## Mass appeal to readers

 So glad to bid welcome you, Dear Reader! If you are reading this book, so you are totally ready to change your life – your dreams will come true soon! I am so happy. I am looking forward that you are not agree to be alike others. Most part of the modern society spends most of time for the boring things – people waste their time on the annoying work, hobby, talking. Everything is because of the lack of any responsibility for future and following events. Such position will not bring anything good.

 This book is able to break down your existing prejudices – you will run your business in any way due to new practical recommendations. You will not be told any unreal fairy-tales. You will get their only trustful facts based on the reality – open and aboveboard about human nature, typical actions and life-hacks which really work:

* How to train yourself – “Goat killing” with 100% result;
* Coping with laziness;
* Coping with fear and self-deceit.

If you follow all the advices presented in the book, you will get the abilities for making your life successful with any risks. You will be able to understand yourself, feel your body – it the best way to gain all the secret goals and make the dreams come true.

Stay with me, Dear Reader! We are starting our wonderful trip to the better life.

## Contents

* Mass appeal to readers
* First act – the main step to the success
* Chapter 1 The main stereotypes and pretenses
1. The absence of time is not the pretenses;
2. The propensity for business;
3. The difficulties for running business;
4. The fear of instability;
5. The lack of the business roots.
* Chapter 2 Work on yourself
1. The fight with mindednesses;
2. The right position according the mistakes;
3. The favorite affair and the business;
4. The rules of the right neighborhoods;
5. Correct time-management;
6. Financial management.
* Conclusions

## First act – the main step to the success

Sad but true, most of us are only dreamers. Those people say that they would certainly succeed, if they prevented all reasons that pull away them from the goal. No matter how hard you learn educational books, how often you watch all effective business trainings. Even no matter how much you show your professionalism – the only thing that pays to is your actions. What you think, say or plan – have not any sense.

Are you sure that your idea will certainly lead you to success? Then try to realize it as soon as possible. It may happen that you will have much difficulties on the way to the result and those complexities would be insurmountable for you. But remember that all the risks will pay off, because any efforts are always better than prittle-prattles of “Monday morning quarterbacks”. Why? Obviously, when you try something, at least there is some chance to succeed.

All you need is to start acting. This step is the most difficult. When the thinking stage would be passed, it would be rather easier to move on. You can be named more successful than others, due to the fact that most of people do not even go through the first stage. In fact, the starting idea is only a small part of business. The real question - are you ready to continue and reach all your goals after planning.

## The absence of time is not the pretenses

The pretenses according the lack of time are the most frequent. Most people say that they would have achieved much more, but the certain schedule is not for achieving goals. The tight agenda only stops the progress.

It is, of course, a real lie. Most of the time is just wasted – people spend their free time for useless things. Of course it is far easier to sit for hours in the social networks, watch TV shows, soap operas or play video games, than work on yourself at leisure time. Why it happens? Our body has a mechanism to protect ourselves against the waste of energy. This instinct inherited to the modern society from ancestors.

The hardest thing is take the first step for overcoming yourself. It will be far easier later, because you are able to see the result. The progress will motivate you to make new achievements.

We will talk about the effective time management in the chapter "Work on yourself".

The propensity for business

Perhaps you think that to become a successful entrepreneur you should have a special propensity to run business. This is also an ordinary pretense.

You can hear such statements: “It’s just not mine, I wasn’t born as a businessman” or “There are no entrepreneurs in our family, so I’ll even not try.”

In fact, when somebody is afraid of insufficient competence to run business, he should understand - business skills are developed in process, no one is born in the figure of successful entrepreneur.

## The difficulties for running business

This barrier is based on our fears. It is difficult to take any responsibility, to discipline yourself and others, to organize the business. These are the main fears of those who dream to become the really good entrepreneurs.

But have you ever thought that your life can pass at a distance and you will lose the chance to try anything interesting? The formula "work - home - work - home", which will never change is comfortable for you? Or you are afraid that nothing will be tasted in your unique life?

As a proverb says - the devil is not so terrible as he is painted. You do not need to immediately organize the entire business structure. You do not need an office right now, the professional staff and other things at the very start. In the future everything just cited will be, of course, but now you need to begin acting by your own.

