

Beginners Marketing Class

Volume One
Provision Your Ship

Chuck Bartok
www.youcanbuild.it
530-798-0245

Introduction

For the past 50 Years I have predominately been involved in marketing of Tangibles and Intangibles, using most of the Models available, Direct Response, Direct Mail and MLM Network Marketing and more recently, ventured on Line.

I arrived on-line due to a Massive Coronary which left me a bit more sedentary than I was used to, so I bought a computer and started investigating the Business side of the Internet.

I was a bit appalled at the wild claims being made and after researching further I realized there **WAS** and **IS** a real opportunity for anyone with the same **Mind-set** as needed for OFF-Line Marketing Success. But as I started to meet people through Forums and Social/Business networks I found very few were making any reasonable return on their Investment of **TIME, ENERGY** and **CAPITAL**.

The business models and products are, for the most part, legitimate and Work for some.....

But what seemed to lacking was the "Detailed Chart", the "Check List and Flight Plan", the "Road Map".

Beginners Marketing Class was designed to be a constantly Evolving Resource Community, offering that Detailed Chart on HOW TO develop the Business Mind-set and apply the Mundane Details to a well thought-out Business Plan.

These Volumes will offer you a Printed guide, with updates as they filter in from the Resource membership site. The use of Text, Audio, Video and Live Conferencing will be the main delivery Vehicles.

This book and subsequent Volumes may be shared with others,

Disclaimer

While all attempts have been made to verify the information in this publication, neither the Author nor Publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter here in.

This publication is not intended as a source of legal or accounting advice. The publisher wants to stress that the information contained herein may be subject to varying national/state/local laws or regulations. All users are advised to retain competent legal counsel to determine what national, state and/or local laws or regulation may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state and local governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability, whatsoever on the behalf of the Purchaser or Reader of these materials any perceived slights of people or organization are unintentional.

Table of Contents

Page 2. Introduction

Page 5 Chapter 1, The Business Plan, Step 1

Page 16 Chapter 2, Cash Flow, Budget and Capitalization

Page 26 Chapter 3, The Mind-set of an Entrepreneur

The Business Plan

The Beginning of Provisioning Your Ship

How to plan your business

Some guidelines for preparing a good business plan are:

Before we get into some “meat & potatoes”, we should realize the Two Main reasons a Self-directed Home Based Business person should HAVE and maintain a **Business Plan**.

1. **The United States and other Countries usually *require* a BUSINESS PLAN, as a requirement to qualify for generous tax Advantages.**
2. **It gives the entrepreneur a Course to Follow, and since it is written it will always have IMPACT**

1. Define your objectives for producing the business plan. Who is going to read the plan and what do you want them to do? The objectives can help you decide how much emphasis to put on various sections of the business plan. If the Plan is “for your Eyes only” and a few associates, the requirements will be different than that developed for Investors or Lenders. **BUT defining** your Definite Major Purpose, your Mission Statement is most important. Many call this the WHY of business.....

You cannot put too much thought into this definition

2. Allocate enough time and resources to thoroughly research your business plan. A business plan is only as good as the research that went into producing it. For example, you will have to do research in order to find out more about your industry, your potential customers, your potential competitors, and your potential sales and costs. Use the Keyword searches in the Search Engines to find out where your market

is and what it is they are looking for if your emphasis is in On-Line Marketing

3. Show drafts of your business plan to others. *The use of The Master Mind Alliance is critical here.* It can be very useful to get feedback on your draft business plan from various people, including both people associated with the business and others.

4. Write your own business plan. One common mistake made by entrepreneurs is to borrow heavily from a sample business plan and simply change the names and some of the numbers. There are two big problems with this approach. First, the emphasis you place on various sections of the business plan must reflect what is important in your particular business. Second, a good business plan should flow together like a good story, with the sections working together to demonstrate why the business will be successful. Business plans which borrow too heavily from other business plans tend to be disjointed, with some sections contradicting others and some key issues left unaddressed.

5. Outline the key points you want to make in each section before you start writing. Review your outline to ensure that your sections are consistent with each other, that there is little duplication, and that all the key issues have been addressed.

6. Make sure your financial projections are believable. For many readers, the financial section is the most important section of the business plan because it identifies your financing needs and shows the profit potential of your business. *If you are currently used to earning \$50,000 annually, it wouldn't make sense to project Net Earnings of \$500,000 the first Year* In addition, a good financial plan will give the reader confidence that you really understand your business. So be sure to test the reasonableness of each of your assumptions. Overly optimistic assumptions or a failure to accurately reflect the full costs of operation can quickly destroy the credibility of your business plan.

