

Includes 23 CRUCIAL Real Life Business Lessons that can Make or Break You



Confessions

OF A SELF-MADE ENTREPRENEUR

How I Almost Lost Everything and What I Used to Climb to the Top

REVISED EDITION
BONUS CHAPTER



FABRICE BEILLARD

'HAS RANKED TOP 3 ON AMAZON'

Confessions of a Self-Made Entrepreneur

*How I Almost Lost Everything and What I Did
to Climb Back to the Top*

(23 crucial lessons I learnt for you on the way)

By Fabrice Beillard

www.meantforbusiness.com

Your Free Gift!

Dear Entrepreneur,

If you are reading this I assume that you either own a successful business and want to go to the next level, or you simply cannot wait to get started with your business that will enable you to leave the rat race.

I thank you for purchasing the book and I would like to do something to encourage you further.

Download the video course that helped my business and many of my clients to get to the next level - Get it for free here : [CLICK HERE!](#)

Whatever level you are at right now it will show you exactly what you need to do to get to the next stage and make your journey to success faster and easier, and enable you to find out exactly what to do and learn from the experience we gained training interacting consulting and mentoring thousands of businesses all over the world so you also can accelerate your journey and dramatically increase your chances to have a business that enables you to achieve better financial results and to support your goals and dreams.

If at the time of reading/purchase the offer is no longer available we apologize for the inconvenience. This is an exceptional temporary give away and we cannot guarantee it will stay.

“I always look for the best material and latest insights about business so we can continue to be on top of our game and create even more success for our clients. Our company helps thousands of business owners all over the world. Through our ongoing research, and my connections with most of the very few other outstanding world class experts out there I get to see a lot of amazing material. Fabrice’s material will really give you some realistic, simple to implement principles that will make a difference to your business, and ultimately your life. “

Bill WALSH

America’s Business Expert

Powerteam International

“Over the years I have been privileged with our team and my company to launch and distribute life changing programs from many of the leading world class experts when it comes to business and success, with authors like Jack Canfield, Anthony Robbins, Brian Tracy, Robert Kiyosaki and many more. If you want to understand the keys to success in business I definitely recommend you read Fabrice’s material. I believe if you apply his ideas, they can have a massive impact on your business and your future. It’s a must!”

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6 AM

The alarm rings.

It's still dark outside. You wake up groggily. With squinted eyes, you take a quick glance at the clock.

Then it's time to check the emails to see if there is any interesting.

Nothing apart from a few meeting invites at work that remind you of the long day ahead.

Ugh.

Your mind races...

If only I could snuggle in bed for five more minutes.

If only I could take a sick leave today.

If only I could avoid work completely...

You stare at the ceiling and ask the same question you ask everyday: *How can I escape the rat-race and follow my heart?*

Sound familiar?

Or perhaps, you've already quit your job so you can hustle on your own.

Now your mind races with a bigger problem: *What if my business fails?*

Can you relate?

I don't know about you, but the crippling thought of "what if my business fails" would stress me out many times.

I started my business journey as a business partner in an accounting firm. In helping many companies over the years, I was privileged to interact with thousands of business owners around the world and able to see common patterns between the successful and the not-so-successful people business-wise.

I helped companies increase their sales and profits by millions of dollars in various capacities, and personally sold millions of dollars of goods and services in the process.

Prior to owning businesses, I was promoted to a senior level corporate position at a very young age, and looked like the baby in the boardroom.

Life seemed good. At least for a while.

But in the end, it was still a job. I was working *for* someone, and not towards something. Although I was well-paid for my age, something was amiss. And more importantly, I could no longer deal with the lies, the B.S. and the politics (anyone else relate to that?)

It was time to shake things up and follow the entrepreneurial streak; stop talking and actually do something.

So after a little surfing tour of Panama and some family time in Africa followed by multiple iterations of the business plan, a brain implosion with the ocean of opportunities ahead of me and countless revisions on the drawing board, I started my own business.

I had finally *arrived* (or so I thought).

Within the space of 12 months I had applied my skills in the world of small business, and my life-long dream of retiring before 35 looked well within reach.

I had set up enough passive income to live comfortably if I wanted to and achieved just under \$500K of repeat revenues booked in this short period with a small marketing budget.

What happened next was a complete life-changer.

Business grew and I associated with people with more experience and confidence than me at the time.

I thought these people knew business better than I did so let them run the show their way. In doing so, I ignored some obvious rules and my gut feeling.

For example, I went ahead and stuck to choosing business opportunities based on potential sales numbers despite

my instincts hinting otherwise. Deep down I knew I'd associated with the wrong team. But I did not listen to my inner voice.

Because subconsciously, I felt these people were superior to me and deserved to take charge.

I was afraid that speaking up would squander my hard work and investments.

I was afraid of confrontation.

So reluctantly, I let them continue to take some very important decisions.

Until one day I realised it was too late. This was never the direction I wanted my business to take.

I had to step up. *Finally*. Who was I kidding?

From this episode, I learned my first few lessons:

Don't ignore the obvious and chose your partners wisely.

Don't rely on others to build your dreams.

Look after your customers and yourself first.

Make the harder but better choices as opposed to comfortable and unsustainable ones.

Suffice it to say that I lost everything I had invested, including savings from years of hard work.

But even worse than that was feeling of shame and guilt because amongst others some of the lost money was coming from friends and family.

I had two options.

1. Either go back to a crappy day-job.
2. Start over with a credit card debt of thousands of dollars

Gulp.

I chose the latter.

Here's the thing about being a solo-entrepreneur: In the beginning, you enjoy not having to wear a suit and working from your home office; but soon you start feeling a bit isolated, and not sure if you're taking the right direction.

Can I tell you what I absolutely hated about starting over with a debt? Waking up every morning with questions pounding on my head.

How am I going to pay the bills?

What if I fail again?

Am I going to die old poor and feeling like I missed out on my mission?

Needless to say, those were the darkest days of my life.

Because I wanted to recover fast and get back in the game, I spread myself too thin, trying some ventures that would make me quick cash like we all succumb to during desperate times.

But sand castles don't stick – to start anything solid, you require focus and commitment.

Needless to say, those ventures did not return much for the effort.

After what felt like a very long time, things started to brighten up a little. My marketing budget grew to a “massive” \$100 a month.

I was lucky to already understand marketing and sales enough that I could get by in the process and still maintain a somewhat comfortable life as I paid back my debts and built back my income. My knowledge and systems worked again, this time to save me.

It still felt quite uncomfortable and uncertain.

When everyone was having weekend barbecues, I was attending seminars.

When everyone was going for expensive dinners, I was spending money to try new marketing strategies and measure them or buy books and courses.

Of course, I took quite a few holidays to keep my sanity and escape the insane rhythm whenever I could get a chance.

Although the safety and prior taste of success from the corporate world looked pretty appealing, I managed to stay on path and never disconnect with my big why, which is Freedom, and the feeling you get from helping others. Freedom and Contribution the two fuels to the Entrepreneur fire and people who make an impact in the world.

In hindsight, this whole experience was actually a blessing in disguise. It seems far away now as it may seem for some of you who also have stable successful business now and the journey was well worth it.

I know your journey can be faster and smoother if you know what I did not know at the time and I look forward to sharing these with you. These are short upbeat lessons, for the more pragmatic side of what elements and systems you need to implement to be even more successful download our video here for free: [CLICK HERE!](#)

What to expect

I have learnt that challenges will never stop and you will always have something to learn. No matter what level you are at in your business right now you will find a lesson or a reminder for you in this book, and we kept it short and for the pleasure of any Entrepreneur whether you are starting, growing, scaling, or ultra-successful already or even exiting.

I wrote this book for *you*. Whether you're just starting out or want to break the seven-figure mark, the lessons in this book will help you get there. And if you are already achieving way more than that, it will help you to with some very important lessons to always keep in mind and that still apply whatever level you are at.

Fair enough?

Over the next pages, I'll share with you the 23 key lessons I learned over the last 15 years.

Your business is like a building and if you don't have the right foundations, it will go down and collapse. You may have experienced that before. I surely have. This is one of the most important things we help business owners to do no matter level they are at: check that the fundamentals are solid.

Take these lessons a part of your foundations. You're most welcome to add your own as you go. In fact, I encourage you to do so.

Fair warning

I will give you a fair warning: These lessons are hard to implement.

Because let's face it – business is hard sometimes.

You *can* start a business for a dollar and sell it for millions. (Think about how a simple app called Whatsapp was sold to Facebook for \$19 billion.)

But for the most of us? That ain't going to happen.

Because here's the thing.

Most successful people build for the long term and understand the power of time. They work with urgency fully knowing that things will not happen overnight and that before they get to enjoy the lifestyle and the passive income they will have to earn it.

There are no shortcuts. You do the whole yards and pay your dues first.

Most people will end up in a worse position after their first attempt and lose their business.

It could be years by the time you figure it all out and make your business a success.

It could include many set-backs, even for the most famous billionaires on the planet.

