for shipping we are actually paid on shipping spend and all other products which is massive if you think about how we are paid. Companies that ship will always ship, and ecommerce is outpacing the economy's growth, which is great for us. With our shipping solution, first we figure out how to bring more value to clients in the shipping world, solve their most complex issues, bring an additional carriers and now you have a client for life. Tell me the last time you set up a meeting or discovery

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call, brought a solution to a client that saved them money, solved their problems, and then they paid you monthly, for the next 10-20 years or more without adding more time or value?

In addition to shipping, one of my favorite services for residuals is virtual cards. It's where we turn account payable (AP) departments into profit centers for the very first time. We bring AP automation software that, with a click of a button, a CFO can make all their payables at once, saving a ton of time, money, and resources. We help reduce expenses and fraud through eliminating checks. We bring everything digital the way it should be as checks are like the pony express. We also bring invoice automation we completely automate companies AP department. All of this by the way is with no out-of-pocket expense to the client.

Companies pay their vendors with a virtual card instead of a credit card because it's much more secure. It's a special 16-digit number and expires after it's used. The best part of virtual cards is it comes with a rebate, so we create revenue for companies. We can create tens of thousands to hundreds of thousands of dollars for companies all through a virtual card rebate. They depend upon this now for revenue. So, every month when they pay their bills we get paid as well. We get paid from the AP spend, so imagine companies that have a \$100 million in AP spend to over a billion in AP spend; we get a piece of that every month.

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Companies don't leave AP automation or revenue, so you can see how sticky virtual cards and our shipping platform are. So, we can all get paid for the next decade or longer for a meeting we set up today. This is a very good example of making money a smarter way. The best part is you're not going to be a CFO/Controller of a company not automating your AP department or creating revenue by paying your bills. All companies are going to do this no matter what at some point. This is the key to freedom as it brings consistent value to a business, ensuring your residuals for decades just like we do in shipping. That is how you ride out any storm and it's how you make money in a much smarter way than everyone else.

Let everyone else trade hours for dollars while you sit at the beach earning your residuals from the introduction of a service like virtual cards or shipping. It's retirement type of money, long-term and more reliable than most investment accounts. Whatever idea you have, just have something that continues to pay you for the long term. The key is to find a service or product that continues to bring massive value and that will ensure your residuals stay in place for years to come.

Work Once, Get Paid Continually

Without residuals, you are vulnerable to storms. Whether you're consulting, selling a service, selling a product or in retail, you're stuck in a constant cycle of searching for

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new clients, otherwise, your money stops and you're out of business. When a storm shows up, it threatens your future.

Now imagine you only need to find a client once and set them up with the service a single time. This client stays entrenched with that service paying you every month, year after year. That's how you get to lifetime income and the smartest way to ever make money. You get to earn money from the work you've already done, all without investing any additional time or money. Even better you'll keep earning residuals without having to constantly hunt for new clients. You're totally invulnerable to storms!

It is an indisputable fact that residual income is the key to financial independence. It is arguably the best source of income one can have in life.

Value Without Time Investment

A business model that yields residuals makes it possible to compound your income. Every time a new client buys into your service, they join an existing pool of old clients who consistently pay for the same service. You can then leverage the time and money saved into developing new services for these clients, earning even more revenue without a customer acquisition cost as they are already a client.

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The right residuals yield greater value for clients, which ensures the longevity of your residuals. It's a positive feedback loop that benefits everyone.

Residuals also allow you to plan for the future. Far too many people bank on retiring from selling their company, only to find out:

- Their company isn't worth as much as they thought.
- No one is willing to buy it.
- Competition moves in and lowers your earnings.
- A storm hit at just the wrong time, affecting the valuation of their company.
- There are numerous unforeseen risks that can occur between now and the time you want to sell that can negatively affect you.

Residuals insulate you from this risk. You don't have to wait until you enact an exit plan for selling your company to fund your retirement. With residuals, you can build up money to retire right now. Whatever you are doing, find a way that you can continue to get paid repeatedly for doing the work once.

The greatest value of residuals is that they enable you to live your best life *today*. Business professionals that join my team can travel the world because the vendor does the work

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and their money is automatically deposited into their accounts every month from residuals. I get to do the same. Some of my services pay out monthly for 10-20 years, or even in perpetuity. Thanks to residuals, I don't have to wait until I'm retired to enjoy my life; I have the freedom to do the things that make me happy now.

Residuals are the smartest way to make money. I want to see that for you. I want you to stop chasing salaries or the next project because when you're done with your consulting project or you leave for another job or were let go, you'd have to start over from zero. Do the work once get and get paid monthly for years and have a service that brings massive value so that client will never leave. You want a service or a product that becomes part of a company that solves a major problem and can't afford to leave it. Remember my AP automation and rebate program, companies still paid their vendors during Covid19, they had to but that meant myself and my team were paid every month as well. It's awesome, the power of residuals combined with a massive sticky product that the client will never let go of. That is the super bowl of making money a smarter way.

Takeaways

- Residuals let you do the work once and continue to get paid month after month, year after year without

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spending any more time. This is the holy grail of making money a smarter way.

- Make sure your residuals can weather storms that ALWAYS will happen.
- Residuals buy you freedom where you can sit on the beach and continue to get paid.
- The key is to find a service or product that continues to bring massive value and that will ensure your residuals stay in place for years to come.
- Who doesn't love residuals as they can be a lifetime of income.

Chapter 9

Leveraging

“Leverage is the reason some people become rich and others do not become rich.”

Robert T. Kiyosaki

Leveraging means using an idea or asset to its maximum advantage. When you're in an advantageous position, you can funnel that into future wins. In other words, one success paves the way for countless others.

Like lifting a heavy box with the help of a lever, leveraging lets you do more work with less effort. Use this concept to your advantage in your business to continuously generate wealth. Any asset can become a major advantage when you know how to leverage it!

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Leverageable Assets

When most people think about leverage, they focus on how to leverage capital. While this is one route, it's far from the only way to benefit from leverage.