7. Do the Executive Summary last. The executive Summary can be the most important section of your business plan because people will read it

first and it may be the only section they read. The keys to a good executive summary are that it should be short (2 pages at most), it should highlight what is important in your plan, and it should get the reader excited about your business.

Be realistic

Don't be optimistic. People reading your plan must see that you have done your research and analysis and you understand your business

Show a path to profitability

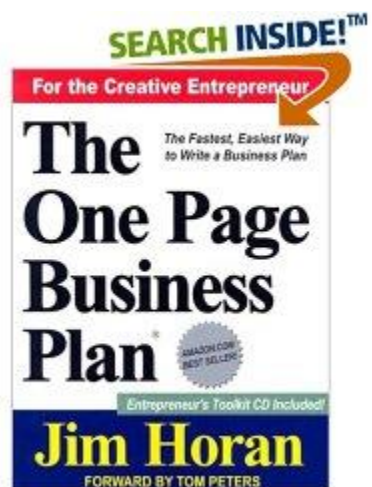
The most important question for anyone investing will be "when do I see a return"

Show a strong management team and Master Mind Alliance

It is the people in your team who are going to make a success of your company. Decide at the beginning the **IMPORTANCE** of delegation of work, be ready and budget for "outside" help

Recommended Reading:

[The One Page Business Plan for the Creative Entrepreneur](#)



Other Planning Tips

Competition

Understand your competitors and learn from them. See what they do best and understand why they do it well.

Use well established Search Engine Methods, Keyword analysis, Overture rankings

On the key items you believe are vital to your success, rate each of your competitors to see who is the best, and where you fit into the picture.

But always remember, your BIGGEST competitor many times, is YOU

Marketing Plans

Who are your main target customers, what are their needs, and how are you going to tell them about your products?. That's marketing. And we will go over **EXTENSIVE** system, Tools and methods of Marketing On-line and Off-line in this series of Volumes

Work out these two questions and you are well on your way to making sales. There are many ways to communicate that are cheap to do from trialing your product free, to emailing your prospects.

We will cover the Secrets of Marketing within a realistic Budget further in the Volumes.

Added resources for the Business Plan:

<http://wsj.miniplan.com/>

<http://www.planware.org/freebusinessplan.htm>

<http://www.planware.org/strategicplanner.htm>

<http://www.planware.org/online.htm>

The Following is a Template that addresses different Business types. Some of the parameters are not directed to Home-based or Internet network Marketing Businesses. Adjust accordingly.

The Help Boxes can be Removed via a Left-Click and Delete

Although some of the section below may not seem to fit what we define as Internet marketing Businesses and/or Network marketing, you will be surprised How Thinking The Answers to these questions may allow to have a More Clear **DEFINITION OF WHAT YOU** want to Accomplish

[Enter Business Name Here]

Business Plan

[Address]

Telephone: [Phone Number]

Contact: [Your Name]

[Date]

[Confidentiality Statement]

Introduction

[Background]

[Summary of financial needs]

Include the general nature of the business, what your product or service is and why it is unique, and why you believe the business will be successful.

What product or service do you provide? What is your competitive advantage? When will the company be formed? What are your company objectives? What is the background of you and your management team?

Executive Summary

[Company information]

[Market opportunity]

Write the Executive Summary section last!

What is the expected size and growth rate of your market, your expected market share, and any relevant market trends?

Benefits to the Community

Economic Development

[Describe jobs created by the business]

[How will purchases for the business help other local businesses?]

[Any additional information]

Community Development

[How will the company's goods/services help the community?]

[Any additional information]

Human Development

[How will the business help its employees?]

[Any additional information]

Company Analysis

Form of Business Ownership

[Will your business be a sole proprietorship, partnership, or corporation? Why?]

[Describe any necessary licenses or permits and your plans for obtaining them.]

[Will yours be an independent business, a takeover of an existing business, an expansion of an existing business, or a franchise?]

[Any additional information]

About the Company

[If you are taking over or expanding an existing business, describe any relevant history.]

[How will the business satisfy customer needs?]

[How did you choose and develop the company's products/services, and how are they unique?]

[Any additional information]

Industry Analysis

[In what industry does the business operate?]