You start from the very beginning:

* Try to gain the experience;
* Start to earn your first money.

And only after that all your fears will be gone forever. Then you will not be afraid to continue running your business - recruiting a team, renting an office will be possible for you.

Nobody wants to live the colorless life. It will be very sad if you spend all your years at work, while there are so many amazing things in the world that are waiting for you. Work right now to have the bright future.

## The fear of instability

You have probably heard about such a concept as a “comfort zone”. The comfort zone is a place which is the real groove for people - there are no irritating factors ever. We are ready for years to do the same boring things, just not to take responsibility for anything. Your boss decides all the questions - so your own risks are totally minimized. The real comfort zone of typical human being.

What factors stops many citizens to start their businesses? Here they are:

* Fear of leaving the certain comfort zone – no guarantees in future;
* Fear of losing the social status;
* The absence of wish to lose the really small but permanent income.

In fact, we all know that risks are in any field. And the statement that you cannot start your own business because of the great responsibility and the high level probability to lose something you have already had is just further pretense.

The lack of the business roots

Wake up! You live in the era of post-industrial development, where information and information technologies are one of the main human perspectives and goods. In our time there should be no problems with finding like-minded people. There are dozens of social networks, services where hundreds of people like you are looking for business partners and candidates for collaboration.

Remember that the necessary social and business roots are formed while active actions are done. Work on yourself, communicate with different people and you will have no problems at all.

## The fight with mindednesses

We are told that the real entrepreneur should possess the certain set of features. Let's list them:

* Perseverance;
* Courage;
* Astute insight;
* Self-confidence;
* Ability to adapt;
* Creativity;
* Determination;
* And other qualities could be named.

Of course, these ones are good qualities for businessmen. But I will tell you about such case with all this. These features of character will not make you the real lucky rich man if you do not act at all. Moreover, all these qualities can be developed only in the process of running business. So do not think that if you do not possess any of these qualities for now, then you will not be able to become a successful businessman. The promising business and your aspiration to get the result will bring you this set of features.

Different activities need different skills and even attitudes to business, certain living position. That is why most of the human qualities develop only when you proceed.

## The right position according the mistakes

Appreciate any mistakes – they are able to teach you something valuable. In order to have the correct position according your mistakes, avoid negative thinking when experiments do not bring you any success. Experiments and failures are the necessary part of success.

Take your mistakes as a learning experience, but don’t let any problems spoil your assurance in success. Do experiments in business and move forward. No existing obstacles will not prevent your success

The ability to “turn the page” is a good way to get all energy from the experience and put it into the future opportunities.

People who know how be in comfort with their mistakes, are equal to self-learning and take into account all their both negative and positive results. They know they should take the risk and feel no disappointment if something goes wrong. Take your mistakes – be in comfort with them, learn to find positive moments in any negative event.

## The favorite affair and the business

Is it possible to combine favorite business and earning money in the one affair? Many people want to create a business just to make money. On the one hand, it is right decision, but on the other – there some reasons to add the love to the following affair. It is necessary to organize your business, taking into account:

* What you like to do;
* What is the best affair for the long-time business;
* What your soul is for – the favorite leisure time activities, for examle.

Because you can do well only those things you truly love.

In priestly this way all the great people did - they achieved great success, did their favorite affairs. Being done the best all things they really loved, they were able to build the whole empires – their business became not only the way to earn money, but the sense of their lives.

While doing your work with pleasure, you feel happy and you are in good spirits, you send positive impulses that are understandable for people. But also it is necessary to take into account the financial component – remember that you cannot earn money immediately. Try to run your business “tempo comodo”, without fanaticism, not to burn out and to preserve a benevolent attitude towards it.

Pay attention to these signs – they prove that you have found your favorite affair in your life:

1. You are able to do your favorite affair every day for a long time;

2. You can invest any money and resources in your hobby spare no expenses;

3. Criticism of your results in your favorite affair is the most important thing for you;

4. You constantly think about your favorite business. (In your mind how to improve it, what else can be done for better results, etc.);

5. When you do not practice in the leisure time your lovely affair for a long, you feel emptiness – it appears the feeling of wasting time;

6. You learn new skills and additional information in your favorite topic very fast;

7. When you do what you like, you are satisfied. You are pleased with the fact that you managed to find time to work on it;

8. Sometimes your favorite affair overwhelms you - you need to throw energy into hobby. It is your personal way to wind down.

