





BUSINESS SUCCESS FORMULA:

Right Knowledge

Right You

Right You

Right Vehicle

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If you're not in the right vehicle, considering **cutting** your losses and change.





2 Primary Motivators
1. Gain Pleasure
2. Avoid Pain



WRITE:

Define an "entrepreneur".

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

Entrepreneur:
A person who solves problems
for people at a profit.













After problem, comes **"no problem"**.









It's **better** to **improve** a product than **create** one from **scratch**.















Every time there's a major shift in technology, style, social interest or law, someone gets rich.







Lag Time:
The time it takes for a hot idea
to go from one geographic
region to another.



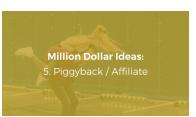
How To Find Great Ideas / Opportunities:

- 1. Look in publications like Entrepreneur Magazine, FastCompany, Inc.
- Look for franchises.
 Look for infomercials on TV. Radio, Internet.









4 Ways to Piggyback / Affiliate: C

- 1. Agent
- 2. Distributor
- 3. Joint Venture Partner
- 4. Licensee/Franchisee













Change the product niche:

Million Dollar Ideas Review 1. Look for problems.

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 Improve anything.
 Capitalize on changes, timing, and trends.
Model a proven winner.
Piggyback/affiliate
Change the niche.

CONGRATULATIONS!