[Who are the competitors?]

[Have any other businesses recently entered or exited the industry?]

[How will the business be profitable, and what are the growth opportunities?]

[Describe any e-business opportunities.]

[Any additional information]

Include a résumé for each key person in the Appendix.

Management Team

[Who are the key members of the business team?]

[How will the company be structured?]

[How is the team balanced in terms of skills?]

Include an organizational chart in the Appendix.

[What is the company's management philosophy and culture? What is your leadership style?]

[Describe the key management positions and compensation for those positions.]

[What other professionals will assist the management team?]

[Any additional information]

Manufacturing and Operations Plan

Location and Space Requirements

[Where is the planned location?]

[Discuss the location's proximity to customers and suppliers.]

[Discuss tax rates and zoning requirements for the location.]

Include a floor plan in the Appendix.

[Discuss transportation issues.]

[Discuss utility costs.]

[Will you rent, lease, or purchase the facility?]

[Any additional information]

Equipment

[Will you rent or purchase equipment?]

[Any additional information]

Labor Force

[Discuss the local labor pool. Is there a sufficient quantity of skilled people to meet the business's needs?]

The next section covers the labor force in depth. This section should discuss the labor force as it relates to your location, manufacturing, and operations plans.

[Discuss wage rates and unionization issues.]

[Any additional information]

Inventory Control

[How will you control quality, inventory, and production?]

[Any additional information]

Purchasing Requirements

[Will you make or purchase component parts to be assembled into the finished product?]

[Any additional information]

Subcontractors and Suppliers

[Who are your potential subcontractors and suppliers?]

[Any additional information]

Labor Force

Labor Requirements

[How many employees are needed? Full time or part time?]

[What are the job qualifications?]

[Will you have written job descriptions?]

[What will you pay your employees? How does that compare with the going rate in your region and industry?]

[Any additional information]

The next section covers the labor force in depth. This section should discuss the labor force as it relates to your location, manufacturing, and operations plans.

Selection, Orientation, and Training

[Do you have a job application form?]

[What criteria will you use in selecting employees?]

[What orientation process will there be for new employees?]

[How will new employees be trained?]

[Any additional information]

Evaluation, Policies, and Rules

[How will employees be evaluated?]

[Will authority be delegated to employees?]

[How will you discipline employees?]

[What will you do when employees resign?]

[Any additional information]

Marketing Plan

Target Market(s)

[What is/are your target market(s) and what common needs can the business satisfy?]

[What are the current needs of each target market? Describe the target market in terms of demographic, geographic, psychographic, and product usage characteristics.]

[What changes in the target market are anticipated?]

[What advantages and disadvantages do you have in meeting the target market's needs?]

[What are the relevant aspects of consumer behavior and product use?]

[Any additional information]

Environment

[What are the competitive, legal, political, economic, technological, and sociocultural factors affecting your marketing efforts?]

[Any additional information]

Marketing Objectives

[Describe your product introduction, improvement, or innovation]

[State the market size in dollars and units. Indicate your primary and secondary sources of data and the methods used to estimate total market size and your market share.]

[Describe your distribution plans.]

[Describe your pricing objectives.]

[Describe your advertising and promotion efforts.]

[How will the results of your marketing plan be measured and evaluated?]

[Any additional information]

Prepare advertising samples for the Appendix.

Financial Plan

Remember, most lenders and investors insist that you submit current financial statements that have been prepared by an independent CPA.

Startup and Operating Needs

[How much money do you have, and what is the actual amount of money you need to open your business (start-up budget)?]

[How much money is needed to keep the business open (operating budget)? Prepare a realistic budget.]

[What sources of funding do you anticipate?]

[Any additional information]

Financial Statements

[Prepare an income statement by month for the first year of operation and by quarter for the second and third years.]

[Prepare balance sheets for each of the first three years of operation.]

[Any additional information]

Financial Analysis

[Prepare a breakeven analysis. How many units of your products or service will have to be sold to cover your costs?]

[Reinforce your final projections by comparing them with industry averages for your chosen industry.]

[Any additional information]

Exit Strategy

[How do you plan to get yourself (and your money) out of the business?]

[Do you intend to grow the business to the point of an IPO?]

[Do you intend to sell the business?]

[How will investors get their money back?]

[Any additional information]

Critical Risks and Assumptions

[What will you do if your market develops either more slowly or more quickly than anticipated?]