Assets and circumstances that can be leveraged include:

- Income opportunities
- Recessions and pandemics with the right services or products
- Being the first company offering a given service
- Technical and interpersonal skills
- Investment capital
- Business professional's C-Level relationships
- Unique services clients can't do themselves.
- Influencers
- Other companies' employees
- Piggybacking on another companies' overhead expenses
- Knowledge
- Resources
- Residuals
- Preexisting proven business models
- Market instability and storms

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- Marketing gurus
- Fiverr or Upwork
- Coaches
- Building sales teams
- Successful business models
- Timing in the marketplace
- Existing sales forces

With so many resources available, failing to take advantage of them is leaving money on the table. Recognize the value of these assets so you can put them to good use for yourself to catapult your success much quicker.

In addition to this list, you can even leverage success. If you already have a profitable platform, keep building on it to create new products and services that bring even greater value. 90% of the work is already done for you, and there's limitless profit potential. Clients will become repeat customers and participate in the new services you offer, letting you continuously build upon your initial success.

Stop Doing Everything Yourself

There's one more asset I want to stress the importance of leveraging: other people. Far too many business professionals think starting their own business is synonymous with going it alone. This belief isn't founded, but rather in their

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own egos. In fact, building a team of reliable employees, outsourcing talent, and forming strong relationships with other professionals will catapult you toward success far faster than what you can expect to achieve on your own.

It's possible to own your own company without spending the extensive amount of time, money, and energy it would cost to create valuable services from scratch. Instead, hitch your wagon to others who can handle the hard stuff for you. This could mean handling the relationship side with clients, letting the company do what it does best and serve the client with it's service offering. It could also mean collaborating with others to devise and create new services on top of what you already offer.

Work with Winners

Evaluate who you want to work with. Find people who are innovating and offering valuable products.

If you have access to a service or person with a solid record of helping organizations run more productively, or solving problems they can't solve themselves, why not take advantage of it? They already have a wealth of experience in improving the efficiency of several businesses. Greater efficiency leads to cost savings. If you don't have access to this type of service, it'll end up costing you because you will have to do everything yourself. 6:3

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Given the array of services my companies offer to clients, it would have been impossible for me to invent and implement every single one of them on my own. One collaborator I've brought on board is a billion-dollar fintech company that does the virtual cards I previously mentioned. We turn AP departments into profit centers for the very first time. I know in the future that you wouldn't be a fiscal CFO for long without monetizing your AP department. I wanted to get a massive piece of the market share. I didn't have to do it myself or reinvent the wheel. I leveraged into their product lines, employee base, 30-year history and then we went out to the marketplace and are dominating it today. I leveraged their experience and what they had already done. They are amazing partners, and we are an integral part of their company today. I have done the same with so many other remarkable services; specialized tax incentives, innovate healthcare recovery programs and products, access to earn wages for hourly employees, and the most unique shipping platform. I leverage countless expense reduction services as well. Once you learn the power of leveraging like I have, you will never stop.

I've leveraged the top marketing talents in the country and the best B2B services that exist in North America so anyone involved with me can leverage what I've done. Top marketers like Russell Brunson, Todd Hartley, Tyron Giuliani, Dean Graziosi, Dan Kennedy and many more. Leveraging

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outside of residuals is the smartest way to make money, hands down. Make sure it's good for both parties and you'll have a winner. Don't be the know it all, those folks usually don't make money and they are slow to market. Go like a rocket ship from someone else's expertise and you'll eliminate a lot of costly mistakes and be well along the way. Find out what you need, find the best person that can help you get there and leverage that relationship. Leveraging is the quickest way to make money.

Curate Your Social Circle

Leverageable relationships aren't limited to business partners and employees. They also include your personal relationships.

There's a huge difference between surrounding yourself with people who are content to settle for mediocrity and filling your social circle with winners. The people you surround yourself with shape who you are. If you want to progress and become the best version of yourself, find people who encourage you to step outside your comfort zone.

No amount of money or knowledge can replace the value of having the right people in your life.

Use Time Wisely

We are all granted a limited amount of time in this life. The earlier we start making the most of it, the more beneficial the outcome will be. Waiting a year to start a company means missing out on a year's worth of profits, residuals, and compound interest. If the only difference between starting your company today and starting it a year from now is being willing to use products and services created by people who have already done 90% of the work, why would anyone choose to wait?

Being able to collaborate and accept help can give you a leg up, especially if you're trying to accomplish a goal someone has already done. Time is the one resource we can never get back, so use the tools at your disposal and don't get sidetracked trying to reinvent the wheel. I want to make sure you leverage whatever you decide to do. I want you to get to where you want to go quickly. Leveraging is the smartest and quickest way to where you want to go but only if you know how to do it with the right resources.

Takeaways

- Utilizing leverage boosts efficiency and compresses the time it takes to get a business off the ground.
- Leveraging is the quickest way to make money.

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- Leverage others' work to your own benefit and provide value for them in turn.
- Leverage experience so you won't fail.
- Leverage relationships by spending time with people even greater than yourself who always encourage you to be your best self.

Chapter 10

Multiple Income Streams

“It's not how much money you make, but how much money you keep, how hard it works for you, and how many generations you keep it for”

Robert Kiyosaki

As we've discussed previously, major storms like the 2008 financial crisis threatened the very concept of job security in the US. When the market took a downturn, professionals in every industry lost their jobs.

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An estimated 9 million people were suddenly out of work as unemployment rates rose to 10 percent of the nation's population.

Andres, 2018

Similar widespread job loss occurred because of COVID-19, but this time on an international scale.

Self-employed professionals were at risk too. People closed their businesses, sometimes permanently, for an entirely unpredictable reason.

I don't say all this to scare you, but to remind you of a simple fact: no single source of income is guaranteed. Everyday risks are exacerbated during storms. They're compounded by rapid shifts in markets and around the globe. Factors like new technology making older industries obsolete and the rise of AI mean that if you only have one revenue stream, you must prepare for the possibility of losing it.

Without multiple income streams, you're risking your financial future. This is especially true if you only have a corporate job since your future is in someone else's hands.

The best way to safeguard yourself against this possibility is to earn income from multiple sources. If you work a day job, start a side hustle. If you run a business, offer products in different markets, or get involved in a side hustle.

