

Internet Business Manifesto



THE MISSING CHAPTER

How The “Missing Chapter” Came To Be

The Internet Business Manifesto has exploded into a sensation far beyond my wildest dreams. Over 100,000 people have downloaded it (from over 43 countries). Countless people are discussing it on marketing forums, bloggers have taken its message to heart and thousands have overdrawn our server bandwidth even as I write this.

A few days after its release, I asked all of you to tell me what would prevent you from achieving the same level of success as that of my clients. Between email, blog posts and phone calls into my office we received 1,232 passionate responses to that burning question.

Unfortunately, the overwhelming majority of those responses alerted me to one VERY BIG problem... **Turns out, I had glossed over a critical “business building” ingredient when writing the original Internet Business Manifesto.**

Now I'm not a very emotional guy, but I guess I was touched by hearing all the big dreams (and struggles) that so many of you have.

I realized now that my coaching program is underway, I'm going to be totally focused on those clients, and I won't have the time to answer questions or give advice to anyone other than my clients.

(You can [find out more about my Internet business coaching program here](#))

But since the response has been incredible, and people have really taken my message to heart, I felt it would be wrong of me not to finish what I've started, and decided I needed to go back and share what still seems to be missing from the mindset of nearly every Internet marketer “in business” today.

And I really want to leave those who can't afford to join my coaching program an accurate path to follow.

What you now hold in your hands serves to expand on my Manifesto, to pick up where I last left off and to help those of you who have read The Manifesto and dissected it but still don't know how to get started on the *right* path towards wealth.

Please read the following pages carefully, I feel it has the power to transform your current situation into a monster success, no matter what level of experience or achievement you currently have.

After digesting this missing chapter, please visit my blog and let me know what you think of this latest installment. Enjoy!

The Difference Between Making Sense And Common Sense

The only criticism (if you can call it that) the Manifesto has received is “it’s all common sense.” Yes, the Manifesto is common sense as any ideal would be. Unfortunately the same people who are lamenting the quote “common sense” of The Manifesto have not taken any action to turn it into reality.

For far too long most people online have been fascinated with complex, difficult to follow, often archaic solutions to making money online. My goal is to get you and everyone else reading this, back to the basics of making more money with less effort. The big difference between a black belt and a white belt in karate is not the number of moves known, it’s the years of repetition that the black belt has undergone of the basic moves to become a true master... Being a successful entrepreneur is the same.

So, stop being fascinated with the difficult to understand and read these next pages carefully because if you do, you’ll understand why you need to master the basics and why you should always be asking yourself the underlying strategic question “does this really make sense to me in the long term?”

The Source Of My Thinking

“All complexity is based on inherent simplicity. Elegant solutions can be surprisingly easy to apply and phenomenally successful – but only after ineffective traditions have been stripped away so common sense can prevail.”

Two of the greatest thinkers of the twentieth century viewed simplicity as the key to elegance and understanding. Both came from the field of physics but their thoughts cast a shadow across the world of business. Albert Einstein looked at the atom as the model of simplicity. Eli Goldratt views organization with that same clarity.

I know the Internet marketing world has become accustomed to dense smoke and clouded thinking, let me strip that away here. Two recent posts on a popular Internet marketing forum further the above thoughts on simplicity.

“His explanation of Opportunist vs. Entrepreneur is something I have always KNOWN, but could not quite put my finger on. When I read it the way he wrote it, the light bulb clicked on and I felt all the cockroaches in my brain scatter for cover. He simply explained it in such a way that related to me.”

–Mike Ambrosio

“...it's not often about the concepts but how they are COMMUNICATED to you by someone else that makes them actually "connect" in your brain that will move you to a new level of logic and understanding. It is through this new level of processing that your brain can make a "shift" towards something that brings you closer to PROGRESS by utilizing those concepts...

Can something "common sense" be considered a SECRET? It certainly can if the way the concept(s) was presented to you makes you think about it in a different way – and hopefully makes you execute the concept(s) in a different way. Therefore, anything you didn't previously know or think about in a certain way before was a SECRET to your brain. So don't discount something even if you feel like you already knew it – have an open mind and try to connect with the CLARITY of the message that someone else is trying to share with you. It just may CHANGE YOUR LIFE.”

–John Reese

An email I received said this:

“After reading the Internet Business Manifesto I remarked out loud “it’s common sense”, but after further reflection I now know it's anything but common sense - it's profound, simplicity is deceptive. Kudos to you Rich for taking such a big problem and making the solution seem as though we knew it all along, even though we didn't.”

The thrust of my point of view about building an Internet business is that the train left the station a long time ago. The masses are now focused on the quickest way to a big score which is not the critical element to chase when building a successful business. Most members of the community have become opportunity seekers confusing themselves about what it takes to really build wealth and a business that works. My work is aimed at changing that.

Whenever I write, my goal is to put my thoughts in a simple format that you can easily understand and put in to use every day. The logical and common sense nature of my solutions, when read, often trigger the response “I knew that” but I believe, if you look at how almost everyone is behaving, the truthful response is more likely to be “I should have known that.”

There are so many different things to do online it can often look very complex. My goal in writing the Internet Business Manifesto and now The Manifesto's Missing Chapter is to reduce my advanced concepts to their most basic level so that even the people that say “it's all common sense” can finally take the right action steps in building their dream business.

Internet Marketing's Dirty Little Secret

There's a problem which we all know exists but no one openly discusses. There are a large number of people struggling and failing online. Despite all of the...

Secret formulas...

Template websites....

Can't fail codes...

Underground strategies...

And Magic blueprints...

...only a small percent of people produce a significant income online. People attend seminars, purchase products, participate in teleseminars and sign up for coaching programs, but they're missing a solid foundation. I am about to reveal what that is.

I believe as long as the problem is not precisely verbalized, everyone is in deep trouble because you can't solve a problem that you can't define. As a matter of fact, some people say verbalizing precisely the problem is half way towards the solution. I certainly think so, and my hope is you can now finally start taking the right strategic steps. The big lesson in all of this is how common sense is still not very common online today.

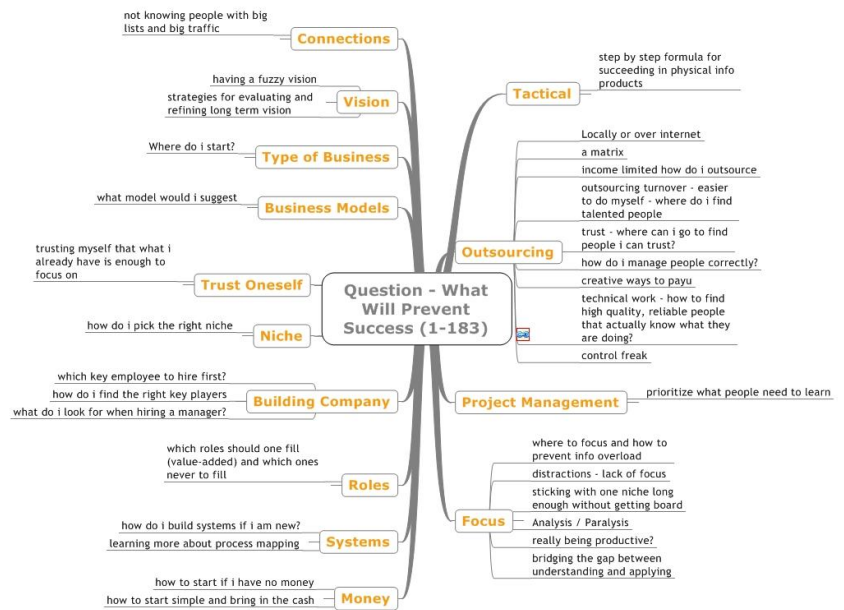
If you are ready to dismiss what I am saying here as common sense I'd like to share with you what I used to tell my employees in my hypnosis company: "In life there are only two possibilities – Results or Excuses – if you have the results that you want congratulations, if not all you've got left are excuses."