Each month, I interview some business multi-millionaires or sometimes people who sold their businesses for hundreds of millions and even 10 figures and a number of them are our clients, and we play these for our customers and sometimes our members get to hang out with them.

But here's what fascinates me:

Almost every interview has one theme in common. *None of them had it easy from the start.*

Of course, starting your own business is better than going to a job you hate every day, but unless you have a solid team and a lot of cash around you, there will be days where it will feel daunting (even after that, you will still face big challenges regularly).

You are on your own and it can feel very uncomfortable.

So in short, owning a business is one of the hardest yet the best thing you can do.

It is also one of the most risky.

You will have a lot of uncertainty.

You will have countless challenges.

You may lose money.

You will feel impatient and frustrated.

BUT – you have the choice to make it the best time of your life and have fun!

So what's it gonna be for you?

Your commitment

Before we proceed, can you promise me *three* things?

#1. Do you know what's going to help you bridge the gap between your dreams and reality? Taking action!

If you don't take action, all the learning converts into nothing but cheap talk. The only way is to find a home for your knowledge by implementing it.

Promise you'll take action immediately after reading this book, no matter how tiny it feels.

#2. Always have an open mind. That's what Bruce Lee did – every time he practised the most basic punch, he'd do it with a beginner's mind and curiosity.

Growth is intentional. Once you intend it, you'll face initial friction. But this adversity or pain will propel you in the right direction.

You might just not get some of the lessons right now, or think you know them already, but I urge you to read over them until you actually get them and everything "clicks".

Promise you'll have an open, curious, child-like mind.

#3. Dig deeper for your big why. Why does your business exist? Each night, after you come home and drop dead on the bed, tired, what keeps you going the next day? What are you holding on to?

Promise you'll write it down and make it as descriptive as possible.

Congratulations! You're ready.

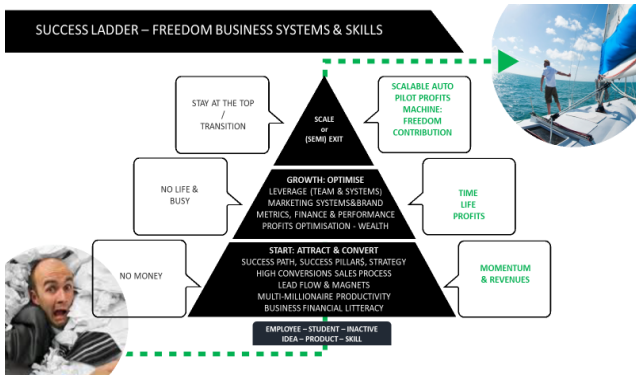
Fasten your seat belts and hang on because it's going to be a fun ride!

The Lessons

0. Bonus

This will be a long and more technical chapter in regards to your journey in business. It is a lesson in itself, an overview of the journey of an Entrepreneur based on my own experience and the ones of the thousands of business owners we have helped all over the world. The stuff it would take you years of experience to maybe figure out partially. As it is a bit more boring, but ultra-important and valuable I started with this and this is only featured in the revised edition.

This is a simplified high-level view of our systems so you can in an instant find out where you are at in your business journey and what is the next step you need to take to go next level. I wish I had this during my own journey, it would have saved me so much money, hair and more importantly time! Finally, you can see your current status and the rest of your Entrepreneur journey in a simple and structured way, all laid out for you.



This is a short extract of a simple drawing we use in our presentations so business owners can understand that the reason why our clients consistently get results is because they follow the same steps within our proven systems.

This will enable you to know where you are at and what you need to do next as these simple steps if followed correctly will be effective for most industries and businesses and cover the different steps you may go through from start to scale.

This assumes you start from scratch but there are many options like buying established old profitable businesses, or franchises that are not established but have marketing and operational systems done for you and an array of other options. When you read you will find out where you fit and what you miss and if you download the free video

course we suggest to download later it will be even clearer. As always adjust to your circumstances.

1 – You have not started yet:

Business is still just a dream for now. You only have to do one thing now: **START!** Make a decision, take action; take the first step or schedule any first step now! This is the most simple and obvious advice, but obvious and simple works! Take a concrete step and commitment or join the ranks of millions who say I will have a business and realized it is too late and then say I had that idea, I almost did, I should have, I could have bought that house, own that business, etc. When we run preview events people who are starting and buy a program from us usually actually start their business properly because they get the expertise, the clarity and the confidence they were missing but what I realized is at the time they chose to pay they already made a decision and a commitment and even if they were getting nothing out of us this was all they needed: make a commitment and take action! They are now committed to a path and are showing they are serious. They no longer talk or dream, they do! This is who you need to be to own a business: a doer not a talker with excuses and regrets.

So, in the material world implement your first action. On a personal development level here is my other advice, something most people will not tell you and you will not find in books or courses, as our systems have a lot of unique concepts based on real life experience interacting

and helping thousands of business owners all over the world. Here is the one important thing you will need to learn to do on a personal level: get comfortable with potential rejection so you can influence others ethically and congruently to support your business and not give up too early. If you offer a personal service or are making the sale yourself that includes most particularly getting comfortable with asking for money and with the value and worth of your product or service and asking for it now so you get paid.

Time to take action and get educated so you remove fears and doubts that create procrastination, and also avoid the key mistakes Entrepreneurs make which account for the fact that the vast majority of them fail within the first 2 years. It is easy to save the disappointment the wasted time and money if you follow proven steps and systems and also know the major risks in advance to take action anyway but in a smarter and safer way.

In any endeavor most people will study, invest, learn, commit time focus and effort. For example, if you buy real estate, successful investors usually did not just randomly purchase bad deals. If you want to be a good golfer you will either dig a lot of holes, lose a lot of balls or like most successful people you will learn and train properly if you are serious about success in the field you pursue. Yet, it seems that when it comes to entrepreneurship and sometimes investing people expect to just make it happen by accident, but it rarely does. Sometimes people spend a lot of time to save a few dollars on a pair of shoes or a

hotel room, but they will drop their life savings quickly on some venture for which they have no mentor, no system, no competence nor experience, crazy isn't-it? They end up being a casualty like many others and pay the cost of trial and error until they figure it out, or worst until they run out of time, cash or energy and decide to give up on their dreams.

But you are reading this book so you have a better way. In order to avoid the major pit-falls and know what your next steps are all you need to do is to is to:

Download this video that will explain further some of those steps that helped my business and many of my clients to get to the next level.

Get it for free here : [CLICK HERE!](#)

It will tell you exactly how to gain clarity where you are and how to get to the next level much faster.

2 – You have started but you need to grow (get more customers and cash)

This phase is addressed with our programs called Super Growth: grow not just your revenues but also more importantly your profits, and grow faster and smarter than others. Super Growth Systems include multiple steps which can be implemented fairly quickly. Here are some of the main things you will have to look at. If your business is not turning over 1 million USD for a Western

country it means you have failed to implement one of those steps.

For the ones of you who just want simple common-sense advice like we did in the first section for start-ups, if there is one thing here to master it is sales and marketing (attract or find interested people and then get them to buy). This is the key success factor at any stage of the business but even more so here and will be 90% of your time and success. No sales= no business no cash, nowhere to go. Sales= we can pay people who know and do what we don't. Spend most of your time developing sales and getting good at it. This is something we always focus a lot on and even more so for our beginners.

Your first step will be to make sure your product fits a market where there is demand and financial viability, and then learn how to market and sell to that target market effectively and ethically. In our systems that step is called Pathway to market alignment, this is where we make sure your product or service generates sufficient and consistent revenue to create flow and certainty with your finances.

That will also include setting up strong foundations as you can never build something tall and strong without the right foundations, just like a house. This part of our systems is called the Business Success Pillars and you will know exactly what are the time-tested pillars that generate success over and over again all over the world. If you do not understand these and apply them properly to

your business you are very likely to face a lot of challenges and struggles.

The next part of the systems and of your journey at that level is what we call in our systems Multi-Millionaire Productivity and Performance. This is what we have established assembling what best performers in the world do to achieve more in less time and do the things that give results as opposed to being busy going nowhere like most others. You and your teams will do what counts as opposed to all other people who are busy endlessly, going nowhere fast.

The skill that you will have to integrate during that phase is to also understand Business Financial Mastery as we found over the years that one of the reasons why most business owners fail to go over 7 figures is because they do not know nor understand nor control their numbers and thus cannot achieve better results as they spend their time and attention on areas that do not help them financially until they understand how money works in a business and what to do. It is not a secret or some innate talent some people have these are things that need to be learnt like any other trade or skill until you are good at business and money.

So now you are focused and achieve more in your life and business, you know how to play the money game, your business plans and foundations are decent enough to build on, and you have a product or service that your target markets can afford and wants to buy.

Congratulations, you have a pretty good chance to make it now and your bank account should look healthier and you deserve a reward and can be proud of yourself.