[How will you react to competitor challenges such as underpricing or the emergence of new products that make yours obsolete?]

[How will you react to favorable or unfavorable changes in the industry?]

[How will you react if there is a labor shortage or other labor-related issue?]

[How will you react if there is an erratic supply of products or raw materials?]

[Any additional information]

Appendix

Include supplemental information, such as an organization chart, résumés of key owners and managers, a floor plan, and advertising samples.

Chapter 2

Cash Flow Projection, Budget and Capitalization



Cash Flow and Budget Requirements

Every Business, be it a “Brick & Mortar”, Off-line Direct Mail, Direct Response, Internet MLM, Affiliate Marketing, or MLM Network Marketing needs to begin with a reasonable

CASH FLOW PROJECTION.

As you develop the Business Plan of the type of business you want, that Business Plan should SPELL out the Cash flow Income projected, minimally, Quarterly the first two to three years.

Of course opposite that is the Expense Projection, including initial start-up costs, and monthly re-curing expenses, hopefully on a Increasing Scale....

YES, every successful business is constantly re-investing, to attain the growth and ultimate profitability projected as a Goal in the overall Plan.

The Lack of this type of planning is the reason the published Failure Rate is so high. Eager, budding entrepreneurs are constantly succumbing to the glorious rhetoric about unlimited income “with only three

recruits”, no “selling needed”, “get of bankruptcy in 60 days”.....

Successes are very possible, and some even in a reasonable period of time, but unless you have an un-limited checking account and are willing to willy-nilly pour money into a Pit, it takes conscientious research and planning before you EVEN Write that first Check for the Auto-ship, or purchase the “Program of a Lifetime”

The following are some suggested guidelines on the requirements of projected the Cash Flow for a Business you would expect to net **\$700 a month within 6 months.....**

I know, you are saying what a ridiculous low amount of Income. My experience has indicated, and the Market bears the truth, the average American Household is **only \$400 a month** away from financial disaster, regardless of Income. And \$700 a month represents the income realized from a secure nest-egg of **\$168,000 earning net 4.5%**. How many can put aside that much in a relative short period of Time?

Cash Flow projection: These are real figures I used two years ago before starting another Income stream.

Expenses and cash flow monthly 9 months

MONTHLY EXPENSES		MONTHLY INCOME		monthly P&L	Total
1ST MONTH		1ST MONTH			
Fixed auto-ship	\$104.95	2 new clients @ 15%	\$30.00		
postage	\$52.00	1 auto responder client	\$17.00		
printing	\$50.00				
on-line advertising	\$75.00				
off-line advertising	\$150.00				
total expense month 1	\$431.95			\$47.00	\$384.95
2ND MONTH		3 new clients @ 15%	\$45.00		
Fixed auto-ship	\$104.95	2 clients 1st month	\$30.00		
postage	\$52.00	2 second level clients	\$80.00		

printing	\$50.00	Auto responder Income	\$23.00		
on-line advertising	\$75.00	Traffic exchange			
off-line advertising	\$150.00	Income	\$10.00		
total expense month 2	\$431.95		\$143.00	\$288.95	\$673.90

3RD MONTH

Fixed auto-ship	\$104.95	4 clients @ 15%	\$60.00		
postage	\$52.00	4 clients renew	\$60.00		
printing	\$50.00	5 second level clients	\$200.00		
on-line advertising	\$75.00	Auto responder Income	\$43.00		
off-line advertising	\$150.00	Traffic Exchange			
total expense month 3	\$431.95	Income	\$30.00	\$38.95	\$712.85
			\$393.00		

4TH MONTH

Fixed auto-ship	\$104.95	4 new clients @ 15%	60		
postage	\$52.00	7 clients renew	105		
printing	\$50.00	12 second level clients	480		
on-line advertising	\$75.00	Auto responder income	60		
off-line advertising	\$150.00	traffic exchange income	45		
total expense month 4	\$431.95		\$585.00	\$153.05	\$559.80

5TH MONTH

Fixed auto-ship	\$104.95	4 New clients	60		
postage	\$52.00	11 renew	165		
printing	\$50.00	16 second level clients	640		
on-line advertising	\$75.00	Auto responder	78		
off-line advertising	\$150.00	traffic exchange	60		
		extra affiliate sales	75		
total expense month 5	\$431.95		\$853.00	\$421.05	\$138.75