Now let's take a look at how this follow up report came to be.

Sleepless Night Exposes A Problem With The Manifesto

I want you to know that I take your success very seriously. If you read my manifesto, and it made sense to you and you agreed with it, then I want you to achieve the success I know you can.

When I asked the question what would stand in your way, I was deluged with responses. At first, it seemed as though everyone had a different reason. So, in order for me to get clarity about what was truly going on, I created the mindmap on the right based on the first 183 obstacles that people identified.



After spending countless hours studying the mindmap, and a few sleepless nights really reflecting on what it all meant, everything finally clicked – I realized the one true source of the overwhelming majority of the obstacles that most Internet marketers experience. In other words, the obstacles were all symptoms stemming from one big cause.

“But didn’t I address this cause in the Manifesto?” I asked myself. I quickly went back through my original work, and to my horror, I simply breezed right past it. “How could I have been so stupid?” I asked myself, “How are people going to be successful if they don’t have this missing ingredient to business success?” and since I don’t think you can, I have decided to forgo my normal business responsibilities and family time this entire week and write out the missing piece to the Manifesto.

You’re Even More Opportunistic Than You Think

In my Manifesto I went into great depth contrasting the difference between being strategic and being opportunistic. If you are unfamiliar with my point of view on the topic, I suggest you go get the Manifesto first by [downloading it here](#) and reading it in its entirety before going any further.

Here's the way I see it. People aren't doing their homework. It's obvious, actions speak louder than words and you can just see the harsh results of the opportunistic mindset everywhere you look, frustrated and failed websites littering the entire Internet.



The reason why is everything you've been told about building an online business is dead wrong. Don't get me wrong, there are lots of great strategies available on how to create and market a successful website, but you need to commit this phrase to memory: A Website Does Not Equal A Business. It's as simple as that.

In the next section, I'm going to explain to you why what you've been taught is all wrong, and the steps you must take if you're going to have any chance to change it.

Two Extremely Important Questions Most People Get Wrong

Have you ever heard that the success or failure we have in life can often be traced back to a few key decisions we make at crucial times during our life?

If you have, did you ever give any thought to what those key decisions might be?

I know I have, wouldn't you agree it only makes sense to?

If you know there are a few key decisions that are going to have an enormous impact on the quality of your life, wouldn't you like to know in advance which decisions those are? This way you can be best prepared and give the best answer you can come up with.

Unfortunately, almost all online entrepreneurs have already made one of these life defining decisions incorrectly, but they don't even realize it even though their decision impacts their current results. How can I be so sure? It's obvious when you look closely at why so many people online are really struggling, failing, or simply working much harder than they should...

2 Very Important Questions

1 Who you marry?

2 What business you start?

Take a look at the slide on the left, If you're like most people you probably would quickly agree question number one is a key decision in your life but if you're like the majority of online entrepreneurs you haven't really ever thought too much about question number two.

And that's the core of the problem.

I've got a lot to share with you, regarding the importance of picking the right business for you, and by

the time you're done with this Missing Chapter, you'll not only understand why this is one of the most important decisions you can make, I am also going to show you exactly how to make it. But first, let's get back to marriage and how closely it parallels your business decision.

I think that you intuitively understand that your choice of a partner for marriage certainly makes a difference in your life. And that's why we tend to treat this decision very carefully.

Generally we don't decide we want to get married and then pick the person who seems to be the most desperate to get married and propose to them. At least I HOPE that wasn't or isn't your strategy.

Can you imagine how absurd it would be to use that approach? Picture a single male no longer willing to hear crap from his mother about getting married and finally decides to go ahead and do something about it. So he goes down to the local singles bar scanning all the women, picking out the one woman that looks the most desperate, buying her a drink and popping the big question. Once he convinced his marriage prospect that he was serious and that he wasn't under the influence, he would be laughed out of the bar, and the woman would be sharing her story for years to come.

Well, I am going to show you that picking your niche this way is as absurd as our marriage example – yet almost everyone has been taught that the Internet, in an abstract way, is just a big singles bar. The only difference is when it's time to start a business instead of heading down to your local singles bar, marketers can be much more precise and use keyword research tools to spot your desperate market, and then build your website, make an offer and see how it goes.

Here's Your Wake Up Call

I hate to say this, but since I believe it to be true, I've got to toss this grenade and allow it to land where it may. Thoreau was right, most people really do lead lives of quiet desperation or to put it more bluntly, most people's lives suck.

I think to a large degree there are two reasons for this. First, people trudge through life half asleep, instead of expending the mental energy to really think things through. They simply operate on auto-pilot, choosing to live in this semi-conscious state and focusing their actions on immediate gratification instead of realizing the importance of their current decisions and the impact it has on their future. They start businesses that are doomed to fail, enter into marriages that everyone knows won't last, and they abuse their bodies as if they won't pay a price later on.

The second reason is that people really do behave like sheep at times – they are either following the herd or some authority figure without really questioning if their life experience supports what they are being told or what everyone else is doing.

Take a look at the marriage and business failure statistics. If both of these numbers aren't depressing to you, I don't think you realize the pain and suffering that is attached to both of these statistics.

The only good news I pull out of this information is that the divorce rate is 20% to 40% lower than the business failure rate because it's a little more obvious that you should really think through who you marry (even though lots of people don't). I can only guess that this difference comes about because more people weigh heavily and think about their marriage commitment than they do their business commitments. Now, don't get me wrong, I am not saying that all marriages should work or that no businesses should fail – but these numbers are staggering and account for a lot more than the small percentage of inevitable mistakes.

The proportion of marriages taking place right now that will eventually divorce, is estimated to be **50%** by the US Census Bureau.

The proportion of business started today, that will eventually fail is estimated to be between **70%-90%** by SCORE.

Strategic Thinking Leads Down The Path To Wealth

Listen, being strategic is a state of mind. It's a way of discovering how to win. I'm surfacing all these issues to point out to you that most people aren't even slightly strategic. This means those of us who are strategic in business and in life get to reap the big rewards that others simply envy and dream about.

The document you now hold in your hands is my way of sending you a wake up call. I want to show you the very first opportunistic mistake that almost everyone online is making, and help you either turn back time and clean up this past mistake or start fresh today, it's as simple as that.