After these steps you usually are a successful micro business/team or successfully self-employed. You have your first taste of success and your business will typically generate 6 to 7 figures. Super Growth Systems got you there, and that is amazing. From there are two paths, some will be content and will organize themselves a bit better to work less and will be happy to be involved personally and work in the business and usually invest into other assets (property usually) to create wealth or incomes that will enable them to work only by choice and have a back-up. Most others will want to go next level and this is the next step we will cover.

If you are a business owner in the phase we described in this section and you also want to get to that point where your business gives you certainty and financial peace of mind and a sense of success, to this point where you can chose between keeping your business and investing profits to create more options and wealth, or having the option to get it even further into a multi-million dollar empire, then you must **download the video with the principles that helped my business and many of my clients to get to those next levels –**

Get it for free here: [CLICK HERE!](#)

It will tell you exactly how to gain clarity where you are and how to get to the next level much faster.

We will show you in more details some of the steps of the systems and what you need to do exactly.

Word of warning here: as you get up to the higher levels of business success you need to make sure that you keep looking at a few of the fundamentals described in this section as if you don't you will pay the price like many companies who go backwards. The environment changes very fast, as an example a part of our systems like Pathway to Market need to still be looked at as if you lose touch with the market someone hungrier and in tune with your clients will take the market away from you. If you become complacent or arrogant you will lose productivity and thus will stop producing and achieving goals, etc. Most of these elements should be easy to keep going but only if your foundations remain strong and are monitored and maintained. We still work on foundations even with our advanced customers to make sure they are still healthy, or with some other elements the topic might still be the same but we also cover more advanced elements like within Business Financial Mastery things like protection, profits optimization, etc. which become more relevant and important after you grew enough.

3 – Scale & Leverage: Own a business that produces larger profits consistently with less reliance on you

Essentially you now have a model that works, you are profitable and it works somewhat smoothly. Some of you already managed to build good systems and teams and the business already operated on its own during your growth phase, but for a lot of Entrepreneurs in that phase you are busy as hell and cannot find the time and bandwidth to manage all your options and priorities and the increased complexity. You are stuck at the top of the middle of the pyramid.

Those who struggle to go to the top level of the pyramid usually need to get out of the way. They are still too involved in the day to day and busy and not able to go much bigger and let the business run itself. You need to shift from working in the business to working on the business. What does this mean? Well if you take Bill Gates, he did not go to install software, as if he would have been doing that he would not have had time to work on the business: on the important and strategic things that drives sales, growth, profits. As long as you trade time for money, as long as you are the technician/do work employees or machines should do, you may earn a large income in some industries or professions but the business owns you and your time, and the business is limited by how much you know in terms of steps further and how much time you have to make it happen: you do not own a business, something that makes money whether you show up or not. That is the first step and difference at this level.

How we take care of that step? The two main first steps of the systems here are about creating strong teams that grow the business for you and take care of operational aspects of the business and building simple systems that give you a predictable and consistent outcome profitably. Why can the owner of a large burger franchise own the business and potentially not go there: because there are systems that work and that the team can operate successfully and the customer knows he will get the same burger every time. This process can take a bit longer depending on the complexity of the business but some of the main ones can be done very fast and they will increase the quality of your business. During that time we tweak the model and operations to make it ready to scale if not already done.

In terms of personal growth here you will have to learn how to ask for help and understand that things can be done just as well by other people. And your focus will start to go more strategic as you have people to implement for you, and more towards long term and more sophisticated. Again, these are not things you will find in books but based on our deep experience we know that those little steps will make room for you to implement all the rest of the steps required to transition through that phase and to now look at advanced strategies for exponential growth and invest time and money to educate yourself on your options from there just like you did prior. You have gone from being paid by others to take responsibility for yourself and take action

and not fear rejection to get to this point. Now this is another mindset shift about you being the one who owns the business not just owning a job, you have to own a real asset and become the leader and be willing to take on more challenges.

Another of the major elements in addition to team and systems we already covered is that your focus shifts from top line (revenue) to both top line and even more importantly bottom lines (such as net profit after tax). There are 5 major leverage points for profits: leads, conversions, average sale, frequency of purchase, margins and costs. Small single-digits (3% for instance) increments in these areas can have impact of triple digits (100% and above as an example) in your profits. So why work hard when sometimes you can make so much more money from the same revenue and client base by learning what the more advanced business owners learn to multiply their wealth with less effort. In our systems this step is called business optimization and people are always amazed how much money they have left on the table if they join us at this level directly.

You will get a clearer understanding of this and how all this can relate to your business if you **download the video with more on these principles that helped my business and many of my clients who have multi-million dollar businesses that can operate without them –**

Get it for free here: [CLICK HERE!](#)

You might start to understand how and why so many people on our case studies managed to make leaps forward in profits with minimal effort.

That part also means that in addition to keeping your eyes on your foundations from prior sections, you will have to have your eyes on new areas of the business and we would also go more advanced/in depth on some areas already covered. Some elements did not always matter as much before but will now make a lot of sense to leverage and compound your time and money as this is where real success lies now.

Not taking care of these steps can mean that you will do like some business owners who become too busy or increase their revenues but not their profits as they do not know the systems and the steps to follow and get tempted or even go back to comfort and downsize. They say things like it is hard to find good people in my industry, no one can do what I do, my industry is too competitive, etc. and unfortunately miss out on what they wanted in the first place: wealth but with the Freedom and the personal fulfilment and contribution. Don't be one of them; learn how you can skyrocket your profits with simple tweaks to your leverage points and how you can create a life like our customers who travel the world and do what they love and work because and when they want to.

Get the video for free here : [CLICK HERE!](#)

It will tell you exactly how to gain clarity where you are and how to finally get to the top level much faster

Now congratulations you had the guts to start, you went through the beginner phase and survived it as opposed to most others, then started this phase as an intermediate

and when you completed those final more advanced steps and more importantly kept tweaking things consistently, you now have a business that generates profits consistently without your input as opposed to the ones who grew only their taxes salaries and headaches and had more revenues but usually not much else to show and run their business back down to the ground as they burn out or downsize back to their known comfort zone.

To get our clients to this level is our mission and where we want all clients to be as a default result. At this level you now have 4 main choices:

- Sell the business and cash out and when you are bored of being on lifetime holiday you will start something else which could be charity or anything you feel like then
- You have become passionate about business in general and with the skills and systems you now possess after you followed our programs, you will buy businesses to turn around or grow and become a successful business investor
- Final option you don't want to scale but you still want to keep the business and will still be involved to the level you want with management in place.

In that last option you would be more or less involved as per your desire and design and keep the equity private as you keep accumulating the profits over the years and retain your 'baby'.

- Your vision and purpose about your business got bigger and your ambition too as you now can see anything is possible with your initial success and you want to scale.

That could be going global if you have not done so yet, list on the stock market, acquire other businesses in your field, license/franchise, duplicate, and many other options that require more in-depth strategic planning.

4 - Scale, Freedom, Contribution, Legacy, Purpose

Congratulations you are at the top and you have chosen between one of the 4 options described in section 3! You are part of the 1% of people on earth who can retire with financial security and who have control over their time and their life. Make sure you always retain 3 things there: financial freedom which is your lifestyle expenses that are covered by passive income/revenue from secured and/or diversified assets for a lifetime, financial security which is a few years of cash ahead of you for life unexpected surprises, and ideally financial back up which is a portfolio of assets you slowly build over time that can replace your financial freedom if any major happens and adequate insurances. All goes well you will never use the back up and assets and this can go to your descendants and/or charity and/or additional lifestyle. Setting it up that way ensures you don't have to redo the whole journey again with life twists and turns. The worst way to do it is when people squander it all away and have to do it all again. Trust me, it happens even to very educated and

successful people and we prevented many to make major mistakes in their life that would have cost them a lot!

Now you may wonder apart from that reason why people who achieved to that level, the top of the pyramid, and some of them having way larger companies than ours would want to use our systems and pay us large sums of money for us to work with them.

Those individuals know one thing: you can never stop learning and when you get too comfortable you get lazy and you stop growing in life and in your journey as a leading Entrepreneur. It is a risk they are not prepared to take.

There are few other reasons: first it can get lonely at the top and it is pleasant to be able to access and Elite community of super achiever that have a heart and soul. Secondly, some feel a form of transitory emptiness as there is nothing left to chase. Some are addicted to success or money and they go into non-productive modes and have to find a new healthy path to invest their energy into. There is always something more, unfortunately we are wired to always desire more than what we have. It is a good thing to create more and benefit others, but if it is not kept in check it can be devastating. In most cases we will help those individuals stay at the top, be accountable to someone they respect enough to keep their success holistic, and get strategic input and validation, sometimes to find out what is next in a way that is not addictive or destructive.

When you have that support and structure, you can start to look at quality things and work on elements such as legacy, investing even more into your health and having more quality time with even higher quality people. This is always the prime goal we want for all as soon as they are in the middle of phase 3 and this is what we enjoy helping people achieve as this makes the world a better place and gives us lifelong grateful customers. I am passionate about Freedom and this is the real Freedom, work when you want from where you want and on things you want and make impact in the world and be paid greatly for it. Use this Freedom within a life that offers what I call in our systems: Holistic Success not just the money but Wealth, not just Wealth but Health and Happiness and plenty of the highly prized currencies quality time and quality people!