6TH MONTH

Fixed auto-ship	\$104.95	4 New clients	60		
postage	\$52.00	13 renew	195		
printing	\$50.00	20 second level	800		
on-line advertising	\$75.00	Auto responder	85		
off-line advertising	\$150.00	traffic exchanges	70		
		affiliate income	85		
total expense 6 month	\$431.95		\$1,040.00	\$608.05	\$469.30

7TH MONTH

Fixed auto-ship	168	4 new clients	60		
postage	78	16 renew 1st level	240		

printing	65	24 second level	960		
on-line advertising	85	auto	90		
off-line advertising	175	traffic exchanges	85		
		affiliate income	120		
total expense month7	\$571.00		\$1,255.00	\$684.00	\$1,153.30

8TH MONTH

Fixed auto-ship	168	6 new clients	90		
postage	78	19 renew	285		
printing	65	28 second level	1120		
on-line advertising	85	Auto responder	100		
off-line advertising	175	traffic exchanges	90		
		affiliate income	150		
total expenses month 7	\$571.00		\$1,460.00	\$889.00	\$2,042.30

9TH MONTH

Fixed auto-ship	220	7 new clients	105		
postage	104	25 renew	375		
printing	85	31 second level	1240		
on-line advertising	100	Auto responder	106		
off-line advertising	220	traffic exchange	100		
		affiliate income	200		
total expenses 9th month	\$729.00		\$1,646.00	\$917.00	\$2,959.30

This program is still doing very nicely and the Actual figures actually feel short to the ninth month but exceeded the year end projection.

With compensation changes to the better in 2008, I look for this Marketing program to generate a steady \$3,000 + net income for the year. It works so well as an ancillary Income program while at the same time providing me with the Quality Leads any business needs so desperately.. **The above spread Sheet represents also represents a ONE Hour Day Time commitment**

Notice that I originally projected increased Expenses as the Business grew. I actually increased expenses a little sooner, with cash flow from some other Funded Proposal Income Streams.

This simple lead conversion program continues to propel my “Ship” on its Overall Journey to Abundance

Don't forget to continue to Re-Invest in your Business, or it will wither and die.....

Where does the Capital Come From?

When I first ventured into the marvelous World of Internet Marketing three years ago I was struck by how many people expressed interest in creating **Second Incomes**, “quitting their Jobs” and “firing their Bosses”, but also said “**I have NO MONEY** to invest and many, also, went so far as to say ”I don't Have the time to do that.....”

If you have read this Far you realize that **Time, Energy and Capital** are needed if one expects to enjoy the ultimate FREEDOM afforded to those who have developed self-directed Businesses that allow Residual Income and are affected by the Business “owners” ability to be The Captain of the Ship.

IF YOU are serious about being in Business for yourself, and you must be to have read this far, and are short on Investment capital, there are many ways to “find” that extra Money to Invest in Yourself.

I have listened to presentations by several MLM and Direct Response Marketing Organizations that PROMOTE using credit on Credit Cards to fund the Programs they feature: “use Your card today and the cash will flow tomorrow”.....

In my estimation that would be a **MOST FOOLISH** method of funding a New Enterprise, especially for someone who does not have a history of **self-employment**. The best business plan, the best budget system, the best product and the most dedicated entrepreneur can experience Squalls and Storms that easily veer one Off Course, but the credit Card Charges and compounding Interest will continue.

Since most seeking secondary Income and fulltime Income from “Self-employment” are EMPLOYED at the time; the quickest way to Free UP Capital (for U.S. Citizens) is to increase the number of Dependents on their W-9. For further Information download the following E-Book and study it carefully

www.youcanbuild.it/savetaxes.pdf

QUICK DISCUSSION ABOUT TAX ADVANTAGES

Fact: There is not one question on the CPA exam related to Home based business taxes.

Result: What your tax pro doesn't know could hurt you!

As a home-based business owner you are entitled to numerous tax Savings for simply doing what you love, building your business.

You may think that these savings are meaningless or maybe don't apply to you because you're not a “Big Business Builder” but that mentality is losing you money!

People just like you around the Nation are saving on average \$9,925 on their taxes annually! Did you save that much on your taxes last year? If not, WHY?

Below is a graph from the Government Accounting Office that illustrates the average savings from the most common deductions.