## The rules of the right neighborhoods

The people around you play an important role in your life. It concerns not only the closest ones, but all people in general. We are biosocial creatures. It means that we combine both the instinctive principle inherited from animals and the social, connecting us with each other. We are like molecules that are part of one substance. This very connection is the cause of such a strong influence of people on each other.

This influence exists in business too. If you are surrounded only by lazy people, cowards, then you will be among them with probability 99 %. You may say that you are not like others, but in the cruel reality the end is common – your neighborhood influences you all the time and with the wrong people the success will stay the unreal dream

How to resist such nasty circumstances in your life? I am sure you will succeed in forming your excellent business neighborhood if you follow the rules I’ll tell you about. Be ready that this step may be very difficult for you.

First, you need to know that most people are selfish. We often hear:

* "Body, probably, nothing doing"
* "You will not achieve anything, I think"
* "You do not have enough skills. Maybe you should do something else?"

Why did I start talking about egoism? We are often told stories about loving each other, that all people live in peace and harmony. But why none of these enthusiasts, shouting that you are a loser with mask of benevolence, do not bother what such words could lead to? I will answer you. Everytime you listen to your friends’ speeches and other “well-wishers” you should remember - none of them wants you to be kind. They themselves may think that they give useful advices, but the jealousy speaks inside them.

The only way to solve this problem is to find people who have a great sense of purpose, their eyes are burning, their hearts are full with a constant desire for success. But in order to move towards a bright, successful future, you need to do away with your gray past without any ambitions. You need to understand who your true friend, and who only seems to be them. A true friend is always sincerely pleased with your success, respects your choice and helps to gain the positive results.

If there are no people in your neighborhood, who are ready to support you in any beginnings then everything is a little bit more complicated. But all this situation will make you even stronger.

You have to stop doing following things:

* Party with friends all nights long;
* Sit permanently in the social networks
* Do other things that waste your time.

Use these tips instead:

1. Everyday read the biographies of famous influential men who have succeeded – do it despite all the difficulties. It is necessary to find time to watch interviews with them;

2. Become someone who inspires other people, makes them move towards their goals. It will help you find your real surroundings. If people see that you have chosen the path that leads to real success, they will join your company.

## Correct time-management

1. Apportion your time for the rest and work

First you should apportion all your time for rest time and work. Every day you need to combine both. Do not make long breaks, but do not spent all the time working. Efficiency can be decrease in both cases. If you allow yourself too much rest, you will forget many necessary things and you will be weaken all the time. It is not good position. On the other hand, if you decide to work all the time, you will get tired so much/ As a result, many things that are usually done easily can be too hard for you. Work day after day only scaling up your efficiency.

2. Enjoy your actions

You need to find in your business the total pleasure - you need to enjoy the process. Then your efficiency will increase greatly. If your job is a hobby or just all actions brings you much pleasure, do not give it up. Continue its improvement – you are on the right path.

1. Interest should not back for the result

You have to do the work in such way that both the enjoyment and the result are present. If the second one is not gained, then interest prevails over the result. Try to do the job with interest, but do not forget that without the final result, goals will not be achieved. Your interest should not back for the result.

1. Make time-limits for achieving a certain goal

If you give yourself an unlimited portion of time to finish some tasks, you begin to run down the clock. As a result, it may happen that the task will be completed wrong or will take too much time. It is very harmful to the main goal – you even may not succeed at all. The best variant is to limit the well-defined timescales. Set yourself a goal and obligatorily set the time limits to achieve the result. You will see the difference.

1. Plan / Keep a diary

Many people miss this point and, as a result, lose their work efficiency:

* First, many things that are in your memory can simply fly out;
* In addition, you know that there are several types of memory (visual, auditory, motor, tactile, olfactory memories).

The more types you involve the more chances you remember what you need. Thus, by fixing your goals in your diary, you not only prevent the loss of brilliant ideas, but also concentrate your mind only on important events and actions. Planning and usage of the diary will give you opportunity to work in full force and effect – all goals will be achieved more carefully and faster.