I am happily married to a beautiful and very special woman, Debi, who I feel truly lucky to share my life with. Together Debi and I have two absolutely amazing daughters, Ava and Elle, that surprise me every day with their cleverness and wonderful hearts. And even though I did think long and hard about marrying the right person, giving marriage advice isn't my bag, and it's not what I am known for.

So, with that said, let's move on to the horrible statistic relating to business failure and I'll show you that most people make the incorrect opportunistic choice right from the very get-go when they ask, "What business should I start?"

What's So Important About What Business You Start?

To me, it's obvious which business you start is a truly vital question to the overall success of your life. That's why I didn't even mention it in the Manifesto. I just took it for granted that everybody else felt that way too. But when I read over the obstacles and questions, I realized that most people did not place as much importance on the answer to the 'which business should I start' question as I do. And I'm certain it's the opportunity seeker's number one mistake and the primary cause for so many people struggling. For that reason, let's take a closer look at why it's so important...

Let's briefly return to looking at your time. We all have only 24 hours in a given day, and the average American sleeps 7 hours a day (weekdays). That leaves us 17 hours left to work, spend time with family, spend time with friends, take care of our hygiene, exercise, watch TV, etc... And you know which one of these we spend more time on than any of the others? If you guessed that we spend more time "at work" than on any other single activity, you guessed right.

Since the single biggest
use of **your time** is your time at work,
you want to spend your **working hours**
doing **great work** that you enjoy, that
you find **challenging** but that you
also **excel** at.

So from a time element, we dedicate more time in our business than anywhere else. Listen, I don't know about you, but if "Time=Life", and the single biggest use of time is spent at work, then how I feel about working and the results of my work will be a big factor in my overall happiness. And, of course, my overall happiness is very important to me.

This means when I am working I want to be doing work that I enjoy, that I find challenging, and most importantly, work that I excel at.

Whether my work fits the criteria I just listed is dependent on what business I choose to have or start more than any other factor. If this was the only reason why picking the right business was important, it would already be enough to make it one of your life's most important decisions, but there's another reason that's just as important.

Play To Win Or Don't Play At All

To make my next point let me tell you about a client of mine, Giancarlo. Over the past year his business has grown by leaps and bounds, but that's not the reason I am bringing him up. The reason I am telling you about him is that he's also a ranked professional tennis player. Now in case you are wondering, I really enjoy playing tennis and also like watching it, but I am not a world class tennis player. However, I do happen to be a very good poker player (I've even won a few tournaments).

If I were going to play a game for money with Giancarlo which game should I choose? Poker or Tennis? I know, stupid question right? Of course I would want to play poker with him for money, and if he was smart (which he is) then he would want to play tennis for money with me and not play poker.

So, we can generalize that if you are going to play a game for money, it should be something you are good at, right? Well, what's business? In an abstract way isn't business a game you are playing for money? And it's not just a little money, right? Actually it's the game that you're practically betting everything on. If you play and win the right game you can be extremely wealthy, but if you choose wrongly, well... let's just say you won't be living happily ever after.

What business to start?

YOUR DECISION IS EXTREMELY IMPORTANT

- Because you'll spend more time working inside your business than on any other activity in your entire life.
- Because it will determine whether you end up wealthy and carefree or stressed out and bankrupt.

And herein lays a key distinction you must understand, there's a very big difference between "interested in" and being "excellent in" something. In fact, sometimes being excellent in something and being interested in it are polar opposites (the amateur is interested the pro is excellent). Look, no matter how interested I am and how much I enjoy playing tennis, it would not be a good financial move for me to attempt to become a professional

tennis player deriving my income from my winnings.

But I am getting way ahead of myself here. So let's recap: The business you choose is vital because you spend more time in it than anywhere else and therefore if your work is something that makes you happy and you enjoy – you're much more likely to be happy and enjoy your life. Additionally, your success at work will be the single biggest factor in your earnings and your overall level of wealth which makes your choice of a business even more important.

If you see my point, that your choice of the business you are in is incredibly important, and you are starting to agree with me - Do you think you've spent enough time thinking about what business you should be in? The answer can be found in two areas I am about to discuss.

I can hear some of you already saying to yourself, "but what has this got to do with the outsourcing question I asked?" Just stick with me, because we'll be getting to that in a minute...

You've Been Starting In The Wrong Place

Conventional wisdom online tells us that the biggest rookie mistake is to create your product first and then go out and figure out how to market it. The logic behind labeling this a rookie mistake is you could end up wasting an incredible amount of time creating the perfect product nobody wants. We've all been told we must find the market first and then and only then create the product that they are looking for.

So, we go out on a quest to find... **"the most lucrative niches."**

First stop the local bookstore – we scan the non-fiction racks, and then the magazine section looking for the oh-so-sweet passionate market with money, and we list our findings. Next stop, in front of our computers, we surf online to websites like www.soyouwanna.com, www.allexperts.com, www.learn2.com, www.findtutorials.com, www.mygoals.com, and www.ehow.com doing research into all the different goals and areas that people want to learn about, and once again we add to our list that which we are now sure is going to make us rich. Next we go to the nonfiction best sellers at www.amazon.com and then www.clickbank.com to figure out what's already selling well that we might be able to knock off, and once again we add even more niches to our top-secret niche list.

Now that we have our list of potential niches, we are ready to proceed, so we take our list and we conduct our... **"niche analysis."**

We take our list of niches soon to make us rich and we head over to sites like www.wordtracker.com, www.keyworddiscovery.com and who can ever forget the most well known of them all the overture keyword suggestion tool over at www.inventory.overture.com. At all these sites we can build a keyword list and get an

accurate idea of the overall demand, how many people are searching for the products we might sell or a solution to their problem that we can provide.

Next, we want to make sure that people are already making money in the niche so we either go to the main overture site and look at the second or third bid price or if we are a little more sophisticated we have our own keyword tools like Adword-analyzer that'll tell us how many people are bidding on the different keywords. The logic here is that if no one is bidding there's more than a good chance that people have tried before us and failed and we should proceed with caution. In addition we've been told that there are higher profits in markets where there are more opportunities for joint ventures. On the other hand we don't want to see a tremendous amount of advertisers or a really high bid price because the traffic is simply too expensive for us to make money with.

We go through this process for each of the niches we've identified, and when we are done we rank them in order based on the likelihood of success and the search volume.

We pick our top niche contender and our next step is to ask the marketplace what it is they really want to know, so next we.... **"survey the market".**

Whether we use www.surveymonkey.com, www.askdatabase.com, or any of the other options out there it's basically the same technique. We buy some pay per click traffic through Google and we send the visitors to a page where we bribe them to find out what they are looking for.

Next, we compile our lists of what the marketplace tells us what they want and we... **"create the product."**

We go to sites like www.elance.com, www.rentacoder.com, www.workaholicsforhire.com, www.guru.com, www.freelancewriting.com, www.smarterwork.com; we post the job of creating the product, award the job, and while we wait to get our product back we... **"design the sales process."**

We either write our own sales copy or we hire a copywriter and then we either fire up our webpage editor or hire a webmaster and we get our site created, link it to our payment system, create and load the autoresponders, get the product back from our freelancer and then we begin to set up the different... **"marketing channels"**.