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This way, if you ever lose one of your sources of income, you always have another one to fall back on.

Protect Your Investments by Diversifying

Few people have enough money in their savings accounts to hold them over in between jobs. According to a study by MarketWatch, the average American has between \$3,000 and \$7,000 in their savings account, excluding retirement funds (Wolfson, 2022). Compare this to the common advice to save for at least three months' worth of living expenses. Unless you can manage on a shoestring budget, these savings won't last long. Some people only have one major line of income for their retirement. That is scary because retirement portfolios are up and down. You can lose all your compounding interest and gains in one bad market.

Whether you're up against a national financial crisis or an everyday tragedy like unforeseen expenses, health issues, being laid off, or going out of business, losing all your income is a major blow. For people who put all their eggs in a single basket, it's disastrous. If a business has just one client and that client decides to do business elsewhere, that's it for that company. If they offer only a single product and a competitor enters the market, profits could dry up overnight.

However, if you can diversify your income sources, you can lessen the impact of these unfortunate events. Since you

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still have money coming in, you're more likely to be able to pay all your bills and stay on your feet until you can land a new job or start a new business. Making money from different markets, services, investments, and types of clients limits the likelihood of a single storm impacting all your income sources. No matter where your money comes from, diversifying income insulates your financial future from the storms that threaten it.

How to Turn a Single Business into Multiple Income Streams

When diversifying income, I like to employ what I call the "peel the onion" strategy. This means starting with a single service that attracts clients. Once you're making a steady residual revenue from this first service and your client is saving money, leverage other additional services with the same client. As those initial clients become more familiar with your business and start to peel back layers of the onion, they'll learn about the other services you provide and then add those as well.

Multiple income streams also mean you can give the same client more options, which in turn means greater leverage. Not only will you make more money from each customer, customer, you will lower your customer acquisition costs, and this will improve your customer retention. Even if

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they choose to stop paying for a single service, if you offer other services that interest them, they'll remain a customer.

The “peel the onion” strategy maximizes the revenue you make from each client, far outpacing client acquisition costs. To improve this strategy even further, add residuals into the mix. Having diverse sources of residuals means you have multiple income sources paying for themselves without you having to spend any additional time or money on finding new clients—that's a smarter way to make money any day of the week.

Between the range of products and services offered by my two companies, I currently operate with over 100 different ways to make money. Even if I lost one service, or the worst of storms happened, it wouldn't affect my lifestyle or my companies. Isn't that the kind of financial stability you want for yourself? If so, start diversifying!

The critical factor here is to always choose to offer products and services that are resistant to storms, or better yet, ones that thrive during storms. If you have multiple income sources that are all storm-resistant, you'll do your best business when others are struggling to avoid bankruptcy. More importantly, make sure those multiple income streams are residuals. Now you own your time, you're diversified which creates true freedom. There is no smarter way to make money. Another important item in multiple income streams is being able to find services or products that don't have

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overhead to go against profits, well then, you've hit a home run. This is the smarter and safer way to make money.

Takeaways

- Diversifying isn't just for investment portfolios. It's for income sources too.
- The smartest way to make money is to protect yourself from the inevitable and have multiple income streams.
- Don't put all your eggs in one basket. Multiple income streams insulate you from storms that could otherwise result in bankruptcy.

Chapter 11

Expanding Your Market Share

“In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks”

Mark Zuckerberg

One of the drawbacks of traditional business models like brick-and-mortar stores is that having a physical location puts limits on how far you can expand your company. You're boxed into operating within a certain territory, which means your marketing methods are limited too. What if you're forced into more expensive types of advertising like TV and radio?

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It's also riskier as you are more susceptible to competition since the customer pool is relatively tiny.

If you can get away from the brick-and-mortar setup and launch your business online, you can expand your share of the market as much as possible. The digital age makes this easier than ever, especially with the rise of programs and platforms designed to facilitate remote work thanks to COVID-19.

The days of splitting up territory between different regional companies are over. Go national or global and do it with a team who can oversee national and even international operations. Don't limit who and where you can offer your product or service.

Transitioning to a Remote or Hybrid Model

The difference between reaching hundreds of customers and reaching millions is being able to get to our clients online. My teams can market to all 32 million businesses in the US, plus millions in Canada, all without ever leaving their home offices. In many cases, my teams have never met the business owner or their team in person. They can be in San Diego looking out their window at Pacific Beach while talking to another potential client in New York overlooking the Hudson. Who wouldn't want that?

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My account executives and advisors book discovery call virtually. They can set up a call with a CFO and their own team that handles the whole deal for them. C-level professionals prefer this method now as it saves them time.

Given that all this is possible, why would anyone want to spend all their time on the road or at the office? I love being able to walk 20 feet to my office and 20 feet back to be with my family when I'm done working. I like being on my boat and making calls. Who set the rules that say you must work out of an office or what's appropriate or not? It's not what you wear or where you work from, it's what you deliver and how much value you offer. Live life on your terms not what you "think everyone else is doing" that is not the smarter way to make money. Rendering digital services grants me total control over how and where I spend my time and I want that for you as well. Society doesn't pay your bills or fund your retirement so live life on your terms.

Establishing Unlimited Reach

Unlimited reach means unlimited sales potential. If you can curate your business in a way that allows you to operate online, anyone in the world could become your customer.

Just look at Tony Robbins, who filled stadiums with crowds of 10,000-20,000 people who came to learn from him. When COVID-19 hit, he couldn't hold these talks in-person

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anymore, so he pivoted to online conferences. Building a virtual studio enabled him to reach people around the world. Now, he doesn't talk to 20,000 people in a single stadium; he talks to millions all around the world.

You can do the same with the aid of innovative technology, which lets business professionals oversee their companies right from their own homes. B2C companies can reach millions of people via online marketing. B2B companies can use the same methods to expand their market share to as many of those 32 million US-based businesses as possible.

Never Do Business Alone

If expanding operations to this degree sounds like too much to manage, remember you don't have to do it alone. Tap into the power of teams and delegate work to capable team members around the globe. Also, leverage the talents and services of established experts who can show you how to get things done efficiently.

