





Most rich and successful people **think the same way**.



Three most dangerous words...
"I know that"







You've got a business or you're going to start one.

From a financial point of view.

3 Financial Intentions

1. To produce an excellent working income

- 2. To create a massive **passive income**
- 3. To build the **value** of your **company**

Guerrilla Wealth Tactic #1:

Rich Business people have **3 financial intentions.** 

Poor business people have **one.** 

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WRITE:

1) What is your **working income** from your business 5 years from now?

2) What is your **passive income** from your business?
3) What is the **value** of your company? If you were to sell it, what would somebody pay for it?

\*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE. THEN PRESS PLAY TO CONTINUE\* "If you shoot for the stars, you're at least going to hit the moon."

-Les Brown

**DECLARATION** 

I create a massive passive income

I build the value and worth of my company





Guerrilla Wealth Tactic #2:

**Rich people** understand business is about **buying or creating** something, **and selling** it for more than it cost.

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Poor people put most of their energy into administration, operations, and high-tech perfection.





- 1. Buy or create a product or device
- 2. **Sell** for a profit
- 3. Administrate the buying and selling process







Guerrilla Wealth Tactic #3:

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Rich people put their attention on all 4 factors that determine the success of a business.

Poor people put their attention only on revenue and income.





80% of **profits** from 20% of your **actions** 80% of **income** from 20% of your **expenses**  Most businesses run into trouble because they **cannot pay their expenses!** 

Best to not **get involved** in any businesses that **carry receivables.** 

#### WRITE:

**3 actions** you can take to **cut overhead** and/or **expenses** in your business.

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING

#### DECLARATION

I keep revenue, profit, and cash flow HIGH, and expenses LOW





## Guerrilla Wealth Tactic #4:

Rich people people tend to offer **higher ticket items.** 

Poor business people tend to offer lower ticket items.



**Secret:**Start with the **price point** first

Attract customers with lower ticket items and then offer higher ticket items on the backend.

**High ticket** items make **everything else** in your business look like a great **value**! Fastest way to double your profits is to increase your average transaction dollar amount.

#### WRITE:

What are some **higher ticket** products or services or packages that you could **offer in your business**?

\*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE. THEN PRESS PLAY TO CONTINUE\* **DECLARATION**I offer high ticket, high profit items









Guerrilla Wealth Tactic #5:

Find High Volume Buyers



#### WRITE:

Who could purchase a large amount of your product or service at once or over time.

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING

**DECLARATION**I deal with high volume buyers





Rich people use **creative financing methods.** 

Poor people try for conventional financing methods

If you don't have capital...

- 1. **Don't start** the business yet.
- 2. Start it but start it in a **different** way.
- 3. Go to the bank for **financing** or private parties for a **loan**.

If you don't have capital...

- 4. Find someone with **collateral** who will **cosign** a loan.
- 5. Find a **partner** who will put up the money.

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6. Go back to the basics of business - buying\
and then selling, and reverse the order.

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Guerrilla Wealth Tactic #6:

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Customer Financing: "Presell" your product before you buy or deliver it



**Say:** "I can do this!"

WRITE:

List several ways you can presell your product or service in advance.

\*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING

**DECLARATION**I always presell my product or service











Put **every ounce of energy** into one area until it is **systemized.** 

Put all your eggs in **one**basket and then take

good care of that basket.

Focus your energy on the most lucrative part of your business.







#### WRITE:

Where do you need to **focus** your energy more to take you to the **next level** in your business?

\*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE, THEN PRESS PLAY TO CONTINUE\*











Rich people utilize **help** from **others**, most other people figure they can do it by **themselves**.

Poor people don't put a **team** together because they **think** they can't afford to hire people.

Most people find and hire people who are **worse** than them at what they do.

Why?

So they feel **important**, in **charge**, and in **control**.

So they can be in business with their **friends**.

"A friendship founded on business is much better than a business founded on friendship."

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-John D. Rockefeller

How to get good people:

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- 1. Must have a clear vision
- 2. Give them a **piece** of **revenue or profit**

WRITE:

What **actions** do you need to take to create the right **team** around you?

\*PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING EXERCISE. THEN PRESS PLAY TO CONTINUE\* DECLARATION

team around me







Guerrilla Wealth Tactic #9:
Rich people set up their business to
eventually work without them.
Poor people set up their business so
they always have to be there.

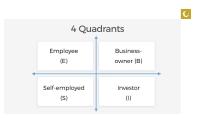
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Rich people **own their business.**Poor people, the **business owns them.** 

# WRITE: The definition of a **business system**

Business System:
A **repeatable process** that **produces a profit** 

Most people do **not own** a **business**, they **own a JOB**!



4 Quadrants

Employee: has a job working for somebody else.

Self-Employed: you own a company but you are personally providing the primary service.

4 Quadrants

Business Owner: the business can run without you.

Investor: investing in different income streams.

Wealth Rule #1

No limits on your income

If you get paid for your **time,** you will probably struggle **forever**! Rich people always choose to be paid for the **value they deliver.** 

To deliver value without you there, you must **systemize your business.** 

To create wealth, you might have to change your strategy.

#### DECLARATION

I systemize my business so









Once you have systemized your business, you have a **CHOICE** as to how you want to exit.







Don't give away the farm before you've **seen the crop**!

Keep equity available to reward your most important team members and for possible capital requirements.

Fastest way to wealth:
Start a business.
Systemize it. Sell it.



## WRITE:

What do you need to do to **set** your business up so it can be **sold**?

PLEASE PAUSE YOUR AUDIO TO COMPLETE THE WRITING

#### DECLARATION

I start my business to sell my business and get rich!

Guerilla Wealth Tactics Review

- 1. Have 3 financial intentions excellent working income, massive passive income, build value of company.
  2. Buy or create something and self it for more than it cost you.
  3. Focus on revenue up, cash flow up, profit up, expenses down
  4. Offer higher ticket products or services.
  5. Find high volume buyers.
  6. However infrancing presell your product or service.
  7. Focus on one business at a time.
  7. Focus on the business at a time.
  8. Systemize your business up so it can work without you.
  10. Start your business to self your business and get rich.

**CONGRATULATIONS! Guerilla Wealth Tactics!** 