We set up our Google Adwords campaign, our overture campaign, we submit articles, we build content pages, and find link partners and then... **"WE GET RICH!"**

The money starts to flow in and we get rich in the process right? WRONG!!!!

Listen, what we've just gone through is NOT a business strategy. It's simply a product development *process*.

And there are several gurus out there who've developed versions that are about ten times more effective than what I just covered here. But nevertheless, it still boils down to this fact, a product development process can be used either strategically or opportunistically – by itself it's completely neutral. (Once again, if you are not sure about the difference between the two, refer back to the Internet Business Manifesto, or [click here to get your copy](#)).

Generally,

we don't decide we want to get married **and then** pick the person who seems to be the **most desperate** to get married and **quickly start dating them**.

You see, going through the process I've just laid out for you without an overall strategy to operate from is the same thing as looking for someone who is desperate to get married, and then proposing to that person. I know that sounds ridiculous, but online marketers have been picking their markets and defining their business in this way for years. It's absolutely absurd, and for 99.5% of online marketers, it's got to stop.

Hopefully you're going to be in your business for a significant amount of time, and just because there may be an unscratched itch or an unfulfilled need in a market does not necessarily mean that it's best for you to be the one to scratch it or fill it.

Blindly following a product development process and considering it your business strategy is one of the reasons why online marketers continually change their focus, their websites, and what they believe to be their strategy more often than they change their socks.

You Have Been FACING THE WRONG WAY

By searching for opportunities or untapped niches first, you have been looking in the wrong places. You need to first discover what games or playing fields are you most likely to win in first. Look inside first, then look outside.

It's as if the entire Internet Marketing community has a severe case of ADD.

Remember, in the Internet Business Manifesto, I forewarned you that all niche markets will become more competitive over time. This means that today's opportunity

can become tomorrow's fierce battleground in the blink of an eye. The easy pickings of today are going the way of the Model-T.

I know this might go against everything that you've been taught, but get this: while it might not be too difficult to make some money in this newly found opportunity, the likelihood of being able to build a successful business there is completely unknown and most often unlikely. Remember our marriage analogy, just because someone wants to marry you, doesn't mean you have to (or should) marry them. It's a very big commitment that should only be made with both eyes wide open.

A Faster, Easier, And More Certain Way To Getting Wealthy Online

[In my coaching program](#) we go over a lot of different thinking processes, strategies, tactics, etc... And what I am about to explain to you is one of my favorites because it's so damn effective. I show my clients how to choose (or reposition) a business to win. What I mean by that is we get very clear about what their strengths are (we use lots of different types of psychological tests, etc...) and then we combine their strengths, passions, with the current opportunities in front of them. It's a killer approach that is uniquely powerful.

The approach is entirely strategic, it's about entering or staying in a niche on purpose because it's the best place for you to be, not because you ended up in the niche because there was an opportunity there.

I work with people just starting out in business, who are committed to starting their business right, all the way up to experienced gurus and 200 million dollar companies. I know that what I am now going to show you works, and it works in every situation it's applied to. It's the one thing that all businesses no matter what their size must do if they are going to beat out fierce competition.

If you're in business for yourself, you've got to play to win. I know I always do. And if you are going to win then you are going to have to [focus on your strengths](#) where you have an advantage over competitors. And this is the foundation of great business strategy and great wealth.

A Recipe To Becoming A Workaholic... And What You Must Do To Avoid This Destructive Force

Some entrepreneurs become workaholics because they get confused. They mistakenly pick a business because they are interested in the product or the promise instead of a business where they have an edge because of some natural talents they've refined as strengths. When you work in a business that your natural strengths don't provide an advantage in, it's a recipe for disaster. Long hours, little progress

and mounds of frustration become the norms, as you rely on the backwards approach of trying to minimize your weaknesses to make forward progress in your business.

Remember, this is your life we are talking about. By picking the wrong business to be in, you are literally forcing yourself to struggle. And this is one of the biggest reasons why internet marketers fail, struggle or work their butts off for insignificant rewards. Because they either pick their business through opportunistic niche analysis or even worse, they choose the business to go into because they are interested in it.

Most entrepreneurs

focus on their **weaknesses** because they have bought into the **faulty** assumption that **anyone** can successfully build **any business** they really want to.

Your mom might have told you “you can become anything you want to be when you grow up” – but that was her job to say that. My job is to take the business you are currently in, or the one you want to start and turn it into a seven figure powerhouse. And it’s my job to tell you that you cannot be anything that you want. There are some businesses that you’ll totally kick butt in, and then there are others that will end up feeling like a life sentence in Alcatraz.

I can’t tell you how many times I’ve met people at seminars who are victims of this “I am interested in this [random topic], so I am going to sell products about it,” sort of thinking. I used to try and convince them that it’s not the best approach. Unfortunately they’ve usually been so pumped up to believe (by the people taking their money) that they can create any sort of successful business; I found any attempt to change their mind practically useless.

When you pick a business based on your interests rather than your strengths, you are forcing yourself to work harder for less (because you are forced to learn and earn at the same time). It really is that simple. Remember, what you are reading right now is

being written by the guy who has the most impressive track record for helping Internet business owners work less and make more. And I’m revealing for the first time publicly, that this is where I always go first, because it’s fast, easy and extremely effective.

In Business You Don’t Get An **“A”** For Effort.

If what you are doing doesn’t work, you still have to pay the mortgage, your car payment, and all your other expenses.

Look, it really doesn’t matter to anyone else but you what your interests are. If you are interested in ways that single mothers can make a good living online, but currently you can only make \$200 a month online, you’re

kidding yourself. If you can't do it, you can't build a winning business that teaches it. Case closed.

I hate to be so blunt, and I hope I am not raining on your parade, but those are the facts.

Because while you're busy researching and trying to learn all about your "interest," your competitor (who is talented and has the success stories to back it) is going to crush you. Meanwhile you continue to keep researching in your field of "interest."

But that might be the extreme, so don't think what I am saying here doesn't apply to you just because your situation is not as obvious as this example. If you are working harder than you think you should for what you are making this is the number reason why – always remember that.

A little later on in this document I'll show you some other consequences of building a business around your interests that makes your job about ten times more difficult but for now, just remember this:

<p style="text-align: center;">Interests = Hobbies Strengths = Business Advantages</p>
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Now, let me show you [the power of leveraging your strengths](#) and how it has helped me eliminate my competition (even when my competitors were over 100 times bigger than me) and made rich in the process.

Changing The Rules Of The Game To Favor Your Strengths And Your Passions Can Make You Rich

In The Manifesto I briefly touched on some of my past business successes. Let's return to those successes so I can more easily demonstrate the power of the idea you are now absorbing. I also want to show you that it can be applied to your situation no matter what position you currently find yourself in.

Injecting New Strengths Into A Failing Business

On page six of [The Manifesto](#) I told you about the clothing business that I took from 1.5 million to 6.5 million in 4 years. There were many contributing factors to this success but I want to isolate one of the most important.