1. Routine work in your life

I will take the lid off - not all work brings us pleasure. Sometimes to achieve the goal you need to overcome yourself and do annoying things. This idea has a deep philosophical message - if a person has everything perfect in life, it will not make him happy. The principle works vice versa. This is the essence of our nature- we need to overcome any difficulties time to time in order to become stronger.

1. Self-discipline and flexible schedule

It all depends on what kind of person you are. There are people who can describe their schedule in every minute, while others know only the list of work. The second type of people can do the apportion of time for the certain process by their own in the morning, afternoon or at the end of working day. You need to make choice yourself – what is better for you:

* To train will-power and discipline and have the flexible schedule;
* To follow the strict workday schedule.
1. Make a clear strategy

Results will not be got in split second - it may take months or years to reach your goal. A certain strategy can help to anticipate the events and processes that will bring you closer to success. The structure of the strategy consists of:

* Dividing the main goal into several consistent tasks;
* Each period of time should have a specific sequence;
* All tasks should be carried out one after another;
* The all events in business should show how fast do you move towards your main goal.

It will motivate you very much. Remember, that the real result is the best motivator.

1. Adjust strategy plan values

If you are sure in the primary type of your strategy, it does not mean that it will lead you to the final result. You need to take into account all circumstances of running business. While you move towards the goal, various difficulties may arise on your way to the success - so some tasks written in the original strategy may not be effective in the future. For the certain time either people, partners, surrounding, or goals can be changed. That is why it is sometimes necessary to make adjustments to your strategy plan.

1. Reward yourself

Creating a reward system gives you extra motivation. You know that when you perform an action, you will receive a certain bonus. In addition, it makes your activity more interesting - such approach to the matter make the everyday work into an interesting game.

1. Reminder notes

In many activities, recordings that remind you about something are one of the items of increasing efficiency. Entrepreneurship is not an exception. You can use colored stickers with motivational notes that would remind you what you need to do.

1. Leave perfectionism away

If somebody likes to have everything totally perfect done – he is really sick. Immediately get rid of this terrible perfectionism if you are going to succeed in business. Perfectionists are not practical people because they always waste much time in order to do everything perfect.

Naturally, it is almost impossible to do everything perfect, so it’s better to be comfort with your not so ideal results. Experience and practice will help you to improve your practice, so you should not try to get the most ideal upshots at the very beginning - it is still unreal. Do as you can, the main thing is to start.

1. Do not be distracted by trivia

While doing important work it is quite difficult to concentrate. There are many things that could take our attention. It can be:

* Social networks;
* Telephone talking;
* TV watching, etc.

While proceeding, you need work on yourself – try to develop your skill to fixate your mind only at the important activities – without any distractions. Turn off all smart notifications, the sound on the mobile phone. The good advice for better concentration is to listen some relaxing music but it depends only on the type of your activity – not always it works effectively.

1. Do not spread yourself thin

Plan as many things to do as you can actually finish in one day. Not to get tired not try to cope with few items from the large to-do list – not with all tasks. You should keep in mind that it is useful to make regular pauses between all chores during the work process – apportion time for this. Do not spread yourself thin – you should not feel exhausted. Try to make a rational list of tasks and you will be up for everything you want in the evening.

1. Create a scoring system for your progress

As we know, there are pursuits that make you closer to your goal, but there are those ones that stop progress. With effective scoring system you could to focus only on the important tasks. You can give yourself a +1 point, everytime you do something useful. If your day was not so productive, put 0 points. If you spend all the time on rest, take one item from your points.

## Financial management

1. Sift out your personal finance from your business capital

This rule is often not taken into account, but its compliance is needed very much. It is important to sift out the cash for buying things necessary for business and money for personal use, cash for entertainment expenses and money for the dinner bill in a restaurant with friends.

Most often, this situation occurs when an entrepreneur works alone. "What's the difference? Everything is taken from one pocket and then there it goes!”. On the one hand, yes, because you are investing personal funds and taking profits for personal needs. However, if you do not keep to sort accountings, you cannot correctly make conclusions about the capital in your business – it will be difficult to:

* Analyze costs;
* Predict costs;
* Notice any financial difficulties of a business – you will decide that the problem with money is your personal worry.
1. Keep your costs as low as possible – make your damage as small as possible

If you start a business from scratch (yes, it is possible) or even if you have some kind of start-up capital, firstly you only spend money on what you need to start your project. If you are making a relatively new product or service, do not forget about the principles of an “economic startup”:

* Make the simplest version of a product or service fully describing your idea;
* It helps to see the real demand and then - correct your idea.