In the modern age, it's easier than ever before to reach people on the other side of the country. If you can offer services digitally or ship products abroad, the only hurdle is mastering digital marketing. Luckily, there are plenty of experts willing to assist and I listed many of them earlier in the book. For example, remember in a previous chapter when I mentioned Todd Hartley, who owns WireBuzz.com? He's the

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guy you want on your team if you're looking to master virtual sales. Learn from experts like him and you'll be expanding your market share in no time.

Takeaways

- Expand the reach of your market and outperform the competition who only offer services locally.
- Operating digitally is the smarter way to increase your market share.
- Work from home or anywhere in the world.
- Tapping into experts to do the work for you is a smarter way to make money.

Chapter 12

Save or Sell? Either Way, Be First

“If you're competitor-focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering.”

Jeff Bezos

Companies make money in one of two ways. They can either sell products or services, or they can offer ways for their clients to save money.

Most people who start their own businesses opt to sell. They work in lucrative sales-based industries like insurance, finance, and real estate, or they make and market their own

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products. They ask companies and customers to spend money. On the other hand, business professionals who work in the expense reduction and consulting industry offer services that provide clients with savings at no cost. We aren't selling anything as the client doesn't have to pull out their checkbook to do business with us. It's a relationship that is more like consulting and playing with cost-saving strategies, much different than having to ask for money. You are always selling yourself, however. Clients know the difference if you are there to help them with something or just trying to sell them something.

Both business models can work, but you must know which area you want to focus on before you go into business. This knowledge will help you act quickly and cement your position in new markets long before competitors can catch up.

Selling

Most business owners are involved with sales on some level.

Sales can take many forms, including:

- Software as a service (SaaS)
- Insurance and financial planning services
- Making calls as a business owner to market yourself or sell goods and services.
- Selling consulting services

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- Pitching large projects that require capital outlay and time

While every business owner needs to make sales to stay afloat, some products are easier to market than others. It's harder to make sales during recessions, inflation, and high competition unless your business is resistant to these factors. Certain products and services are constantly in demand, regardless of storms, while others are only valuable to customers during boom economies.

The only way to completely protect a company from the effects of storms is to embrace saving over selling.

Saving

Just about everyone is trying to sell something. But none of these sales can beat savings in terms of sheer value. Savings beats selling a product or service hands down every time. There's one simple reason for this: Which do you prefer, being asked to spend money or being shown how to save it? Spending might be fun in the short term, but saving is the smart call.

Savings-based business models will always outperform selling-based business models, more importantly during downturns in the marketplace. No one was selling during COVID-19, but my offerings thrived because I offered people

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opportunities to save money and I solved major problems for companies they couldn't themselves. Because I was focused on how I could help others, I provided companies with the ultimate value when they needed it most. I value the relationship sale as we aren't selling but solving a problem the company can't solve themselves all on performance basis. If we don't find the benefit the client pays nothing. Clients know the difference, are you there for them and trying to solve a problem and make their company better or are you out for yourself? I personally love the consultative and relationship driven business as you are not doing any high pressure sales, best of all you are making them money.

Performance-Based Savings

Few things are better for B2B businesses than win-win scenarios. When you offer clients performance-based savings, everyone benefits without any financial risk to either party. Not only does this mean more companies are willing to give your services a shot, resulting in higher profits, but it also maximizes the return on investment for these companies. In short, everyone profits.

In a performance-based savings model, clients only pay if a company can successfully provide them with a way to save money. For my company, this means that if I can't find a way to reduce the client's expenses, I don't get paid. But since

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every business has expenses and every business is a candidate for us to bring risk free savings.

These savings can keep a company in business, help them and their family, and ensure employees put food on their table. Nothing is more important to me than finding ways to provide value to others, and I can't think of a better way to run my business.

No Matter What, Be First to Market

Whether you're saving or selling, one thing is key: you *must* be first to market. The key to market domination is being the first one on the scene.

Look back at all the pioneers of revolutionary products and services. These companies flourished because they simply didn't have any competition. They got a huge foothold in the market, and when competitors finally caught up, they had already established dominance in their field.

When you're the first one to bring a product or service to market, there's no need to lower prices or restrict yourself to a limited market space to compete with other companies. If you can find a large market, identify a problem, and present them with the first-ever solution, success is all but guaranteed. Combine this strategy with services that generate residuals, and there's nothing better.

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The amount of value you have provided in your business is equal to the amount in your retirement portfolio!

Pioneering New Services

When no one else has ever done what you're doing, you become an industry leader. This is the most lucrative approach for any business. Don't just copy what someone else is already doing; create or market something innovative.

I'm a trailblazer in B2B solutions. For over 33 years I've been pioneering new products and services. This often meant I had to educate customers on why the product or service I offered would solve a problem for them, bring efficiencies they needed, save them significant money and in some cases create new revenue for them, and I relish this opportunity. Educating is far better than being in a competitive service or hearing from the client, "I've heard about that before."

When I was a pioneer in the prepaid phone card industry in the early 90's, I raised public awareness for the product. I taught people why prepaid phone cards were the way to go long before they became popular. This let me set the standard for pricing and reap the rewards of my hard work.

When the dawn of the internet era arrived, I was eager to take advantage of the new opportunity as an early adopter

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and marketer. I offered services no one else did, which helped me carve my niche.

Here is the holy grail of pioneering and being smarter about making money. If you follow this model the sky is the limit for you. Write this down or remember this so when you evaluate any business model you can make sure these exist. You either want to join a company that does this or do it on your own. You want to introduce a product or service that you know everyone is going to eventually end up doing. For that to happen, make sure it has broad appeal, and it's unique, and solves a significant problem a client can't do themselves. Finally be the first to market it, setting the precedent for a new industry and pricing then kick back and enjoy the results.

It's challenging to find something to pioneer today. It can feel like everything has already been done, but in truth, there are countless problems out there in need of innovative solutions. Identify an early opportunity that has the potential to become popular with a large base of clients. The more pressing the issue, the greater the value you will be able to provide, and it's that value that makes innovative services the best way to generate wealth.

If you find you are not the only one marketing a service or product it's ok. The key is to make sure you have the best offering of the bunch and it's better than anyone else.