When I took over this failing clothing store on Broadway in lower Manhattan, it was truly a mess. I was 22 at the time and by no means an expert on retailing. So what was I to do? I certainly wanted to be successful, but I was going heads up against

much more sophisticated retailers with deeper pockets and unlimited marketing budgets.

What I did was tilt the board in my favor. While other retailers were competing on price, brands, selection, customer service, return policies, etc.... I made the store into the perfect destination for people my age who were techno music club goers. You see, my strength at the time was my youth and my knowledge of what kids my age liked and disliked and that's exactly what I capitalized on.

Later on when the retail giants saw my success and tried to catch up to me, they were playing on my turf. They were entering into the game where I had the home court advantage and so naturally I kicked their butts.

If you were currently one of my coaching clients with a business where you were frustrated with your lack of progress, your long hours, and your income then we would immediately brainstorm how you could change the rules and tilt the boards in your favor by leveraging your strengths. But you don't need to wait until then – begin thinking about how you might disrupt your marketplace and gain an advantage over competitors by leveraging your strengths to change the rules of the game in your favor.

I Have Consistently **Won In Business Because...**

In every business I've been in, I've changed the rules of the game to favor my strengths so I would gain a competitive advantage.

Leveraging Strengths To Start A New Business

On page six of the manifesto I also told you about the hypnosis chain I built from zero to 7.5 million in less than four years. When I entered the hypnosis market, all the hypnotists were competing on who was the best hypnotist. In fact they're still at this today. Dan Kennedy tells the story of going to a hypnosis convention and being shocked that all the attendees were doing is showing each other their techniques and hypnotizing each other back and forth.

I was a good hypnotist, but I certainly wasn't the best in New York City, not even by a long shot. In fact one of the very first steps to success was removing myself completely from the role of hypnotist to the role of business builder.

So, once again I changed the rules of the game in my favor. In this situation my strength was my business skill, so I used my business skill to build a hypnosis clinic and later a chain of them to outmaneuver all the competing hypnotists.

Once again, when others tried to compete with me, in *my game* so to speak, I won.

If You Get Nothing Else – Get This!

Now, if you don't currently have a business, the following is truly the single biggest piece of advice I can give you.

It's the reason why when I, or my clients, start a new business from scratch they quickly become super profitable powerhouses. That's one of the reasons I love working with people who are just beginning – because when you are working from a clean slate you can really build a business for growth and longevity into the model.

The big takeaway is this: only start businesses where either the core skill needed to win is a strength of yours, or where you can disrupt the entire competitive landscape because your strengths that will give your business a powerful advantage.

Using Your Strength To Differentiate Your Business

Let's look at one more success of mine before moving on, [my coaching program](#). For the first two years I marketed online I was no different from a lot of the Internet marketers out there.

One night when I was bitching and moaning in my journal about not making the same kind of money online as I had made offline, I finally woke up and realized the same strategies that worked offline were completely missing online.

I didn't just start a coaching program like everyone else had, teaching the latest tools or the latest tactics. If I did, I wouldn't be playing the game on my own terms, and I would not have achieved the level of success that I have. Instead, I created a coaching program based on my own strengths and passions. My coaching program taught my methodologies for building successful businesses as applied to the Internet.

In this particular case, no one was teaching these business methods, so I won by default, and immediately my coaching program became very successful. It's the reason why so many of today's top gurus listened to me at an early stage because I was the first person to approach Internet Marketing strategically.

How Are Strengths Built?

In a way, you have been preparing your whole life for this moment. Your strengths are the direct result of the natural talents you were born with. These talents have been honed and sharpened through life experiences, education and the skills you've developed.

In our next section I'll be showing [how to determine what your strengths are](#) so that you can really build a strategically focused business that has a competitive advantage.

In order for you to clearly identify your own strengths it will be helpful to layout for you how strengths are developed. It all starts with inborn talents. Your talents are the special abilities that you were either born with or developed when you were younger than 3 years old. These abilities can take many forms:

- Thinking abilities (strategic thinker, a marketing mind, visual or spatial thinking, genius thinking, creative thinking, linear thinking, curiosity, etc...)
- Feeling abilities (intuitive, empathetic, passion, confidence, determination, spontaneous, etc...)
- Behaviors (working well under pressure, being responsible, persuasive, ability to focus, being a good listener, good negotiator, good bluffer, eye-hand coordination etc...)

Your talents are the foundations of your strengths. To achieve mastery, to be really excellent at anything first requires that you are born with a foundation for it. If you have the foundation, then you still need to receive the education, experience and skill training to convert the talent into a strength. If all these elements come together you have a strength. Now, don't worry we all have strengths – even though the overwhelming majority of people couldn't tell you theirs.

Definitions

Talents - Special abilities that you were either born with or developed when you were under 3 years old in the areas of thoughts, feelings, or behaviors.

Education - Information that is prepared for you in order to facilitate absorption.

Experience - What you've learned throughout your life and pulled out of it as an observation.

Skills - Are the step by step instruction that experts before you have refined for you to more easily learn any sort of activity.

All combine and build upon each other to create your...

Strengths

Strengths - What you can do incredibly well, easily, and consistently.

No matter what though, you must have the natural talents as a platform to any strength, always remember that. You can't be great at something you don't have a talent for.

In some areas it's very obvious – I can't carry a tune nor do I have rhythm and I have never had that ability. This means that no matter how hard I try I could never be a final contestant on "American Idol" or "So, You Think You Can Dance?"

In other areas it's not obvious at all, but it's just as real. An example would be Jay Abraham. I know Jay pretty well, and we've spent quite a bit of time together. From what I can see Jay's mind is simply wired differently than everyone else. This unique wiring plus his unique history makes him a genius at marketing that others will find impossible to duplicate or exceed.

What trips a lot of people up is they easily understand natural talents that are physical – singing, dancing, tennis, golf, boxing, etc... But, because of the way we are raised and schooled (always trying to focus on and fix our weaknesses) we naturally want to believe that when a talent is mental somehow we can all achieve anything anyone else can, if we are willing to work really hard and put our mind to it. And this is simply not the case.

The next building block of your strengths is your education. This derives from schooling, through mentors, reading, attending seminars, audio programs, and every other way you can bring in information that is already prepared for you in some form or another.

STRENGTH =
Inborn Talents +
Experiences +
Education + Skills

I'm sure as you went through school, you noticed that some people excelled at math, others excelled at English, and for some gym was what they performed best at. The reason why people excel where they do is because they have inborn talents for these areas, so what they derived from their education was determined by their natural talents.

Do you see why your natural talents are so important? They really are the foundation to your success in all areas.

Next are your experiences. What you've learned throughout your life and pulled out as observations on how to do things. The master salesman knows the right words to say, when to be quiet and allow the pressure of silence, and when to go for the close. These might not have ever been taught but simply gained through experience and observation, layered on top of his natural abilities. This is what allows him to develop the strength of selling.

The last component of your strengths are your skills. Skills are the step by step instructions that experts have refined for you to more easily learn any sort of activity. While learning skills will help you improve your performance in any area, the areas where you have foundational talents will show explosive growth in your ability to get better.

An example might be golf. I would imagine that no one has ever played at a pro level the first time they picked up a club. But some people take lessons for years and while they improve they still kind of suck. Others though show incredible progress from lesson to lesson. The difference between the two is inborn talents.