If you already are at that level and this is something that resonates with you can contact us directly at our website to have a private review. Your business must be between 7 to 8 figures minimum to qualify for the conversation. Go to meantforbusiness.com or australiabusinesscoaching.com.au and refer to this chapter a questionnaire will be sent to you.

So now you all know what the steps look like I invite you to make sure you take opportunity on those bonuses (<https://meantforbusiness.com/book>) that will help you whether you are starting, growing, doing well already and scaling you will find this will make a huge impact in your business and your life.

Then pick the rest of the book it is a less heavy and more fun read and you will find a lesson in there that will make a difference to you!

The Lessons

1. Time does not equal money.

I read a lot on entrepreneurship.

And almost always, I look for sections on time management because time is the number one asset for a business owner.

Many authors will go on to add something on the lines of: “Time is money”.

Let me tell you, I’ve tried to buy and apply that philosophy, but it has always failed and delivered zilch.

Nothing. Nada.

Now you’re probably wondering, *“Hmm, this guy sounds a bit nuts...”*

Before you make a verdict on me, let me explain.

Time does not equal money.

Time is time. Money is money.

Wealthy people buy time with money; others sell their time to get money. What do you prefer?

The problem comes from thinking we are doing something worthwhile when we appear busy (and that’s

when we confuse between the urgent and the important tasks).

But who said being busy is a good thing?

With technology for example, you can do much more in less time than you could otherwise.

Let's say you want to send an email newsletter to everyone on your database. These people are prospects and you want to send them something cool, educational and value-adding every month.

Without an email-marketing software, you'll have a hard time sending it to each of the hundreds of subscribers. What's worse, your personal email id may be blacklisted or banned if you're sending too many emails through it.

So what do you do?

You get an email-marketing service that triggers your campaigns every month.

Or you hire a marketing team to do the same.

Essentially, you're buying effectiveness, efficiency and productivity with money.

Now you build prospects on an auto-responder, who later become ready to buy from you. You do that with hundreds of people at once instead of doing painfully slow follow ups.

Why? Because you know your time matters more than money.

Time is your most valuable asset in life and business. Money is a consequence of you doing some things right – a scoreboard and a way to achieve material goals, if you may.

You can have plenty of money and no time, which means you will never get a chance to enjoy your money anyway.

You can also have plenty of time and no money. If that's the case, understand the power of leverage and compounding. And if money is important to you, start doing something about it now.

Again, the problem is most people think it's great to be busy.

Busy may be “cool” but look at your results to evaluate your busy-ness.

Are you busy doing emails and broke or are you serving your dreams and your clients?

When clients come back to me after a break from coaching, they will tell us they have been “so busy”. And yet, when I look at their revenue or net worth, it's obvious that the revenue has gone backwards.

Why? Lack of prioritisation. Running around, being busy and doing the things that do not translate to any real progress when it comes to their goals and aspirations.

In the early days of your business, you may have no choice but to exchange time for money. And that's OK if it eventually stops. You're setting the foundations right.

You might even have to support your family with a part job like I did; no one said it is going to be easy.

You're working extra hours a week on your business so you can retire or work half-days for the rest of your life.

Whatever you do, keep your beliefs in check. Time and money are two separate entities. How you utilise them now will determine how your business, and most importantly your life, will look in a decade.

Money can always be created; but time? It never comes back (at least at the time of writing this). So treat the two differently and make the most of your time, which is your number one asset.

2. You can't run a successful business from your death bed.

Well, maybe you *can*. But it's going to be too hard, isn't it?

The Dalai Lama once said that he's surprised by man's actions. "Because he sacrifices his health in order to make money. Then he sacrifices money to recuperate his health."

You're working away at the computer, sitting all day at your desk in the name of being efficient.

You're not completely delusional. You know how important your health is.

So you've installed this cool app on your computer that "dings" every hour to remind you it's time for a break.

But we're creatures of habits. As days go by, the dings lose meaning – one ding, two dings, three, four ...

And you're still on your desk, no breaks taken.

Why does it matter that much, you ask?

One recent study compared adults who spent less than two hours a day in front of the TV or other screen-based entertainment with those who logged more than four hours a day of recreational screen time.

Those with greater screen time had:

- A nearly 50 percent increased risk of death from any cause
- About a 125 percent increased risk of events associated with cardiovascular disease, such as chest pain (angina) or heart attack

Sitting on a chair working all day is not a great thing for your health. You can't combat that with a dormant gym membership either.

The solution is less sitting and more moving. Replace sitting with standing wherever you can.

I once knew a super-successful entrepreneur who unfortunately had to be in a wheelchair towards the last days of his life. Outwardly, his life was rich and abundant.

Seeing how generous and driven he was, if he could choose between his success and getting back his health, I am sure he would go for health and give it all to run on the beach. When I look at the life events that can create significant disruption to your business, health is certainly one that comes on top of the list.

If you've been ignoring it for too long, now's a good time to start listening to your body.

The moral of the story is that indeed, prevention is better than cure.

Take care of your body. Listen to what it's saying. And make health part of the things that go on your schedule and improvement list.

To drive a business needs energy. Maintaining your energy is part of your health maintenance. If you want to enjoy when you are at the top, you'll need extra energy and time. So you better have your energy and health.

Your decision process, mood and spirit are greatly affected by how you maintain your health. As we know these are all key factors in your business success.

Personally, I hold this as a value and take 8–14 weeks' holiday per year and I keep paying attention to my body. I also spread the value of good health on this through my seminar called *Happy Healthy Wealthy*.

3. Your “why” is of utmost importance

Can I tell you what I would call my worst nightmare?

I wake up in the morning with a tight knot in my stomach. There's a feeling of uncertainty, shame, and a hint of failure.

There is nothing to look forward to. There is no way I can fulfill my calling because I am stuck doing something completely different from what I love. Nothing in my work excites me.

I am slowly dying a bit every day.

Yikes. Just writing that gives me the shudders.

It's not just doing what you love – it's about feeding a hunger. Each one of us has that hunger deep down. Our soul craves it.

For me, it's entrepreneurship. It inspires me to try new things; it satiates my endless curiosity and enables me to give other entrepreneurs a vehicle to achieve their dreams.

Isn't it why you started your own business in the first place?

Because if that's not true, I don't know what keeps you going in business every day.

Maybe it's your will, but let me tell you, sooner or later, the will-power dies.

And then, it's going to be all you.

That's when you are stripped off every outer layer and your real self comes out. This, my friend, is your why. This is what will help you to attract funds, better deals, great staff and customers and all the love.

Very few companies will clearly articulate their why. By why, I don't mean "to make money" or "to jump profits by 20%". That's the *outcome*.

Your why is about your purpose behind that outcome. Why do you want it? What are you working toward, in the big-picture sense?

I find that once everyone in a company has a clear, well-defined and aligned "why", trust emerges and people are self-motivated.

Why do you want to start a business? Why does it matter? Why should you work to make it a success? Why should your customers care?

Do you want to change lives? To feel like you made a difference? To be remembered when you've passed on?

First, find that out.

Forget about "because so and so said so." Forget what your parents, your partner, kids, friends said.

Because no one gives a damn about your business, unless you do.

And once you do, your “why” will help you take care of the “how” and keep you going through challenges.

4. Run your business everyday as if you had to sell it tomorrow

What if someone knocked at your office door and offered you a \$500,000 to buy out your business? What if they offered millions?

Let's assume for a second that you said yes.

Now, before the deal takes place, if you were the buyer, won't you make sure the books and records are up-to-date and all systems, marketing and databases, policies and procedures are in place? Basically that there will still be revenues in that business next year and your investment is safe.

Long story short, if there is something in your business that would probably turn off a multi-million-dollar buyer, chances are it's hurting your business right now.

So even if you have no intention of selling it, make sure you run your business each day as if you're going to sell it off tomorrow. That way, you'll put your best foot forward, trust me.

Let's take another scenario. What happens when you get hit by a truck tomorrow? Will your business cripple because no one knows a thing about what you were up to? What about your employees? Will they know how to direct themselves should such an unfortunate event occur?

Have a system in place so it's easy to transfer your knowledge to someone new without overwhelming or confusing them. Managing your business that way gives you options, even if you never use them. Because when the business is groomed for sale, you can put it under management, sell it, and do many other things.

This is what I call starting with the end in mind.

5. Focus, focus, focus

In the current competitive environment of constant bombardment of content, messages and advertising, unless Coca Cola gives you their marketing budget for a few months, or the whole country works for you for free, you are better off being laser-focused, at least in the start.

Sooner or later, the “Jack of all trades” syndrome will have a dramatic impact on your income. Because clients pay top dollars to top suppliers.

Think about it: would you get your eye surgery done by a medical student or pay the guy who is most qualified and experienced in the field? Well, you see most people are like you -- they want to keep their eyesight and need to trust first.