Takeaways

- Performance based services are the best ways so make money in B2B.
- Savings beats selling every day of the week, making it the smarter way to do business.
- When you're first to market, you get to educate others on the product. This also means you get to set the price.
- When pioneering services, the possibilities for providing value and profiting through helping others are endless.
- There is nothing better than creating a new industry.

Chapter 13

TEAM: Together Everyone Accomplishes More

“It is teamwork that remains the ultimate competitive advantage, both because it is so competitive and so rare”

Patrick Lencioni

I've never met anyone who accomplished anything of substance by themselves. Remember team stands for Together Everyone Accomplishes More.

If you're looking to make money the smart way, joining or building a skilled team is critical. People who try to go it

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alone as business professionals must be jacks of all trades. No one is skilled in every role required to run a business. Whatever their weak points are, they'll become the limiting factor that holds the business back.

Additionally, working alone inherently limits the growth of a business. One person can only handle so many clients.

Thankfully, there's no need to operate a business on your own. Join or hire a team of employees and outsource what you need to share the load and maximize efficiency.

Putting Together a Dream Team

There are many online options that focus on every type of freelancer you need to make it easier than ever before to put together a team for your business. Not only can you hire highly skilled outsourced freelancers from anywhere in the country, or even around the world, but these candidates are willing to work for less than what you'd have to pay to hire people with similar skill sets locally.

Sites like Fiver and Upwork became popular because they connect you with about every freelancer that you'll need to build a team for your business. You can hire someone to complete CRM's, legal, AI services, virtual assistants, web designers, all marketing projects, video, copy writers, data gatherers. You get to see a sample of their work, reviews and

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their fees for your job before you bring them on board. Now you have an amazing team for pennies on the dollar.

Even if you want to expand your company on a global scale, building a team overseas to handle operations in other countries is very inexpensive nowadays. Use international sites to find candidates, set up interviews over Zoom, use programs like Slack and WhatsApp to keep in touch, and pay them digitally. Do all this and more without having to fly around the world to operate in other countries.

Be Forward Thinking

As you build your team, be sure to cover your own weak points, especially when it comes to keeping up with current trends in marketing and business practices. One major topic that every business better start thinking about is AI.

While AI is just starting out, it has the power to revolutionize the way everyone does business. 80% of business enterprises are already working on incorporating AI in some form, while 30% plan on expanding the use of AI within the next 3 years (Columbus, 2017). Don't get left behind. Hire people who are knowledgeable about AI and other forward-thinking services now so you can be on the cutting edge as new technologies develop.

Know Peoples' Track Records

There's no greater tool for achieving success than surrounding yourself with the right people. Therefore, don't just look for people who can benefit you financially. Make sure you're partnering people that match your objective and theirs, and who have proven themselves to be reliable. For example, I have dear friends and business partnerships from years ago with Jason and Ryan. We were all partners in another company and yet we still work together to this day as they are both vendors of mine. I know how good they are in each of their businesses, and they know how good I am in mine, and we all trust one another. We have an excellent track record working together, and that's important in today's world. You don't want to worry about who you are doing business with. More importantly, after all the years of working together, we are good friends which makes it even more enjoyable. Life is too short to work with people you aren't aligned with. My wish for you is to focus on a great team around you that you value and trust.

Before adding anyone to the team, get a feel for their background and whether their strengths will complement your business. Another example, the president of one of my companies, Terri Zielonko, she has a stellar background with a proven track record of successes. She outworks everyone I know, apart from her cohort Betsy Butters. Not only does she

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constantly work to improve our company, but more importantly, I know I can trust her.

Every one of your team members should have integrity and trustworthiness. I don't care how much money is at hand if I don't trust someone I'm done. You need to be that way as well. I value honesty and loyalty and I'll always reward those that stand by me. Many of my staff members have been with me for a decade or longer and I value each one, and each brings their own value to the table. Remember teams make the dream work as they say. You cannot get by without having a reliable team behind you, especially if you want to promote the company's growth. No one can build anything of value on quicksand, but when the foundations are solid, there's no limit to what you can build.

Takeaways

- With a team, you work FOR yourself but not BY yourself.
- Dream team is the smarter way to work.
- The marketing companies and coaches i gave you in this book can become your dreamteam.
- Having a team allows you to compete with and even outpace larger organizations with more capital at their disposal.

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- Remember I showed you how to find talent in previous chapters so start putting your dream team together.

Part 3:
**The Smarter Way
to Make Money All
in One Place**

Chapter 14

The Best Business Model Ever Created

“Wealth is created from creating value”

Randy Paul Gage

Up to this point, I’ve walked you through all the principles of the smarter ways to make money. Now, I’ll show you how my businesses incorporates every single one of those principles all in one place. This knowledge took me decades of learning. I saw hundreds of business models and worked with thousands of professionals over many decades only to create and refine the most lucrative and exciting businesses.

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The business model I've created is the absolute best and smartest way to run a business period, and it shows in the success I've had. It's also evident in the number of people that inquire into my companies every month. Professionals flock to my company because they benefit greatly from my unique services and incredible value and the smarter ways to make money I can provide.

In this chapter, I'll walk you through each of the principles of smarter ways to do business and show how my model is revolutionizing the way professionals get into business.

Values and Solutions

Whether we're talking about franchising, direct sales and MLMs, or real estate, one of the major limiting factors of any of these business models is how much value and how many solutions they can provide to clients. When you're selling something, you run the risk of asking for more money for a product or service than what the customer stands to benefit from buying it. In other words, the cost outweighs the value.

This isn't so with my business model. My two companies provide value for clients that's beyond measure. First, the services are performance-based. If I can't find clients any savings or benefits they don't have to pay at all. This

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eliminates risk, which is a significant source of hesitation for most buyers. I have the largest marketplace to offer our services to, and I'm sure to always stay relevant as companies will always have expenses and I'll be here to help them save money.

Many of the services offered, we are pioneering. We were the first ones to market, and as such, we were the first people to offer innovative services that solved countless problems for other businesses.