\$6,100 Car & Truck Expenses
\$2,100 Utilities
\$3,000 Supplies Not office
\$1,300 Office Supplies
\$700 Legal Services
\$1,600 Insurance
\$4,300 Depreciation
\$1,000 Taxes
\$1,000 Meals & Entertainment
\$1,600 Advertising
\$2,200 Repairs
\$2,300 Travel
\$6,400 Rent on Business Property
\$3,000 Home Office
\$3,100 Rent on Equipment

These will vary for the individual, but everyone must be **sure they are eligible** for these Benefits by keeping accurate records.

I have found that 10 minutes daily is all that is needed to keep your Tax File Up-to-date, especially using the Innovative Tax Filing Software available below

GET Your copy of MLM Tax helper today.

[MLM TAX HELPER SOFTWARE](#)

Some side notes on Budgets:

1. This won't make me popular with MLM Leaders, but I suggest to my associates to start off with the lowest possible Auto-ship to qualify for Income. Your business will grow **ONLY** if you advertise Yourself and your Product through normal media Channels and **YOU** are available to

travel. Instead of spending \$200-300 on Auto-ship, if you can start with \$100 and spend the remaining capital on GROWTH, you will be able to increase your purchases quickly and take advantage of incentives usually offered.

But you **MUST** have enough operating Capital to stay the Course.
It takes **TIME ENERGY And Capital** to Grow a Successful Business.

2. Don't be afraid to invest in **TOOLS** and **SYSTEMS** that have proved to be efficient and offer a good ROI (return on investment)

3. Budgets are plans made to be Flexible, but before you jump to changes, discuss with your Master Mind Alliance and get their Input.

OTHER AREAS OF INVESTMENT CAPITAL ACCUMULATION:

Besides the **Increase Take Home Pay** available by changing your Deduction levels, there are many other areas to shift current available cash to **YOUR** Prime directive and that is the Growth of Your Business.

Contrary to the opinion of some ridiculous Advertisements On-Line, building a Business is **EASY**, if Sacrifice. Planning and Desire are applied.

Most, who begin this Exciting Voyage are not used to **SACRIFICE** or find it difficult to adjust from an **EMPLOYEE** Mind-set to an **ENTREPRENEURIAL** Mind-set. History has proved the Successes, we hear about, were obtained by applying the above principles, especially the ability to **Sacrifice Today for results Tomorrow**.

Here are some Cash Finding Ideas to FUND Your DREAM:

3. Since watching TV has never really earned many people much Money, consider cutting out Cable/Satellite expense for 6 months. According to statistics, that decision could generate **\$50 month** or more. Your family may scream, but they will appreciate your end Result later, Much More!
4. If you are currently employed in occupations that allow a regular Lunch break, seriously consider Brown-bagging lunch for 6 months. This Habit change could easily yield a net Capital saving for **business investment** of **\$150 month** or more.
5. What is in the basement, attic and in closets that you desperately needed, used once and probably won't again? These "treasures" are **ASSETS** of No Value, where they are. Have a Yard Sale, go to Flea Markets, and convert those things into **CASH** for the Growth and Expansion of your Business. That is your Passion. (NOTE on Flea markets: *I regularly attend these wonderful prospecting venues and not only "sell" my wares, but I have met new people and formed Powerful Network Marketing relationships there. After all, who goes there? Entrepreneurs and Value Minded people.*)
6. What are you driving to and from Work? Are you renting your car? I have always considered a vehicle as a means of Transportation and have enjoyed **ownership** of modest autos and Trucks that did their job and kept my CASH where it belonged, in my possession to be invested in my businesses as seen fit for **Return on Investment**. Get rid of your leases and payments if possible, **buy** a functional vehicle and put the

difference in YOU BUSINESS. Then set aside a Fund for replacement and PAY Cash for that Dream Vehicle when your business is enjoying PURE Profit for an extended period. (Side Note: *according to statistics, the average REAL millionaire in America is driving a PAID FOR 5 year old or Older Car*)

How many of you are shaking your heads and think I am **crazy**? Well you are partially right.

I am crazy for having the burning desire to enjoy TRUE FREEDOM, do what I enjoy doing every day, and developing a position of Wealth, only afforded to those who are in CONTROL of their Lives and Incomes...

BEING A SUCESSFUL SELF-DIRECTED BUSINESS PERSON is in YOUR Grasp, if you can develop the Mind-set and create Habits allowing the THOUGHTS to flow and Massive Action to allow your Voyage to Abundance to be as smooth as possible.