Another example would be public speaking. A master public speaker can break down the different steps to a winning presentation. And a beginner will certainly benefit from the instruction, but if you have the natural talents you'll take to the instruction so quickly that people in the audience would think you had been doing public speaking for years when it might have only been weeks.

Here's one more example because it really exposes what's going on. Michael Jordan obviously has natural born talents to excel in sports. We could define his inborn trait as being a "natural athlete". This means that he was predisposed to excel at sports right from birth. Through experience and skills Michael became one of the best, if not the best basketball player who ever lived. But then Michael retired from the NBA and went into baseball, and even though he is certainly a natural born athlete, he wasn't able to excel. Why? Because having talent is only the starting point, your current strengths are talents that were continually reinforced through a combination of education, experience, and skills.

Do You Know Your Strengths?

Do You Know Your Strengths?

“Most Americans do not know what their strengths are. When you ask them, they look at you with a blank stare, or they respond in terms of subject knowledge, which is the wrong answer.”

Peter Drucker

The first and biggest obstacle you will face when building your business around your strengths is [figuring out what your strengths are](#) in the first place.

Remember, we are so conditioned to focus on our weaknesses that we hardly ever give our strengths a second thought.

We think to ourselves, if only I could be better at (weakness), I would be able to _____. And right there we've limited ourselves because we

are focusing on our weaknesses instead of our strengths.

Generally, the most successful in any category, whether it is actors, CEOs, athletes, singers, teachers, etc... are not the most well rounded. In my experience they usually have some big weaknesses or challenge areas right along side those big strengths. In other words they kept refining their strengths from a young age while neglecting their weaker areas.

Qualities of Strength

- We're better at it and people notice.
- We enjoy doing it – it's fun.
- We feel alive and energized when doing it.
- We continually improve our performance at it.
- We experience a flow state while doing it.

The slide to the left helps you recognize a strength when you find one, but how do you find them?

Well, in my coaching program, we now have our clients go through a series of different psychological tests combined with solicited feedback that is gathered anonymously on our website where friends, family members and partners can provide it

Unfortunately I can't take everyone reading through this process, so here's what you can do. Read the list below and think about your answers.

1. Think about, and try to identify anytime in your past you were able to pick things up very fast. If you were with others you "got-it" much faster than all of the other people around you.
2. Are there any areas of your life where several different people (who do not know each other) come to you for the same type of advice?
3. Is there something that lots of people ask you to help them with?
4. What are you most productive doing?
5. Which activities come easily and naturally for you?
6. What have people praised you for throughout your life?
7. As a child, were there any activities that you loved doing and that you did better than all your friends?

Your next step would be to ask your close friends and family members what they think your strengths are. You can usually get really good information from anyone who knows you well.

Another way is a writing exercise that I have used for many different areas of my life it's called sentence stems. When I am struggling with a challenge or I am trying to come up with an answer I will commit to writing 20 sentence stems a day for a week, and on a few occasions even for an entire month.

A sentence stem is just a fill in the blank. So in this case you would just write 20 different endings a day for the sentence stem:

One of my strengths is _____

I generally do them in the morning and I won't look at what I wrote the day before until the end of the week and then I'll look through all my answers. This method has always worked for me whenever I was searching for an important answer that only I could come up with. The trick is to stick with it long enough – eventually the answer will surface.

Becoming World Class

Once you have identified your strengths realize you now know your path to becoming world class and building a powerful business. Remember in order to be the best at anything it must first be a strength.

The whole point of [knowing your strengths](#) is to spend as much time as possible in activities that leverage your strengths so you get the best output you are capable of, and so you can continually improve the strength until it becomes world-class.

You want to build a business around your strengths so you can provide greater value to your customer than anyone else can. Doing this will grow your business and your profits at the very same time.

Later on in this chapter I will be sharing with you how you can leverage your strengths to get freelancers even if you currently can't afford them, and if you can afford them – how to get better ones who will work for less.

Monetizing Your Strengths

As you can see from my examples on how I have leveraged my strengths (in my hypnosis centers, clothing store and my coaching program) the only limits to the way you use your strengths is your creativity and imagination. But let me give you a few tips about making the most money from your strengths.

First and foremost you must connect your strengths with something that people want. Sometimes this is very easy to do because the output of using your strength is the very “thing” that people want to buy (Mrs. Fields and her cookies, or Madonna and her music).

Other times it's not so straight of a path. When it's not a direct path from your strength to what people want and buy, you need to figure out what you can combine your strength with that people already want. Your goal is to use your strength to

create a faster, stronger, better or cheaper version of what had previously existed. This is exactly what I did with my hypnosis business.

Lastly you need to figure out how you can package your strength. If you don't you'll always be trading your time for money, and no matter how much money you make an hour you still have to work. Trust me on this, I get paid \$1,400 an hour for consulting and even though it's a nice chunk of change I still have to say goodbye to Debi and the kids and shut myself in my office for that amount of time.

And that's the whole logic behind [my coaching program](#). I started my coaching program with the very specific goal of creating a system that could package and leverage my strengths in building businesses without me having to be a part of it. So at first I took a group of 25 internet marketers and worked extremely hard at developing materials to help them achieve their goals. Then I refined the process and took on a second group through the new and improved process.

And now I have refined the process even more, to the point where it needs less of me. Because the system will work without me having to do the work. In other words, clients will be able to go through my entire training and coaching program, get the results they've always dreamed about, mostly on autopilot. And I'll be able to focus my energies on new projects and new businesses.

How I am able to do that is all contained in The Internet Business Manifesto and here The Manifesto's Missing Chapter. If you don't see it yet you will, and if you don't by the time you get to the end of this Missing Chapter, I strongly recommend you read both of these back to back again, as soon as possible.

Playing To Your Strengths Makes It Easy To Get Great Help

In order for us to move forward we have to review the very basis of what business is and the dynamics under which business operates.

On the simplest level, a customer gives your business money because they believe that what they are going to get in return is more valuable to them than the money they paid you. If you have competitors and the customer still awards you with their money then they also believe the value you offer for the price is a better deal than that of your competitors. Of course, this is very subjective but it is the essence of your business.

Taken one step further, we can also say that an employee or an outsourced freelancer decides to work for you because they believe what they are getting from you is of greater or equal value than the work they provide, and what they would receive from others who would hire them.

Now a lot of people who've read The Manifesto have written that they cannot achieve the same levels of success as my clients or I have because they can't afford to outsource or build an infrastructure.

To me this means they are just looking at the above paragraph and saying well the only thing of value that I can offer a freelancer or an employee is money. And you know what? They may be right!!!

When You Let The Market Determine Your Choice Of Business

- You are not playing to your strengths.
- All you can offer employees and freelancers is money.
- You have no long term advantage over new entrants in to the market.

Earlier on I told you that what I was writing could and would solve the problems that were surfaced. Now here I am, agreeing with you, in the fact that you can't get outsourcers if you don't have enough money. Well, I didn't exactly say that, what I agreed with was that maybe the only thing YOU can offer your outsourcers is money and if you don't have any money, and that's all you can offer then you are out of luck. There's a very big difference (and secret) between the two.