Most importantly, the number one value my services provide is letting our business professionals that join us regain control over their time, incorporating the smarter ways to make money. I'm essentially providing them with freedom, which is valuable to anyone no matter where they are in their careers or retirement. This means my growth potential is unlimited.

My two companies offer even greater value to our business professionals. For one, operating entirely digitally using our model means we operate with no risks, no liability, no employees, no inventory, and little to no overhead. Additionally, among my team members, many of my professionals can work alongside their day job and use my company as their side hustle. This way they can create their residuals and walk from their corporate gig into a consistent residual monthly income they can count on. All they do is set up a meeting, and our subject matter experts do all the rest.

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Many of our services pay monthly residuals that can pay out for 10-20 years or longer, and it's even willable.

Where else can you set up a meeting and get paid for 10-20 years for helping someone? I strive to simply offer more value than any other business to professionals that want to make money in a smarter way, create freedom and live their best life now. I've been helping professionals for over 30 years, and I'm pretty good at it, especially because I strive to keep learning and adapting to make it better. Business always changes and I want to be on the leading edge of whatever is happening to continue to bring more value to our teams. Nothing is better than seeing success while also helping professionals create true freedom. When clients and our business professionals alike get to win, you know you're providing ultimate value. My goal was very simple to offer the greatest value over any other business model in the country.

Solving Problems

The services and solutions I offer are unmatched in the marketplace. I pioneer and solve problems that other companies cannot solve themselves without a major time commitment and financial investment, which means I offer huge value.

For example, one of the services I've discussed in previous chapters is account payable automation, invoice

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automation, and revenue generation methods. This is one of our flagship services and for good reasons you are saving money and creating money at the same time for clients and for free. This service turns AP departments into profit centers for the first time, and we are leading the charge on this. Our clients get AP automation software so at with the click of a button all their vendors are paid. We also convert many of those vendors to accept a virtual card which creates a rebate (revenue) monthly for the company and our team for 10-15 years or more. Imagine every month when a company pays its bills you get a piece of it. This is by far one of the stickiest services as clients don't leave AP automation or revenue. This is why so many of my professionals focus on this for their retirement. This service has a 98% retention rate because it's so valuable. Best of all, I have a billion-dollar fintech company that does all the heavy lifting. I just connect them with the clients and the rest takes care of itself. CFO/controllers need this and down the line you won't be paying vendors without a virtual card to create revenue.

Our expense reduction services are cutting-edge and invaluable to any company looking to cut back on spending. We can market these services to all 32 million businesses in the U.S. and the millions in Canada. What business model do you know of that has a market that big to go after?

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They include audits on the following expenses:

- Workers' comp audits
- Credit cards audits
- Laundry and linen audits
- Wireless audits
- Utility audits including electric, water, sewer, and waste.
- Telecom Audits
- B2B Class Actions
- Unclaimed Property recovery
- Countless others....

We're helping clients save money in all these areas and more, so why wouldn't they work with us as we either find savings or there is no fee.

All the services we offer for expense reduction can be performed without making clients switch vendors or suppliers. They get to maintain their working relationships with their vendors while still savings money, it's a win-win.

We bring the largest health care services in the country and many other health care programs reference-based pricing, which can save companies up to 30-50% on their second highest expense, their health benefits. Imagine residuals from every employee over the next decade or longer. We actually have six different healthcare programs we

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offer companies all of which offer residuals for long term. Medical underpayment Revenue Recovery is very exciting and extremely profitable service that pays upfront revenue. This product is sorely needed in the healthcare industry as everyone is looking for additional revenue. We have proprietary software, which is customized for each client and performs a forensic audit of every insurance payment remittance over a 12-to-24-month period to determine if each payment is compliant with the governing contract. When underpayments are discovered, they are then recovered for the client on a contingency basis. This is a no risk, minimal effort process to the client that yields an average recovery of roughly 20% revenue improvement. This is a massive amount of money which the healthcare group has just passed by and written off already, and we recover that money on our dime.

A flagship service we offer that brings massive value to clients is our proprietary shipping platform. Our software and business model is unlike anything in the shipping industry. We solve the complexities other shipping software can't do or doesn't do well and automates a companies shipping department. Our solutions solve the most complex aspects of supply chain and finds the best price out the door every time for the company. We bring additional national and regional carriers without replacing the ones they have to save massive amounts of money for the client like never before. Improving

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efficiency and costs at the same time is a smarter way to do business. Not only that, but my team gets paid per shipping label, and all other products while saving clients massive money. Clients never leave our unique shipping platform, so a client today is a client in 10-20 years. This shipping platform and our virtual card opportunity are two of the longest paying B2B services you'll ever find in the country. Many of our business professionals love these because of the credibility of the companies behind them and the fact that clients rarely leave these along long term payments. That is what true residuals look like and how you build retirement income.

We also make it possible for hourly employees to access their wages at the end of their shift, not just on a set payday through our revolutionary pay card. Keeping good talent is critical. Especially during the great employee resignation. Employers are always finding ways to stay ahead in a competitive job market. Most employees get paid every other week but most of America lives paycheck to paycheck, so for free, we give access to employee's wages at the end of their shift on our dime, not the employers. Life happens between paychecks so if employees need money for gas, food or other necessities, they have it. Our business professionals get paid every time the employee uses their pay card for anything. This is truly about helping people and there is no greater feeling. Because of our team, someone was able to afford to eat or get access to daily essentials.

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An amazing set of services that almost every business in America qualifies for is specialized tax incentives that are commercial property and employee-based tax credits. Congress has set aside \$2.3 trillion dollars for small and mid-sized companies. This company, for over 20 years, has been working hard for their clients to help them discover every dollar they qualify for. Any business that has employees qualifies for hundreds of local, state, and federal tax incentives.

The problem is most businesses don't know where to start. This company takes on the burden of staying on top of programs year after year for our clients, so they can stay focused on their business. They've helped clients find over \$37 billion dollars and have been able to see firsthand the impact this can have. Our team just sends their client a custom landing page with their info on it and the client fills out a savings request and then the company handles everything for them. They created the first tax management software for specialized savings, it's like QuickBooks for companies but it's for taking advantage of massive amount of tax credits they would never have access to.