Malcolm Gladwell said that mastery comes after 10,000 hours of commitment, so for every hour you take out doing something else, you are only delaying the process.

Avoid the shiny object syndrome. If you are broke in a home cleaning business, replicating the same behaviour in a home catering business will usually give you the same results until you learn and apply some lessons unless you really were in a foul market.

Being focused also enables you to build momentum to become the best in your space, which means have a very

clear result and track record. That means more demand, less headaches, and higher margins.

Business is usually harder at the start -- things get easier when you reach the tipping point and have the right formula and foundations.

A lot of the big things in the world required persistence. Had some people not persisted some of the largest companies in the world (that got turned down hundreds of times by investors) would not exist.

Some of the bestseller books in the world would never be read as they got pushed back by hundreds of publishers.

We would be sitting in the dark if Thomas Edison had stopped trying at his 1000th try.

I have never seen anyone build multiple businesses successfully at the same time (unless maybe if they have necessary resources at their disposal and already built other businesses successfully and know the system).

It does not mean being blindly stubborn though. What I can also tell you is make sure you are in the right business and once that is clear, then make it happen. This means you are in the right market, with the right business model, execute consistently. It can require for you to keep some level of flexibility to adjust your strategies towards your goals when necessary.

When the plane takes off, you need to go full throttle in one direction for a bit, after which it takes care of itself. That's what happens when you focus, especially in the start, and soon, your business is producing steady revenues so you don't have to be "in it" 24/7. That does not happen without focus.

Tip: One way is to keep feeding your mind the right things so you stay in the zone and in good spirits and be in an environment that supports your success and growth. Join an amazing community of inspired and focused individuals and get very valuable information to start, grow or optimize your business; you can get instant videos and valuable material that will put and keep you in the right focus. Simply join for free at www.meantforbusiness.com.

6. Take failure as feedback

Ever felt like giving up after a failure knocked you out?

I have.

I consider myself good at selling from stage.

For example, recently, I was a part of a multi-speaker event with an impressive list of speakers. When it came to selling, I sold nearly 3X more than the average there too.

That said I've had my share of horrid failures.

One time, I was presenting on stage in front of a small group of about 20 business owners.

So I finished my presentation as planned, pitched my offer and in the end said something along the lines of: "So how many of you want to take charge of your future and get started now?"

Do you know how many raised their hands, "Yes! Me!"?

None.

This was the first time something like this had happened. I was on the stage all by myself, facing cold rejection, with these 20 strange faces looking back at me.

At the back of the room my team was ready with registration forms; but the event was over. In a few minutes people would start moving out.

But no one had taken up my offer. Not one sale.

If you've ever felt an awkward silence, you know what I mean. Everyone was looking at their feet and waiting to run out of the room.

And then I thought stuff it. I decided to give it another shot.

First, I accepted 100% responsibility to find out what went wrong from my end. I stood my ground. I looked for objections. I overcame them. This was the hardest because getting rejected the second time would hurt even more. I knew that; still I took my chances.

This is also why public speaking is the number one fear for most people, before death.

Turns out I did the right thing. I turned the situation around and made the sale. In the end, I had a great conversion rate.

I maintained relationships with those who didn't buy and followed up some others over the phone. Some ended up becoming long-term customers and have paid us thousands of dollars since then.

Had I not done that I would have stayed with the unpleasant feeling. I'd have carried a tight knot in the stomach to the next speaking engagement.

Instead, I stomped on it.

Why did it work? Because I didn't accept the outcome. I did my best to overcome their objections.

Most people never do that and when you ask them why, they make up some story.

So yes, I've had my share of dejection, frustration and self-pity.

Let me tell you, it didn't feel good at all.

Do you know what did feel good? When I made the sale. That felt good.

So-called failure lives in your head. It sneaks in and appears unannounced. It poaches your ability to think clearly.

And can I add something totally contradictory? Failure is necessary. According to Neuro-Linguistic Programming, it is a good form of feedback.

Learn the lessons, move on and use it to grow, not shrink.

It's what you do with failure that makes it stronger or makes you stronger.

If you fail, you have two options. Either let failure take over and sulk. Or crawl out of your shell and have another go.

Because no matter what happens, you always have a choice. Always.

7. Relationships are crucial

Ever notice how group dynamics work? If all your friends are having babies, guess who is pressurised to have them too?

You.

Similarly, if you hang out with uninspired people, you will be influenced in some way. Worse, they won't get your aspirations, motivations and ambitions.

Quit spending too much time with the wrong kind. Find people who are like you, and have the same goals, or make you go in the right direction when it comes to business, even if it does not always appear as the most comfortable option.

Relationships are everything in business and in life:

Do you think knowing investors personally would make it easier to attract funds?

Which one's better for new opportunities and connections for your business? At a local private club, *or* at the night club?

Well maybe both, but the odds are *much* higher with the former.

Generally speaking, people are more likely to buy, support or help you if they know like and trust you. So you need to build relationships to get there.

I often hear people asking questions about gearing their business to be attractive enough to be worthy of funding.

Here's what I suggest: Instead of going cold, ask for money when you don't need it. That means you get introduced and they know you well before you ask for money and you ask for money when you are not desperate for it.

Without nourished relationships, that ain't gonna happen.

For business, hang out with people who play a better game than you so you get challenged. This is a reason why we run masterminds for our high-end members. It keeps them on top of their best game, consistently.

Jim Rohn said you're the average of five people you spend the most time with.

Of course, Rohn's promoting a loose idea. There is no science behind it. But let's admit it. Our closest friends do have an influence on us. Be it eating, gossip, values, beliefs and even the way you do business.

What you feed your mind dramatically affects your thoughts, which in turn affects your decisions and actions, and ultimately results.

Surround yourself with the right things – that includes books, courses and people.

Answer the following questions:

Who do I want to be?

Who am I being currently?

Who are the five people I spend most time with?

Is this group going to help me become who I want to be?

Who else could help me reach there?

How do I shape my life by making contact with these new people?

How can I be of value to them and build a strong relationship?

Quit spending too much time with the wrong kind. You'll thank yourself for it.

8. It's always about the experience (or results)

Let me ask you: What do you provide to your customers?

You may say a product. Or a service your customers want.

But that's not enough. Notch it up further by giving them a grand experience.

Because your customers can get the same product from your next-door competitor, but only you can provide them with that unique experience. Remember that.

People will always remember how you made them feel; this is what becomes part of your brand.

Customers buy results, not the fact your company exists since 1922 or whatever other boring details we see in a lot of corporate profiles and websites.

Instead, focus on the feeling and emotion they are seeking, the results they want and the problems they want to solve.

A good question to ask is "How will their life become better once they have interacted with me?"

You are in the business of creating a better outcome for others and making their life better, the outcomes they most want right now.

Find out what they want and give it to them. Then leave them with an amazing experience. This is one of my favorite ways to define marketing.

Because it is simple and simple works. Yet no one uses this. We try to complicate things and flog crappy products to the wrong target market.

When you focus on that in your marketing you will see major shifts in your conversion. I find most first-time clients who come to me have a confusing or an uninspiring marketing plan.

Here's a small task for you.

Stop reading and go review all your marketing copy right now. Put yourself in the shoes of your potential target customer.

Do you come across really solving their problem and delivering value OR do you sound like you're trying to make a quick sale?

Are you pushing the right emotional buttons to trigger action or failing to create any desire in your customer's mind?

Talk to them about the *result* of dealing with you and focus on how much better their life will be.

Quit talking about your business and yourself; no one gives their credit card to know just how cool your company is.

Do that and it will change your own results, dramatically..
I know it did for me.

9. You can't take over the world alone

You've thought of it, right?

In fact, you're running your business with the same mentality. You're smart, hard-working, motivated, with a vision.

You will go to any limits to contribute to your business and the world that needs it.

So you figure you're enough to do it all. Well, I am going to be the bearer of bad news here.

You're not superman/woman.

Although most of us would love to have unfaltering strength, here's the truth:

Sooner or later, you will need help.

So what do you do? Ask for help! You have a few choices here:

1. Most entrepreneurs have no clue when it comes to advanced techie stuff. Rather than wait for the tech-gremlins hit, why not be prepared to deal with it? One technical glitch could bring your whole business to a standstill, so don't risk it. Hire someone to help you out.
2. If you're anything like me, you don't enjoy the admin tasks that are a necessary chore in any business. In fact, if

your emails are not answered, your inbox not emptied regularly, phone messages not taken promptly, and days not scheduled efficiently, you're in for a rude awakening that will prevent your business from running smoothly. Hire a Virtual Assistant.

3. Your business stands on several pillars. Each requires specialised know-how. For example, do you know how to do A/B testing of your campaigns? And what about answering customer inquiries and providing outstanding support? Clearly, you can't do it all. Hire specialists (marketers, content writers, copywriters and customer support personnel). It is a simple mathematical equation. If you stop spending time on \$10/hour tasks, you have time to do a \$1000/hour task.