If you don't already have a Copy of two of the **Best Guides** to Conceiving, Planning and Implementing YOUR Business, get these two Books and STUDY them, don't just Read them.

Think & Grow Rich

www.think2growrich.info

The Master Key

www.beginnersmarketingclass.com/masterkey/html

Chapter 3

The Business Mind-Set



Why do some people take immediately to the Lifestyle and work ethic associated to **Being in Business?**

What Magical Powers do they possess?

Usually it is the simple result of MIND-SET change. One needs to go back to the mind of a child, in some ways, before being contaminated by Social Pressures.

Observe Children. Think back to your Youth, when the imagination carried you to fantastic places, you were the Super-hero. You believed in Santa Claus....

But then Society crept in and started to re-direct and in most cases squash the Imagination by constant barrage of Negativity. We allowed ourselves to be programmed, to fall lock step into a "responsible, productive member of the work-force". We are directed to go to school, digest the spoon fed pap and go out and SECURE a position.

Before you jump all over me and think I am anti-social, I declare, YES I am. I was blessed at an early age to be taught and guided by teachers and parents who allowed the Fantasies to Flow. My father, who came to this country with My Grandparents to EXPAND their Minds in a FREEDOM loving environment, left me simple thoughts.....



"Do whatever you want, gather the knowledge and ... work ... like ... hell.

Always treat others as you want to be treated and don't CHASE money, let it Find you."

Steve Bartok 1918-2007

I was pointed to and enjoyed Reading, especially about DOERS, Can-Do people who, in most cases how they overcame odds and realized their Dreams.

In 1960, as a freshman in college I was introduced to the TWO Books offered in the previous Chapter.....

If you haven't already, Download these two and STUDY them, don't just Read them.....

Instead, make them part of your THOUGHT Process

They were so SIMPLE to understand and I was able to take in the THOUGHT process they presented.

I realized I could do whatever I set MY MIND TO DO.

The Real Secret?

Nothing more than this: THINKING as an entrepreneur. Don't operate with an employee mentality. If you settle for providing your service for direct compensation dictated by another, you will not be able to Break Out and enjoy being in Control of both your Lifestyle and your Financial Independence.

On page 36-37 in Think and Grow Rich, Napoleon Hill spells out the simple six steps to "achieve all that you can conceive"

We THINK ourselves to WHO we want to be, and Plan the method and

then **Apply Massive Action.....**

Modern authors have based their works on the tradition of MIND-Set Development brought forth in The Book of Proverbs, [The Science of Getting Rich](#) , The Master Key and Think & Grow Rich.

In order to truly enjoy the Excitement, Frustrations and Rewards of being involved in Self-Directed Business a person Needs to throw off the usual Mindset of an Employee and emerge with Mindset of an Entrepreneur.

A Business Mindset does not ask “How much does it Cost?”

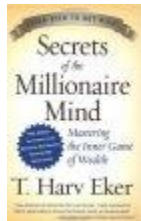
The question is “what can I benefit from this Investment

Click on the Video screen below and listen to a few thought on the development of the Entrepreneur Mindset.



Hold Control Button and Click

Here are some other resources I have found to be Helpful

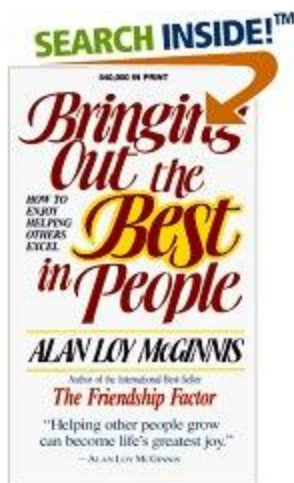


[Secrets of the Millionaire Mind](#) is another powerful resource not to be Read Once....but many times.



Get your [Audio copy of the Master Key](#) , narrated by yours truly, Chuck Bartok. This is a handy way to LISTEN to the REAL Secret written by the Father of the Law of Attraction.

MORE GOOD READING



[Dr Alan Loy McGinnis](#) has provided easy steps to Change Your Mind-set to effectively, and how to develop the Law of Attraction.

Thank you for taking your time to read this Volume. I know this information will be helpful in beginning your Journey to Entrepreneurship.

I have for several years offered anyone a **FREE** ½ hour Business, or Business Idea, Phone Evaluation

No strings attached!

Just Click on the Graphic Below and Schedule an Appointment



Let's Get your Business Growing Today!