In the next two sections I am going to show you why, when you build a business that leverages your natural talents, you can build on that strength to create a compelling vision that will offer your freelancers something that can often be even more seductive than more money. I'll also show you that when you are using the "I can't afford to outsource" excuse what your really saying is you are building a business that does not leverage your strengths and therefore money is the only thing anyone would ever want to work with you in your business for.

But, before we go any further I do want to address the "I can't outsource because I have no money" objection head on. First and foremost, when I read that on my blog it feels as though I haven't been as clear as I need to be. I spend less than 10% of my time teaching my clients about outsourcing, now granted one-third of the Internet Business Manifesto talks about outsourcing, but still, what about the other two thirds of what I had to say.

If you followed all my other advice and stopped reading here (so you didn't even find out how you can get people to over deliver for you for less) within a very short period of time you would be in a position where you could easily outsource.

Seriously, if that's your excuse, stop trying to grasp on to an excuse as to why you can't succeed and just get to work. You've got to choose – do you want to create your dream business or do you want to hold on to the excuses as to why you can't?

Use Your Passion To Create A Compelling Vision

In all of my business successes and many of my clients we've created a compelling vision and mission around what it was they we were doing. Listen, I know the vision of making yourself a million dollars might be extremely compelling to you, but to everyone else (except maybe your family) it really isn't anything that employees, freelancers, affiliates, joint venture partners, link partners or anyone else is going to go out of their way for.

In my clothing business I wanted to change the retail environment forever and create a store unlike any that ever existed. I wanted to create a store that was on the forefront of fashion and allowed each and every customer to achieve their own unique style. A store for young people by young people. As a result even at a time when I was paying practically nothing I put together a fashion retailing SWAT team.

Here's where my employees went after I left the business. One of my right hand guys became President of Retailing for Diesel and then Dolce and Gabanna. My other right hand guy went to Prada and became the senior vice president in wholesale. My visual guy for my one store became the visual director for the entire national chain of Diesel. My men's buyer became in charge of an entire retail division of Levi's, and believe it or not, I could keep going. When these people worked for me, none of them had a salary over \$30,000 a year. They worked for a fraction of what they were worth because they felt part of a team and a cause.

In my hypnosis business I wanted to change the way people sought help and increase the likelihood that they got the results they were after. We wanted to bring hypnosis into the mainstream and establish our company Dynamic Changes as the brand name for it. This brought the best hypnotists to me because they wanted to work for this incredible company ready to change the world. It motivated everyone in the company to give amazing service, it got me on every major TV news program, and it helped me recruit some of the best talent I could have ever hoped for.

In fact, I had one competitor in Queens, who thought they were going to get rich just like I had done. But, they could never get great employees or hypnotists because they lacked vision. They also didn't build any scalability into their business, had no strategy and would simply jump from tactic to tactic trying to follow in my company's footsteps. That was until I bought them out, and made more money from their office in the first week I had their business than it cost me to buy it.

In [my coaching program](#) I improve the lives of entrepreneurs by helping them build businesses that give them greater profit while working less than they ever have before. We believe that by doing so, we'll set off a chain reaction, improving the lives of the entrepreneur and his or her family, their employees and their families, their vendors and their families, and ultimately their customers and their families.

Of course, all of these companies have written out visions and missions that are much more refined than what I've listed here – but I just wanted you to get the point -

In all these cases we were doing something big, it became a cause and the right people who believed in that cause came on board to help, even though they could've made more (sometimes a lot more) elsewhere.

People Will Sacrifice Money For What They Believe In

Turn The Success Of Your Business INTO A CAUSE

Most people in life never take the time to really figure out their purpose in life. This means they'll attach themselves to someone else's if given the opportunity. By turning your business into a cause you attract passionate people who will grab on to your purpose as their own, and there commitment to your success will be unparalleled and is not something that can be bought.

If you've ever volunteered for anything you know what I mean. When I lived in New York, people from Greenpeace would approach me for one thing or another. These people weren't getting paid – they were volunteers because they believed in what they were doing. And it doesn't just apply to non-profits either.

Do you see how this is so much bigger than simply finding a niche, creating a

product and then repeat? I hope so, because if you want win over the “hearts and minds” of the people who you'll need to be successful you've got to go way beyond the cash, unless of course you simply have gobs of it, and sometimes even that isn't enough.

My recommendation to you is to make what you are doing into a cause, make it bigger than you are. Give yourself and your team members something they can be proud of and want to tell other people about. If you do, you'll not only be proud though, you'll be rich too.

Why My Clients And I Could Be Broke ...And Still Get All The Help We Want

Here's another reason why when you are [playing to your strengths](#) you really remove the obstacles that might have stood in your way. When you are using your strengths, others will want to work with you to learn how they can use that skill themselves, and they'll either do it for less money than normal, completely free in return for some coaching, or on a percentage basis.

One person wrote me and told me they couldn't get anyone to agree to do some of the work for a share of the sales. What this tells me is that everyone but him is smart

enough to see he's not playing to his strengths and the likelihood of success is slim to none.

To make my point more tangible - take a look at my client Harlan Kilstein. He does a lot more than write copy, but for this example let's just call him a copywriter. Harlan also has a coaching program of budding copywriters that pay him monthly to be under his tutelage. So let's ask the question of Harlan. Knowing that Harlan has written copy for me, Stephen Pierce, Frank Kern, Alex Mandossian, Jay Abraham, and many others. Do you think that Harlan could get other young and upcoming copywriters to write copy for him for free simply to get the feedback? Of course he could. What about a webmaster do his web work for a percentage of the profits - if they knew that Harlan was writing the copy for it? Once again, the answer is yes.

And it's not just Harlan either - practically all of my clients could do the same thing - even those outside of internet marketing. When you are playing to your strengths you get the most passionate people the ones who most want to learn to get on board and work for you for free or for less than anyone else. Do you understand what type of competitive advantage this gives you?

Before going any further reread the previous two paragraphs a second time. Can you get interns and partners easily? If not, it's a good indication you are currently not using the strengths you already have. Because if your passion and strengths flowed together your business would already be growing by leaps and bounds while you were taking more and more time off.

A Passionate Business That Plays To Your Strengths

You attract talented people because:

- They want to learn from your strength.
- They want to be associated with a winning business.
- They get a purpose that's bigger than themselves.

Hopefully you see where I am going with this. When you choose to create your business around one of your strengths you can get people to work with you because they would like to learn that skill, be part of something bigger and be part of a winning team. Also, you are much

more likely to get people willing to work on spec, simply because there is a much higher chance for success than the norm.

If you want to sell a product that teaches people how to retire by the age of thirty, and you're forty five, poor, and still working your butt off, well guess what - you are going to have a really difficult time finding any good people to work with you, whether you

pay well or can't afford to. And it should be difficult, because the truth is you have no right to sell a product like that, and even more importantly you can't build a business around a lie. It may be an interest, but you certainly don't have that strength.