Remember, the answer isn't just time management or being more efficient. It's not giving up on your leisure time with your kids or waking up at 4 AM every day. It's not giving up on your goals either.

The answer is to quit trying too much. There is nothing wrong with asking for help. Even Superman needed a side-kick after all!

10. A “no” is survivable

As young Frenchmen, we had to do a compulsory service in the army. I've never been a fan of violence and wars, and never liked people telling me what I should do or what time I should sleep.

So as you'd suspect, I didn't want to join the army. Instead, I opted to work at a French company in Australia which was a difficult but more tempting option.

Once I landed the job, I realised it was completely different than what I was promised.

On paper, I was offered to be an indirect sales manager for the Pacific Islands and Australia. There were some last minute changes. In the end, it turned out to be was a telemarketing and door-knocking job in the industrial and business suburbs.

Each day, I'd go to work, plop on my chair, stare at the phone and the phone stared back at me.

I guess I must have been terrified to hear a “No” from a customer. So much so that I'd delay making the goddamn call indefinitely.

Bad move.

Seriously, you wouldn't die if you had ten no's in a day. Still won't.

Although I don't agree with all of them, PsyBlog explains four ways to increase your chances of getting a "yes" from the same person:

1. **The Door-in-the-face:** Make a big request and when you have been slammed with the proverbial door in your face, approach again with a smaller one. In comparison with the larger request, this looks doable. The recipient says yes.
2. **The Low-ball:** This is the opposite of Door-in-the-face technique. Essentially, you ask for a tiny favour and then make it bigger once you've had a yes. Reason being people saying yes the first time will be more likely to comply again.
3. **Placebo information:** Give them a reason to do so. This technique was made popular by Psychologist Ellen Langer in 1978 when they conducted a line-cutting experiment by asking, "Can I use the photocopier because I have to make some copies?" Obviously, a poor reason, but it worked pretty well.
4. **The Why-not:** The key here is to transform an unquestionable "no" into something of an obstacle you can overcome. Once you can overcome their answer to "why not?" your chances rise.

Because I had to get the job done anyway and my managers were not the patient or compassionate kind, I ended up slowly getting on with it.

But man, did that feel horrible.

Had I not done it though, I would've never learnt how to sell, communicate better, influence. It also taught me the power of outsourcing and hiring external help for stuff that I didn't enjoy doing personally.

In business, do not take things personally. No, it does not mean people hate you; it just means your marketing is not right – you are talking to the wrong person, selling them the wrong product, or not communicating in the right language.

Sometimes, even the timing is wrong. This is why in my company I stress the importance on following up with the non-buying customers. Keeping in touch can be a great marketing strategy and make a huge difference to your bottom line.

In the end, rejection is not is personal. So better not let others dictate your moods because that will affect your business eventually.

The fear of rejection is just a mental disease.

Want to combat the fear of rejection?

Try saying “yes” to at least one thing that pushes you out of your comfort zone. Don't go overboard with it though – just choose something that stretches you just enough.

Apply this in small steps every day or week for at least 3 months.

Become vulnerable and see the magic happen.

I promise it will be worth it.

11. Learn to persuade

“Persuasion is more effective than force.” ~Aesop

There’s a story that during one of his seminars, Tony Robbins called his students at 11:30 PM and gave them an interesting challenge.

He took away their wallets, IDs and any money they had on them.

Then, he asked everyone to reach Phoenix (30-minute drive by car) from their destination safely and without the “usual” necessities like their own vehicle, money, credit cards etc.

All they had were clothes on their back and their personal persuasive power.

The result was amazing. Many students got a bank loan from \$100 to \$500 with *no* ID. 80% were able to get a job of some kind, and seven got multiple jobs, just by the power of their persuasion.

If you’re an entrepreneur, you’re in the business of persuasion. You persuade with your communication and marketing. I don’t care if you have a sales team of hundreds in place – you are persuading. *All the time.*

All great leaders can persuade the masses. If you’re limping, you can persuade someone to carry you. If you

have a good product in the market, you'll persuade people to buy it from you.

Keep in mind that emotion triumphs logic. We're not always logical after all. We're riddled with biases and human errors. At the end of the day, we're emotional creatures.

Study persuasion and influence closely. Read books on the topic. If you can afford to develop only a small number of skills, let this one be a priority.

12. There is never a better time than NOW

Want to know a cool thing?

Your *actions* invite inspiration.

I know – you’ve been told it’s the other way around. That you get inspired to take action, right?

But think about it. What if you do get inspired yet your negative thought patterns interrupt your inspiration before it gets to action?

Take Emily who wants to write a book. As a little girl, she had dreams of her own book.

One day, Emily decides to finally follow through her life-long dream. She sets up her desk, opens the laptop lid and stares at a blank document. She’s bubbling with ideas and energy.

Before she can crank out a word, her thoughts cloud her sanity.

Naww... You can't do this. Write a book? What are you an author now? Save yourself from embarrassment... don't you remember what happened last time?

“Last time” was years ago, when she was 10. Emily’s mum ignored reading her story. She didn’t say, “I’m proud of you!”

Now, even if she gathers all her will-power, inspiration and drive to write, she is blocked by her own deep-seated beliefs. She has a stellar idea, but the little voice slaps it down, brutally.

So what is Emily supposed to do?

Take action. Nevertheless.

Because here's the thing:

Your actions fuel your inspiration and in turn your motivation. Once the momentum is created, you stand a much better chance. Don't wait for things to be perfect, as it may be after you are dead, or never.

If Emily writes one page, which is about 350 words, and repeats doing the same tomorrow, the third day, she will have a bit of a headway.

She doesn't want those words to go waste, and besides, she's enjoying the process.

Slowly, action brings about a new spark of inspiration.

Action → Inspiration → Small results → Action →
Inspiration ...

The point? Don't wait for inspiration. It may or may not come. It's moody that way.

If you really want inspiration to knock on your brain's doors, invite it by taking some action. Small steps will do.

13. You grow with your business

Could it really be possible that everything you do is a total waste of time?

It all starts with a great idea. You go to the drawing board, create the roadmap on paper, make iterations. You're pumped.

This is going to be HUGE!

It's going to take effort and time – but you're an entrepreneur, you're meant to create!

So you keep at it.

Days pass by and what started with an amazing idea seems to be taking eternity to finish.

Finally, after several tests and tweaks, you get to the launch day.

Hell yeah!

But that's about where your excitement fizzles. The next day, there are no buyers queuing up on your website (*forget* about your website crashing due to huge influx of visitors) as you'd originally imagined.

Stings, doesn't it?

You're disappointed. You feel like kicking yourself in the shin. Again.

Does this mean you've failed?

Here's the good news – it doesn't. Probably means your foundations were not set up; in particular your marketing positioning and/or execution requires some work. It does not mean the world will collapse today.

As business owners, we're the most driven of the lot. We can also be too hard on ourselves.

But guess what? It's all inside your head. It's not real.

Fear of failure is fictional. It's drama your mind creates. Failure, if anything, is just feedback, so you self-correct and get it right as quickly as possible.

That's how masterpieces are created – the “master” wants to make it a *little bit* better; in the meanwhile their work helps someone out there. It changes lives.

When in doubt, look how far you've come all these years. After all, your first “flop” project set you on the right path, didn't it?

In my opinion business and personal development go hand in hand.

For example, to become a better leader you improve your rapport with your team. You understand how to inspire, not manipulate. You're always growing from within.

Being an entrepreneur means you are the person in charge of your own destiny and that takes a lot of courage.

In my 15 years of entrepreneurship, I've learned to be more flexible, to accept uncertainty, deal with my fears and negative thoughts and still keep going.

I've been a perpetual learner.

Entrepreneurship also means that you will be 100% responsible for everything —there is simply no point in playing the blame game

So don't block the process. As your business prospers, you will emerge as a different person over the years. And vice versa.

14. Apply common sense

It is so sad to see people go into business thinking it going to be easy and they will make money as they sleep.

Unfortunately get rich fast usually means lose it even faster.

On my quest to financial freedom over the years, and then to keep my knowledge fresh for our clients who are still in the early phase of the learning curve, I looked at literally hundreds of opportunities and ways to get financially free. I made a lot of the costly mistakes that I share with those clients so they don't have to go through the same.

What works best from my experience is to commit to one thing that provides great value, solves a big problem with a 'monetisable' market, and that you're passionate about to bring it to a "sellable" state.

For anything else that looks too good to be true, use common sense.

Look for problems not opportunities, because when you solve them, people will pay you.

Communicate in benefits, not features, because that's the language your customers speak in.

Talk to your customers about their wants. Don't guess. Get out of that office building and connect to your target markets and future partners on coffee chats..

Launching a new software? Test it out: Is anyone likely to buy this? Then go full throttle. A simple idea but it is also easily neglected.

It is always heart-breaking to see dreams shattered. That happens to people who just spent thousands of hours and dollars to create the most amazing widget, only to find out that they should have tested their market first. If you can; sell first (people say it is not possible, yet I show them over and over that it is and save them headaches and money).