Here's a great example, I used our specialized tax savings app, which I then presented to the late and great former CEO of General Electric (GE), Jack Welch, during the Broadway play *Hamilton*. As I was sitting next to Jack, I ran a savings analysis for him and he said, "This is great! So, we

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either get this money or there is no fee? Who wouldn't do this? These are amazing benefits; I sure wish I had you when I ran GE." My reply to him was, "me too." If these services interested businessmen like Jack Welch, you know they're worth using! Of course, we've helped thousands and thousands of companies and saved them hundreds of millions of dollars.

All these services pay monthly residuals for years, plus some also generate upfront revenue. Even though our services are performance-based, they're incredibly profitable, all while providing invaluable solutions to our clients. There are no smarter ways to make money than these services, period.

Helping Others

Since we're in the business of saving companies money, we have the honor of providing the greatest value of all: helping others. Business owners work with us because we solve problems that they can't solve on their own. We also do it all on a performance basis. More importantly, we're genuinely interested in helping them.

To me, true freedom is helping others save money while you also make money, plus loving what you do. My companies have helped me achieve true freedom.

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I also take pride in helping our business professionals and their families, like the widow of one of our team members. Her husband, who consulted for us, had a credit card audit client that had a ton of savings. Since these savings paid residuals, she received that money monthly, for years and years after her husband passed. Our services are willable so that is very important as they pay for a long period of time. I'll never forget the letter she wrote me because she was so thankful those residuals helped her pay the rent. If that doesn't get you motivated to help people, I don't know what will. Helping others is smart but to me it's the most rewarding way of making money.

Residuals

When you're making direct sales or you have a salary, there's no opportunity for making residuals. Your income comes from each sale or from the company you work for, and if you suddenly run out of customers, or you're let go, then that means you have lost your income.

This is an inherently risky way to live, and it's why I made my career based on residuals. We put in the work upfront and create a meeting to create each of our services that benefit companies, and we get residuals from them for the foreseeable future, there is no doubt that is just the smartest way to make money.

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Outside of the desire to help people, residuals are one of the biggest reasons professionals join my company. It's one of the smartest ways to make money. They're the key to true financial freedom, and they allow my professionals to live their best life now. Since our vendors do all the backend work, all my professionals do is set up a meeting and they get paid month after month, year after year. Our professionals don't have to add more time of value as the vendor handles the client. This is true freedom so you can move on to the next client or bring another expense reduction service to the existing client.

I have the stickiest B2B services ever created. We get monthly residuals for at least 3 years, but many of my flagship services pay monthly for up to 10-20 years or even more. Most all my services are long term residuals. Clients continually stay because of the massive value they get each month from my vendors and auditors. Remember I show how to do the work once and get paid over and over again for years without adding more time or value, there is simply no better way to earn money.

When was the last time you found something that was performance based and could pay you monthly for 10-20 years for simply setting up a discovery call? What if it flourished in storms like recessions and pandemics? That's practically unheard of, but it's exactly what my business model did during the 2008 financial crash and COVID 19 we had

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some of our best years. I even made my services “willable” so their income can go to their heirs.

Why would you trade hours for dollars or projects for a set fee when you can do the work once and keep getting paid? Once you earn residuals, you’ll never want to do work for a regular salary or hourly pay again, which wouldn’t make sense. Creating residuals is the smartest way you can make money, even better when you don’t have to spend additional time or resources to continue to earn it.

Leveraging

My business model uses the benefits of leverage to their maximum potential. I show professionals how to instantly leverage billion-dollar companies to do the work for you.

Far too many business professionals try and do all the work themselves. You’re working in your business not on your business at that point. Relationships make you money not doing all the work. Our service providers do all the work to maintain the client relationship so they can get paid for years or decades to come. I also help clients leverage the warm markets of other professionals to expand their customer base.

Leveraging is a faster way to make money and we put it to full use in everything we can. For instance, we leverage timing by pioneering services, making sure we’re the first to market. We’re even so resistant to market conditions that we

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get to leverage storms when other companies are just struggling to stay afloat. That's because our services help other companies survive storms, offering a life preserver when they need it most.

We leverage over a hundred different services that save money or create revenue. Our team, marketing strategies, and partners are also tools that give us leverage that have taken me over 30 years to put together that others can now leverage. The business model is designed from the ground up to accomplish more through leveraging, which puts us leagues ahead of any business model and gets you to your income goals even quicker, which is a smarter way to make money. Best of all we leverage other professional's relationships, which is one of the quickest ways to earn revenue.

For example, let's say you want to start a business or a side hustle and you like helping people. Why do it from scratch when my 23 year old company already has leveraged the very best services and mastered value to clients, marketing and much more? Use the work I've already done and spend the time you save from hitching your wagon to mine on services that will bring you greater profits. I want you to get where you want to go quicker, and leveraging is the smartest and quickest way to where you want to go, if you leverage with the right people of course.

Multiple Income Streams

Any business model that only allows you to make money from a single source is inherently risky. If you sink all your money into investing in real estate, a market crash could wipe out your investments. If you buy into a franchise and the company flops or an economic storm puts you out of business, there goes your income. The same is true for MLMs and direct sales.

When it comes to diversifying income sources, no single failure has as significant of an impact on your lifestyle or ability to achieve your goals. This is why my company offers over a hundred different services. We can make money from multiple services and literally every business is a potential client, so even if one service doesn't qualify for a certain client there are dozens more that still make revenue.

One of my partners who works in the field of specialized tax incentives alone has over 100 revenue streams just in that one bucket. This is how you protect yourself from storms the smart way!

I show my clients how to diversify their income streams as well. I teach business professionals to “peel the onion” and make multiple income streams from each client. I have more residual income streams in one place than about any other business. Most all my services are residual, which further

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protects them against storms, which is why it's a smarter and safer way to make money.

No Limits on Expansion

Limits come in many forms. When you work for someone else, you're limited in what you can do. In the case of MLMs and franchises, this means having limitations on how you operate and what kinds of services you can offer. You may also be limited to operating within certain territories, which stifles growth.