Here's The First Step To Building A Talented Team

Do you want to know why my clients and I have talented teams working for us? Because there are very good reasons for talented people to come work with us. I know, it sounds simplistic, but do you have even one good reason why talented people whether freelancers or employees should come to work for you and your business? Really, what's in it for them?

Look at the help wanted ad below. Do you understand what's going on here?

Can You Help Us...

Change The Face Of Fashion Retailing Forever?

Are you sick and tired of walking into a store and seeing the same clothes presented in the same way by the same type of salespeople as every other store? Do you think it sucks to be really excited about getting a new outfit and then wearing it out and seeing 3 other people wearing the exact same outfit? If so, we should meet. My name is Rich Schefren, and I've just taken over a store named The Antique Boutique. We are about to embark on a journey to completely change our store and in the process turn fashion retailing on its head by creating a store unlike any that has ever existed. We are looking for creative energetic people from all walks of life to help us with our makeover. If you have ever thought that if you were involved in retailing or owned your own store you would do things differently, we definitely want to meet you. We will be holding staff auditions on XXXXXX, XXXX XX so you can show us what you're all about. For more information call 212-460-8830, we'll give you the time and the location and how you should prepare. We must warn you though, if your idea of the cutting edge of fashion is khakis and a denim shirt from the GAP – then you'd be better off catching a movie then getting to know us.

This ad generated over 1,350 job applications – it was the first step in assembling that amazing crew I told you about earlier in my clothing business.

Now take a look at another example on the next page...

Business PowerPoint Creation Wizard Wanted

Are you a wizard at creating captivating PowerPoint presentations?

Do you have a basic understanding about small businesses and their owners and you're interested in learning about small business success strategies from one of today's leading business gurus while you prepare his presentations?

If you're capable of taking the raw information that our CEO shares with you, and can synthesize his information into a powerful and impactful presentations for our entrepreneurial clients – then you have just stumbled onto the job opportunity of a lifetime.... Here's why:

We're one of the fastest growing business coaching and consulting companies in the United States. We're the recognized experts in growing, systemizing, and streamlining small businesses so our client's businesses quickly boost profits exponentially while slashing the number of hours the owner works in the business.

Because of our growth – we are currently looking to add a few ambitious, like-minded professionally-oriented, client-focused, trailblazers to our current super star family. If you've ever dreamed about what it would be like to be a part of a high performance team that gets spectacular results and has fun in the process, then you better act quickly.

But before you do, we must warn you – that we are a very committed group – we take our responsibilities to each other and to our clients to an extreme. If you're just looking for a job – a place to put in some hours, or want to make a little extra cash – then you most likely won't fit in. (i.e. no lazy people, no one with too many 'personal commitments, and no one who is not committed to being the best) But if you haven't yet found the environment and people that bring out the best in you, and you want to help create something really big – something that you can be proud of for the rest of your life, then you're the type of kindred spirit we are looking for.

We are located in Deerfield Beach, FL and we offering part-time and full-time positions both in our offices and working virtually.

Here's what you should do right now – go to our online interest form – there you can tell us who you are and why you think you've got the right stuff. We'll be retuning calls during the course of the upcoming week.

Right up front the way we advertise, we are positioning ourselves as being different from all the other employers out there (and playing to our strengths).

It calls out to the exact type of person we are looking for. And then it requires that person to go through a series of steps to prove that they are the type of person we are looking for. By the time it gets to me I have a handful of applications to look at – all of whom are about five times as good as someone who responds to your typical posting.

Homework – write your own ad for that special someone who could dramatically improve your business. If it's any good send it to helpwanted@strategicprofits.com and we'll pick the winning one and give the author a free 30 minute lightning business makeover.

Building A Business Based On Your Strengths Will Fix Your Outsourcing (And Many Other) Problems

You need to [understand your strengths](#) and your passions BEFORE you go looking for a niche. It's the only way that you can end up providing value for both your customers and your team (whether they are employees or freelancers). If you are building a business, then you must think long term, and to win long-term you must have an advantage. Your advantage in business will come from leveraging your strengths either directly or indirectly.

If you're just starting out, trying to create a business, then you should build the business from the ground up to support your strengths.

Remember The Importance Of Your Decision

- You'll be spending more time with your business than anything else.
- It will determine how wealthy or poor you become.
- It will influence the degree of difficulty you experience when recruiting and hiring.

It really is one of the most important decisions you'll ever make, always remember to treat it that way

If you already have a business, you need to adjust it so that your strengths give you a competitive advantage over the rest of the field.

Does this seem difficult to you? It's not. I've been doing this for myself and for my coaching clients for quite some time.

Everybody is unique, and in my experience, everyone has a strength

that can be leveraged into a successful business, especially online where your audience is the entire world.

If you are able to become part of [my coaching program](#), I'll be helping you with this, so don't sweat it. But if working with me is not in your budget, then I hope I've just given you a powerful new perspective. Take what I've said here and run with it. Build yourself a company that customers want to do business with, a company that employees (and freelancers) fight to be associated with.

One Last Thing Before We Go

Some people are wondering what the price of admission to my coaching program will be. Others don't care and just want to know where to send their check. Let me address both issues...

The few personal coaching spots I make available from time to time have a cost that will not be accessible to everyone. But there is another solution, since personal coaching from me is rare, an investment for the most serious entrepreneurs only.

If you think you would benefit from [my coaching program](#), let me tell you a few things you should know...

Some people have asked if this program is for beginners. The answer is maybe. It really depends on your level of ambition and work ethic. My program is not for those who are lazy, or who are looking for a shortcut to riches. It doesn't work like that. My program is for those who are serious about learning how to build a multi-million dollar business, from the ground up.

You will discover exactly how to think like a strategic entrepreneur. The skill set you will finish the program with will be with you for the rest of your life. It is an "education" in every sense of the word. You will be required to do work. You will be required to think. If you are a beginner in terms of work ethic or ambition, this course is not for you. But if you want to receive a once in a lifetime foundation on building a multi-million dollar business, this is probably the best "beginner" program you will ever have the opportunity to participate in.

So if you have no business, but are dead serious about success, and realize the amount of work that is involved, it's OK that you have no business. You'll have a blank slate to work from, and you may even have an advantage over those who have existing businesses.

Yet, if you have no business, and are desperate for money, please don't join my program. Go out and get a real job to support yourself. Building a multi-million dollar business does not happen overnight; you must realize that and take responsibility for your current obligations.

I know that may sound harsh, but I need everyone to clearly understand who this program is designed for. Since I can't help everybody and spots are limited, I do not want the wrong people to take the spots of those who are better suited for the program.

So how do you know if you're right for my coaching program? [By taking a risk-free test drive](#). You can try it for 30 days and see for yourself. You can cancel at the end of the month, or continue and get the online business education and support you'll need to succeed.

There's more "uncommon sense" to come.

Wishing you success,

A handwritten signature in black ink that reads "Richard Schefren". The script is cursive and fluid, with the first name being more prominent than the last.

Rich Schefren

P.S. Don't forget to [click here and provide your comments on the blog](#).

And if you really got value from reading The Missing Chapter, share it with your friends. Just go to www.strategicprofits.com/ShareTheMissingChapter to send an invitation to your friends and colleagues.