If you use common sense you should be avoiding most major mistakes.

In hindsight, your biggest mistakes are grotesque decisions, and you can avoid these by keeping your mind clear and using just basic common sense of thinking in terms of highest good for everyone involved.

And keep listening to your inner voice – the one that's coming from truth.

And I mean this at every level. Some of our clients that are ultra-successful were already doing really well as we now attract a lot of the higher quality businesses because we have a track record and are not into hype and quality people refer us to more quality people. Well, even those

guys sometimes come up with ideas that would hurt them, most specifically when you have money not everyone is well intentioned and they attract people or deals that would hurt them badly which they realize after applying common sense again.

15. Talk is cheap

Mark Cuban said that for any business idea you have, 100 other people will have the same idea. They, like you, will be mulling over it.

But here's the deal: Talk is cheap. It's BS.

Being a part of panels, awards and other formats, I've reviewed many businesses over the years.

I've found that behaviour never lies. I don't look at what business owners say, but at little things they do. It tells me everything about them in under 10 minutes.

A few weeks ago, we were asked to judge the best real estate business in Australia from a short list; before even reading the files that the nominees submitted, I could guess with very good accuracy who actually had the best results – it showed by the look of the folder they submitted to argue their case.

It's not about what you say, but what you do.

Because just ideas don't mean a thing. Execution means everything.

Don't be proud of your shiny new idea. Most successful businesses weren't an innovation. Think Google. What set them apart was the fact that they *executed* their idea, and did it better than anyone else.

Planning is sexy. But execution is much hotter!

A little planning is crucial and will go a long way to make you more productive. I find that the main reason some of my clients achieve their goals in just one month or so when they had been frustrated to get there for years before, is because we help them get super clear with easy implementable steps to get to specific outcomes.

Take 10 minutes everyday to plan your next day. But don't get stuck in planning; the only way to close the gap between plan and results is action.

Action should be the bulk of your work in the growth phase. To get things done, plan well but concentrate on execution.

Again there is only one bridge between your plans and reality: Action!

16. Pain is a great motivator

According to Anthony Robbins, there are two types of people in this world.

One, who are motivated by the gain of something (promotion, winning a lottery etc.).

Two, who are motivated by the fear of losing something (failing exams etc.).

And guess what? A majority of people fall in #2. That means most of us are motivated when our back is against the wall. We are terrified of failing, of losing.

In fact, a lot of times what appears to be motivation by pleasure is in reality motivation by pain.

Wait . . . what am I saying? Pain motivates? So is pain good?

I don't know about good, but I do know that it will make you shake things up, move mountains and hustle big-time.

Let's say you just came out from some health check and they said that unless you do not lose 1 kilo this month they will have to do surgery on your legs. For most of us, there will be some dramatic diet and exercise change and we will make sure we lose way more than 1 kilo!

Pain can be a blessing in disguise.

Know when an aircraft take the most energy? During the take-off.

This is your take-off. It's the trigger you needed to create a better business, or to use business to create a better life. That little kick in the bum that you were missing when you were stuck there in your little comfort zone that you knew it was high time you left.

The bottom line? Terror of failing can become an asset.

Use your negative feelings towards building something great and take action when it is at its peak. Then keep it going after the pain is gone.

17. Fail fast

Speaking of ideas, remember that amazing one you stumbled on last year? And you've been thinking about implementing it since then. It could be something for a new market for your business, or just a whole new venture.

You've done all the research and it's now time to put it into action, but one question stops you.

You know what question.

Will my idea tank?

Frankly, I don't know the answer and neither do you. So your best bet is to apply the idea and test it out. Apply with the intention to make it successful.

If it fails, fail fast, fail prepared. Get up quick. And get to work. Keep track of everything as close as possible to real time so you can self-correct before it hurts and stay in tune with your customers, teams and market.

Because if you think too long that idea may no longer be in line with what people want. In the words of Simon Sinek, what good is an idea if it remains an idea? Try. Experiment. Iterate. Fail. Try again. Change the world.

18. If you're not pissing anyone off, you're not making an impact

Aristotle was right. To avoid criticism, say nothing, do nothing and be nothing.

As an entrepreneur, you're everything but that.

If you're going to create change, have an impact and influence your tribe, you are bound to also piss some people off.

Even if I do not mean to, I have, and I am sure every passionate entrepreneur has.

If all you do is being nice to everyone, you'll be walking on egg shells and have a very hard time at it.

Trust me – it's not fun.

In other words, it's doesn't amount to anything *substantial*.

Another benefit is it lets you filter out people who aren't your ideal market anyway.

We regularly run networking events, and also have some specific areas for people to partner on our website. People who have a bland message with a half-baked offer trying to claim it will be great for "everyone" and is "the next best thing" usually get great polite answers like: "Sounds great".

But the ones who have a super-clear target market, a strong message will sometimes piss some people along the way because they feel excluded.

These entrepreneurs get more business as people immediately recognize the value of their service or product.

Just for the record, I am not saying go out and piss as many people as you can. Quite the opposite; what I am saying is stay true to the values, vision and core culture of your business. It's a part of your brand and needs to be consistent.

As they say, there is only one thing worse than bad publicity: no publicity.

In short, some people never will like you (your business, your products, whatever) no matter you say, so quit spending your time trying to be "nice", because they don't care. Leave them alone and don't try to help them because even if they buy from you they will probably not get the results and will now have a good reason to be genuinely pissed off.

19. Learn to deal with difficult people early on

You meet crappy people in business and life.

They may harm you, knowingly or unknowingly. And naturally, you dislike them.

You know the kind of people I am referring to, don't you? The type who will convince you're a failure. That your idea sucks. That you don't know what you're doing – you're clueless, confused and stupid.

You probably have a bunch of those in your life. Sometimes you can't avoid them. They may even be family, extended family.

But here's the thing – you can deal with them in a smarter manner.

If a difficult person says something that sits on your mind for hours, keeps you awake at night and basically makes you feel miserable, there is just one thing that works.

One undeniably simple yet not easy thing:

Ignore. Stop the pattern and focus on something positive.

Because ruminating on negative thoughts never helped anyone to create anything good, at least in my limited experience.

Just disregard such thoughts because they take up precious real-estate on your mind without paying any rent.

In my early days of business, I'd go back to these people and try to reason with them. Guess what? Nothing worked because they had a different purpose altogether. It was far away from having a healthy discussion like adults.

So my point? Try to integrate good decisions and actions based on feedback that makes you grow and makes your marketing successful, leave emotions and people's own garbage at the door. Then move on and never let it dictate your self-worth or your mood.

20. A good business is either loved dearly or needed badly

To get a genuinely good idea, you need to immerse yourself into your customer's thoughts.

It's like how you know your best friend – you can tell when they are hiding something, right?

Not because you have some mind-reading superpowers but because you know each other pretty well.

It goes the same with your future customer. Get inside their mind; learn about their likes and dislikes; make a note of what questions come back again and again.

A good business idea will either be loved dearly or begged for.

Go forum-hunting, hang out on social media, ask people, go to networking events, read Amazon best-seller reviews and comments on popular blogs in your industry – all places where your client can be found. If you are successful already still do it from time to time just so you keep the pulse on your market without any filters from your team.

Then listen. Watch. *Carefully.*

Learn to read trends so you can be right about timing.

Don't use shortcuts as you research. But also be mindful not to over-extend this as a way to procrastinate taking

further action. Keep it to relevant things only, and use the power of leverage and of your team.

Balance is key.

(Side-note: Despite all the research in the world, you'll never know for sure if it will be successful. But do your bit and work hard during new business or product development. Then, test/apply your idea. That's the only way to know its worth.)

21. Curiosity works wonders for your business

I am a particularly curious individual because it helps my business gangbusters.

Curiosity is a great trait to own. You won't find a genius who was not curious.

Let's say you meet someone at a networking event. Most networking is boring, but you can make it interesting and juicy.

Just start being curious about the next person you meet. Become interested in their story. What's their reason to pursue or give up on their dreams? What's bothering them? Why did they say that last thing?

Think about it – isn't business really about knowing your customers, their dreams, challenges, goals, markets and their competitors well?

In business, you're always selling. And a great sales person is always curious. As you grow curious, your mind will become switched on and bring you new ideas and better questions. Ask questions relentlessly and dig a little deeper than the surface. Have an insatiable interest in the other person. People will thank you for it.

Curious people aren't just open-minded. They are seekers of challenge that stretches them out of their comfort zones.

Even in business, stop and ask *why* often. Asking why will take you deeper. If you want to launch a new product, ask why?

Because I want to increase my revenue. Why?

Because it will help me live a better life. Why do you need a better life?

So I can have more freedom. Why do you need more freedom?

So I can travel the world in 365 days, my dream since I was 18. Why do you want to fulfill that dream?

Because I want to be able to work from anywhere, contribute my bit to the world and experience what it's like to live in a less-privileged country and offer help.