As I've mentioned previously, I'm not a fan of limits. That's why my business model allows my team to work with any company in the United States, Canada and even in Mexico. I'm not dividing up territories or keeping myself shackled to a certain region by having a physical location. I can offer my multiple services anywhere, all while working from my home office. I don't know many companies like mine, whose market share is 32 million of businesses in U.S and Canada and we can help nearly every one of them.

This attitude toward expansion carries over to clients too. I want to give the professionals who work with me the biggest market share over any other business model, period. This allows for unlimited sales potential.

My 3rd party providers utilize the most state-of-the-art marketing venues. They allow professionals to sit at home

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and talk to businesses all over North America without the expense of offices or employees. When your client base is limitless, your company's growth potential is limitless too. It's just a smarter way to do business.

Offering Savings and Pioneering New Markets

Business models that sell to customers or businesses are always susceptible to storms. No one wants to buy anything when money is tight. That's why my companies focus on providing our clients with savings or solving big problems they can't solve themselves.

Identifying savings generates money for our clients faster than selling more products and services every time. The fastest way a company can make money is by lowering their expenses, which is exactly what we do for clients. They would have to do 10 times the sales to match the amount of money we can save them.

My business model of "we either find savings or you pay no fee" can't be beaten. It's the #1 door opener in any C-level conversation. We're helping companies stay in business.

We also take advantage of the benefits that come with being first to market. My entire life has been built on pioneering new products or services. I've spent decades pioneering methods of expense reduction. Through being

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forward-thinking and keeping up with new tech developments, I'm the first to offer services no one else is even thinking of yet.

The smartest way to make money is when you are pioneering services clients want and need but can't do on their own. Since we're marketing never-before-seen services, we're educating customers instead of trying to sell to them. I love being able to present new solutions that are truly valuable. Being first to market is a smarter way to make money.

Building a Team

Working for yourself but not by yourself is the smartest and most effective way to make money. By utilizing my team, I eliminate the unnecessary costs of overhead of a traditional business. I then pass these lessons onto my business professionals that join me, teaching them how not to have employees, offices, inventory, geographic limits and other risks that go against profits. It's about how much money you keep and not spend, and then add residuals and you have a gold mine.

My business professionals also get to take advantage of what I like to call "instant teams." Rather than having to hire hundreds of employees to fill every role, I connect them with existing businesses who already have everything done and ready to go. On their first day of using my services, business

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professionals tap into multiple vendors that immediately start saving them money. This is the unbeatable power of teams.

Takeaways

- There is no better model for making money the smarter way than mine.
- I show business professionals how to leverage their backgrounds and skill sets, set up meetings with amazing companies and vendors that rule their spaces, and multiply their success.
- One thing will never change no matter what happens. Companies will ALWAYS have expenses and we will always be here to make sure they don't overpay.
- I show business professionals how to use residuals to secure continual income and a solid retirement, letting them not just survive but thrive.
- I show business professionals how to use their relationship building skill set and life experiences to set up discovery calls.

Conclusion

A Business Professional's Dream Come True

Throughout the years, I have observed thousands of professionals with big degrees, owning existing business, jobs, and careers, who weren't truly content or satisfied. That's why they want to join my companies.

Who wouldn't want to do things smarter rather than struggling against the market uncertainties and the surprises that are yet to come? That's the goal I had in mind when writing this book. Professionals who want to be successful must find smarter ways to work, and they must do so sooner rather than later if they want to live their best life today before it's too late. This is the only way to regain control over their finances and what kind of quality of life they want.

The moment someone else controls your schedule, you have no freedom!

Process equals profits. Have a well-thought-out and effective process for running your business, which starts with finding the right business model. Then build on it with the tools you've learned throughout this book.

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I hope when you find the “why” that gets you moving in the morning, you’re motivated to help people and help companies save money just like I do. Love what you do as much as I do, and it won’t be considered work. Regardless of the challenges that come from being a business owner, or doing a side hustle, you’ll succeed with flying colors and achieve true fulfillment when you help others and bring massive value.

I love to wake up every day to help people; that’s my why!

Most professionals who join my team aren’t just interested in making money. Yes, they get to enjoy benefits like pioneering new markets, financial rewards, long term residuals, being an owner not an operator, and building relationships, but these aren’t the main draws. Instead, they want to work with me because they’re genuinely interested in helping people and saving them money, it’s a business model with real purpose. They want to use their life skill sets to build relationships and help others.

All those benefits are only possible because we work to help companies. People know when you’re only interested in helping yourself versus when you want to help them. Our business professionals recognize that we want them to succeed, and that’s why they trust our products and services to deliver on our promises. When you prioritize the needs of

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others over yourself and prioritize their interests over your own profits, you will be well on your way to achieving success.

No matter what you do to earn revenue, my sincere wish is for you to have the opportunity to help companies save money while building a solid financial future for you and your family. Use the principles I've shown you in this book and start making money the smart way even if it's a side hustle to get out of your corporate job. I hope you at least start to look for any patterns in the smarter ways to make money and incorporate that into whatever you are doing. Just do something that serves others, and you'll find more happiness but also make sure it meets the financial needs and security over oncoming storms.

There's nothing more satisfying for me than knowing our business professionals and our services helped a company, maybe even saved their business from going bankrupt or maybe they can hire more employees and grow because of us. Every single day we help a company with something. When I see business professionals start to understand the significance of the smarter ways to make money, they always say they wish they had found us earlier in life. My reply, "doesn't matter when we found each other, what counts is we found each other now." I hope I can serve you, bring great value to your life, show you smarter ways to make money and help a lot of companies along the way. This is the distinction between work and passion. I don't have a job; I live

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my passion. Now it's your turn to take the leap. Prosper in major storms, help others, do business in a smarter way and start living your best life today and God bless.

To learn how to make money a smarter way visit my two companies:

Blue Coast Savings Consultants www.bluecoastsavings.com
and Aspire Partners www.aspirepartners.com .

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exceptional business professionals that I really enjoy. How rewarding is that to love what you do?

I want to thank my late grandmother Betty Williams, who instilled my work ethic and passion for others into my daily life. She lived for God and just being around her made you want to be a better person. Most importantly of all, I'm blessed to have Jesus Christ as my lord and savior.