If you start a typical business with a predictable, as you think, cost structure and payback period, do not forget that there are always different circumstances – what concept had worked for others may not be effective immediately for your business. It is better to create the easiest and the cheapest infrastructure for the first time, to assess your capabilities.

Learn how to get some services for free or barter (natural barter, in which one thing changes to another without cash payment). Regularly ask for help your business partners and your friend surrounding, look for great deals, bargain with suppliers, look for cheap promotion channels. Probably a little bit later, this strategy will not be much effective, but at the very beginning you will be able to get your first clients and get important experience with minimal costs. If this experience is unsuccessful, it would be good to make your damage as little as possible.

Starting business is not the time for high salaries, widen of the staff without any reasons. Your ambitions will push you to do it immediately to become better than your competitors. But it can lead to the fast breakdown of your first business because of the numerous costs before your customers know about you and about benefits of your goods or service. Try to compete for the first time at a low cost and unique service.

1. Keep management accounting

Record all your expenses and incomes, defining the structure of the processes you will make planning and accounting for. Teach yourself this from the very beginning. At the top level, it is customary to sift out the costs of the main activities, the wage fund, marketing (customer acquisition), business activities and taxes. Revenues - on the basic activities and related ones (for example, affiliate payments). Over time, the priorities may change and their details could increase. However, the understanding of the structure of your business finances should be formed from the first days. It helps you to manage your business based on all these specific numbers.

###  Plan both your expenses and income

### One of the most important components to success not only of financial management, but business at all - is the budget. Many start-up entrepreneurs do not understand that it is possible to plan and develop a budget without a big quantity of customers and many items of expenditure. However, not having a financial plan and the most general financial business model is the same as doing business without a goal.

### You first need to:

### Analyze the market;

### Analyze your opportunities at the start;

### Make a forecast of income and expenses;

### Start running business according to this forecast.

### Your first forecast would be likely erroneous very soon – so it will require a renovation. Do not worry – everything is normal. At the starting business point your forecasts will need regular adjustments, but over time you will know the market better and learn how to manage business leverage without financial damages. A company that is able to plan and realize its plans get the stable position in the market - it gives opportunity to such company to get investment or credit for development faster and easier.

### In addition, do not forget about the large expenses that could happen in the future. It appeals to taxes and deferred liabilities. Besides the keeping a budget, mark important financial events in your payment calendar.

1. **Monitor constantly the changes of funds**

**Cash flow is the circulatory system of your business. At the very beginning of business and in the process of your company growth, it is important to monitor constantly what is happening with your accounts. While your business model is not ideal at all and needs the constant changes, it is important to pay your attention to the key figures:**

* **Total income;**
* **Total expenses;**
* **The profit margin for the period (per day, week - depends on the number of transactions per unit of time)**
* **The account balance.**

**At the starting point it is important to learn how to manage cash balances. If you see that the money in your account runs out, run the upfront fee and other early payments from customers with discounts or reallocate resources to get payments from customers faster. One more effective advice - try to work with all your clients on a prepaid basis, and settle the transactions with suppliers only as earned.**

1. **Improve your financial literacy**

**The process of running business is a permanent set of financial management solutions. As your business grows, you will have to make new financial decisions for development. Even when a competent financier appears in your team, you still need to speak with him in the same language, to formulate the business objectives in the language of financial numbers. That is why from the very first steps of your young company pay attention to improving your financial literacy - read books, watch webinars, attend seminars and, of course, communicate more with more experienced business owners about financial management.**

**For certain these rules seem quite obvious for you at first glance. However, try to use in practice each one of the described points to your business and you could easily understand where you are missing something.**

## Conclusions

Dear colleagues, you are going to start the difficult, but very interesting and exciting path to your secret goal. I am sure that if you have found your calling, if you have set a goal and ready to reach it, then your life will have the life on the fast lane - no difficulties will stop you.

I wish you good luck, friends! Be happy, learn something new every day and soar to new heights.