Now we're talking. It's a much deeper purpose you're tied to, and it will take you places.

According to Todd Kashdan of George Mason University of Fairfax, you can cultivate curiosity. As humans we're born with boundless curiosity that diminishes as we grow older.

He says, "When you're avoiding a situation, it's a good sign that there's something novel there, something uncertain, and you can take advantage of that to experiment."

Think chatting with a stranger, making new friends, or in a more business-related context, reaching out to your customers and prospects.

Then talk about something you're genuinely interested in, even if you'd usually avoid mentioning it. Such conversations are richer and colourful.

Be curious about others and yourself. It will serve your business well in the long run.

22. Practise integrity

If you have integrity, nothing else matters. If you don't have integrity, nothing else matters. –Alan K. Simpson

If I had to choose the most important trait to do business with someone or not, I would pick integrity. Because the other party will not hesitate to let you (and thus your customers) down. Because without it, your business is sitting on quicksand – it will collapse sooner or later.

If, on the other hand, integrity runs deep into your teams and staff, you're all set. Integrity in your business starts with *you*.

Because at the end of the day, you need to be able to sleep with a clear conscience. You need to say what you do and do what you say.

Why? Because your customers will sense it and find it highly attractive. Customers talk a lot more nowadays and can make their opinion go around the world 5 times in a matter of minutes.

For example, if your website raves about the quality of your product, don't be stingy with it in practice. Sometimes, in order to do that, you may need to reduce margins to create more value for the customer.

If you're in this just for the money and yet your website talks about putting customers first, you're cheating your

customer. Upsells and referrals won't happen and you will be always chasing your tail to get new business.

As you learn to put your promise and word above everything, money will come automatically because of your relationship with happy customers.

Say what you do, and then do what you say.

23. Give it back!

In the end you cannot take your big gold watch beyond your grave, so don't be greedy.

Share your wealth — that includes your knowledge, kindness, a smile and other simple things you have access to no matter how rich or broke you think you are — to help others.

The biggest treasure you collect in the process is the actual journey and not just the financial result.

The financial result will only matter for what you do with it. It can be an easy trap, especially if you are highly driven and successful.

Success means different things to different people. In my opinion success is holistic. As you grow, you will realise that you don't need all the stuff you were craving for once you have them. Enjoy the process, because the outcome may happen only once, but the process never stops.

Have fun with your business, be grateful and give back. I mean, do whatever you want, but it can only make you happy so why not have it all!

As extra brownie points, it will help your business anyway because your customers are more willing to work with a company which is responsible and supports a common cause or charity.

But I'd say the real motivation is to do and be good just because!

Final Words

The following is not one of those so called “secrets” to success but it is an essential point that is central to everything else so I wanted to give it a special place. It is about your foundations, or your Business Success Pillars as we call them in our system.

If your foundation is weak, the building will never stand strong. While you are still focused on growth, your key foundations are predominantly your marketing and business model. Otherwise, you will always run around fixing holes in the ship instead of building it stronger and captaining it in the right direction.

For instance let’s take marketing; when you have something that works, you can easily replicate it across multiple channels and strategies with usually the same outcomes: profits and sales.

Just recently we interviewed someone who regularly invests millions in businesses. He stressed on the fact that having your foundations right will give you more certainty and predictability over the return you will get for every dollar you pour at the top of your funnel. This can only ever be achieved if your funnel and foundations are solid.

What most people do instead is run in circles: they try new channels because the ones they tried so far don’t

work. As a result, they multiply their expenses and efforts to get mediocre results.

This only leads to more busy-ness with hardly any return on investment. Because all this time, their foundations are not set.

40% of the Fortune 500 companies from year 2000 no longer were there in 2010 (Forbes Magazine).

Some major companies who were heavily geared to film processing technology had very close calls and took years to catch up with digital trend. Leaders in mobile phone industry plummeted as they missed the smartphone turn.

The point? Get your foundations right from the start this is the most important last thing I can say. If you are already doing well, never forget your foundations and to have them strong enough to sustain your growth.

Conclusion

I hope these 23 lessons provoked, moved, inspired, engaged or coaxed you in some way.

I don't care how little or big the impact, but true writing happens when you are a different person after reading it.

So let me ask you: What will you do different starting today? Which one lesson will you remember?

If yes, I'd love to hear from you.

If not, I'd still want to hear from you for feedback. I'm all ears.

Stay in Touch!

I'd love to hear from you – you can stay in touch with me on any of the below platforms.

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About the Author



Fabrice Beillard, is an internationally acclaimed entrepreneur, business coach, speaker, author, and corporate trainer. He has shared the stage with world-renowned speakers, such as Arnold Schwarzenegger, Mark-Victor Hansen, and

many more. He is promoted by companies that promote the likes of Harv Eker, Sir Richard Branson and many other leading figures in the field of business and personal development. He has been invited to speak by the most prestigious institutions like the CPA association, and Harvard Business School just to name a few.

His passion has always been to transform businesses into leaders in their industry.

The first business that he launched enabled him to create enough passive income to retire from in less than 12 months on a very limited marketing budget. After interacting with thousands of businesses all over the globe, collectively adding (and personally selling) millions of dollars to their results, he made a decision to share those secrets and systems learned over the years, and dedicate his life to helping business owners achieve the same level of growth, profitability, and Freedom.



Sharing the stage with M. V. Hansen
Sold 500 Million Copies



With Bill Walsh ®
America's Business Expert



On Stage in the USA



On stage with Gerry Roberts
Spoke to 3 Million People so far



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"Multiple Streams of Income"



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Great Platform Speaker



Stephen Pierce
Internet Millionaire



Les Brown Worlds Leading
Motivational Speaker



Brendan Bruchard
#1 NY Best Seller



Loral Langemeier
Platform Speaker

Analysing thousands of businesses, from start-ups to large multinational corporations, he was in a perfect position to learn precisely what works and what doesn't. Through these experiences, he created his own winning playbook and team complete with ALL of the top strategies, tactics, and systems that are most proven and most effective to grow businesses that are delivered through his programs.

One of his core messages is that having strong foundations is the key to accelerated growth no matter level you are at and the stepping stone to experiencing fast growth.



Fabrice speaking at a conference

Fabrice is also the founder of Australia Business Coaching, an institution which coaches business owners to fulfill their purpose and vision, while improving their financial results in the process. The business quickly went beyond its initial borders and the global nature and reach meant it was rebranded to Meantforbusiness.com, one of the best global platforms for small and medium business owners. The company generously sponsors dozens of businesses in developing countries every year.

Praise

“Working with Fabrice helped change our mindset and taught us many ways to generate new business. Each session motivated us to work harder and seeing the results made it all worthwhile.”

Joe H – Director, Construction

“Fabrice is a unique business coach, not only he coaches; he also provides solid techniques and ways to reduce your expenses and increase your profit by implementing successful strategies. If you are looking for practical ways to improving your business; I highly recommend Fabrice”

Miqdad – Recruitment and Career Consulting

“Before I met Fabrice I was not really clear on the direction of my business. After a month I have a laser focus and a clear vision for the future of my business. Thank you.”

John – Life Coach and Presenter

“My business was at a point of non-growth when I met Fabrice. He gave me the inspiration and tools I needed to lift myself, and my business to the next level, and continue to grow.”

Petra - Health and Fitness Industry

“My business gets great results, starting with a threefold increase in my online traffic and a spike in enquiries. Thank you for your assistance Fabrice.”

Emiliano – Fitness Training

“Hi, My name is Janice, and I am the owner of a Vintage Clothing e-commerce store. Fabrice has allowed me to set clear goals, and identify key areas of weakness and strength in my business. One month after the course, I have already achieved a 15% profit growth.

Janice – Fashion

“Working with Fabrice has been straight forward and simple. If you don't know what your goals are, Fabrice will guide you the way forward. If you don't know how to achieve your goals, Fabrice will guide you to the straight pathway. So simple”.

Tamara – Financial Services

“This guy showed me some simple inexpensive ways to massively improve most businesses' profits - and mine, I consider myself a pretty savvy guy, Well, this guy nailed a couple points that I knew I knew and thought I knew, but did not really realize to which extent they could really transform everything....all of you to benefit from that as well so you can get your business to the next level”

Marco – Multi-Million Dollar Business Owner & Global Expert

“What you told me that all of sudden clients will come. It is happening now and I am happier than a pig in sh-t. ;-)”

Charles R – Construction

“I wanted to write something amazing because you are, and the whole experience has been. I will just state some of my recent achievements: after attending a three day seminar with Fabrice, I was able to earn an extra \$20000 from my business within less than 7 days of completing the course. I have also achieved some major goals in less than one month that I had been waiting on for up to 5 years.”

Julie S – Food Retail

We have stacks of these all over the world. I do not wish or need to impress you; you bought the book already. The only reason why these are here is so you avoid saying: “I know this”. Your foundations are crucial, so if you still are looking to grow your business, read the lessons and read the most important ones again until you get a clear improvement and result.

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