

- Special Report -

# **10 Key Strategies for Any Business Owner to Earn More, Work Less, and Enjoy Life!**



**It's not just about the money. It's about the Lifestyle.  
This is my wife Julie and I hiking at the Red Rock  
Canyon in Las Vegas.**

**By Terry Dean  
MyMarketingCoach, LLC.**

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# *10 Key Strategies for Any Business Owner to Earn More, Work Less, and Enjoy Life!*

By Terry Dean

Let me ask you a few simple questions:

- Do you currently earn all the money you want in your business...enough to live in the homes you want, drive the cars you want, and invest for your family's future?
- Do you take regular time off...including time daily with your family and vacations completely away from the office, cell phones, pagers, and email?
- Are you truly happy with and enjoying your life? Is your business and personal life fulfilling to you financially, emotionally, and spiritually?

If you're like most business owners, you'll find you couldn't answer all those questions with a resounding, "Yes." Most people start their business with the hope and dream of working for themselves. They imagine how fulfilling life will be when they're no longer under the boss, and get to run things their own way and enjoy the fruits of their own labor. Their dream of business quickly becomes a nightmare as they find themselves unable to cope with the marketing, customer service, personnel, and product/service fulfillment.

The average business owner works long hours. They have no time to relax. They find themselves constantly stressed out about money and other responsibilities. They become burned out and lose all enthusiasm and joy for their work. There is an old joke about being an entrepreneur. It says, "Become an entrepreneur and you'll only have to work half days. The other 12 hours a day you can do with as you want."

It doesn't have to be this way. You've been following old business models that restrict you to a certain way of doing things. You've been struggling to get past barriers without the tools and information you need to be successful. In fact, several of the principles I've found to help you be more profitable while working less hours are almost never discussed in any business book, marketing course, or seminar program.

In my business, I work Monday through Thursday, normally about 8 hours per day. This means my average entrepreneur work week is 30 to 32 hours per week. I also take regular vacations completely away from the business (including away from email, cell phones, etc.). Right now I don't even own an iPhone or any type of portable Internet access device. You've got to be kidding! When I do travel to speak from time to time, you'll see business people speaking on the phone even while they're in the restroom. They need to get a life away from their business.

I've built a business and a lifestyle that suits me. I know other entrepreneurs who work significantly less than this! They only work 3 hours a day five days a week. Others prefer to work on marathon type sessions (where they may put in 70 hours for the week) and then take the next week off. It's all about having systems to get the work done as quickly as possible...and knowing how to use leverage to maximize your business results.

When I talk about building a business online, I want you to think about it from this viewpoint. It's not just about the money. The money is great. It's about the lifestyle you create at the same time. Your goal may be to earn \$100,000...\$1,000,000...or \$10,000,000 a year in your business. That is only one of your goals. At the same time I want you to write what your lifestyle goals are.

- How much time do you want to work per week?
- What hours do you want to work?
- Where do you want to vacation?
- What will you do for fun?
- What will you spend your time at work doing?
- What will your company look like?
- What types of products and services will you offer?
- How many staff or outsourced workers will you have?

And most importantly, what is your step-by-step plan for reaching those goals? See, I'm not someone who just tells you to put out your request and wait for it to occur. Nope. Figuring out exactly what you want is only the beginning. Next you come up with a step-by-step daily plan to reach those goals. If you just "imagine" it, it's called dreaming. The person who accomplishes it is the person who takes daily action.

## **What Does Success Mean to You?**

If you have a billion dollars, but are out-of-shape, lonely, and miserable, you are not successful in my book. You've traded the "completeness" of your life for something worth so much less. Ask the billionaire who is dying of a disease if they'd give up their money for their health. They would. So why would you trade your health or your family for money which is worth so much less. You can have it all, but only if you make a choice...and take the action to do so.

You're unique. You're special. You're gifted. You may have been told you couldn't accomplish anything as a child. A parent or a teacher might have told you how stupid you were or how you'd never amount to anything. They simply didn't recognize your value. Many people talk about how the youth today are messed up. The only problem with today's youth is no one has told them how much they're worth! No one has told them they have value. If you don't believe in the value of something, you'll misuse it. You'll neglect it. You'll mistreat it. That's the problem most of us have in our own lives and the lives of those around us.

I'm not just trying to hype you up here. I want you to see the truth. You're unique and have unique gifts and talents that make up who you are. In all your business life and training, it's likely no one has ever taught you how to let your uniqueness shine through. They always try to put you in their limited box of how things should be done. Trainers and teachers try to make clones of themselves, and you're no one's exact duplicate!

I've trained thousands of people to succeed through Internet based businesses in the past 10 years. There was a disturbing trend I found with the people I worked with a few years ago. There were two types of people. The first one bought every product they could get from everyone and would usually try putting a mish-mash of different ideas together to create a

business. It rarely worked...and all it created was information overload, long hours, and confusion.

The second group of people bought a few products and then worked with a proven system while adding their own personality and ideas to the business. Those were the ones who created the amazing success stories.

That's so important you need to read it again. The most successful group of people I've trained were those who took what I taught and added modifications with their own personality and skills. It has taken me years of working with and training business people to realize this principle. Everyone wants to buy a "turn-key" system that always works for everyone, but that would only work if we all had the exact same talents and backgrounds!

Think about any really successful business person you know. I'm not just talking about financial success. I'm talking about someone who has the money, the time, freedom, and the relationships. They're fulfilled in their life. Are they someone who follows all the normal patterns for their business? Do they market in the same way everyone else does? Do they have the same message as everyone else?

No. The people who are successful are the ones who march to their own tune. They do things in a different way than other people in their market. When they go to a seminar or read a book, they don't try to take dozens of new ideas out of it. They have their own unique viewpoint and angle to it. They take one or two steps...or a few principles and then apply them directly to their own situation.

If you do what everybody else does, you'll simply have what everyone else has. If you're a real estate agent and simply market like other people in your area, you'll simply have what they have. If you want more, then you have to do something different. And if you want excellence, you have to do something that allows your gift to shine.

In many cases, you simply need to look outside of your current industry to find successful principles that can be reapplied in your marketplace. For example, when I first started online I studied everything put out by Jay Abraham along with several other direct mail consultants. I took what they taught as a basis...and then tested and modified the

techniques for online marketing. I don't know if ever came up with a 100% original idea. I didn't have to. All I had to do was find what was working in another area...and then test that approach in different niches online.

Let's get into the ten strategies for earning more, working less, and enjoying life! Each one of these can go much more in-depth than what is presented here, but this is an introduction. It is a "taste" of what you can experience in your life and business.

### **Strategy #1: Develop a Client Centered Approach.**

Too often we come at business from the wrong angle. We have this product or service we want to sell. We go in search of people who want to buy it. That's the wrong order of business. Don't take your "thing" and simply look for someone who wants it. Find people who want to buy something first, then sell it to them. Put the clients/customers first. What kind of problems are they experiencing? What do they want? What do they lay awake worrying about or dreaming about?

Something I heard Mark Victor Hansen say has stuck with me. People are always buying something. If they're not buying what you're selling, then you must not be selling what they're buying.

There are several ways to apply this to your business. If you're just starting up a business, always make sure to find the future clients first. Find out what they're buying. Make it better and sell it to them. Find out what problems they need solved. Come up with better solutions than are currently available in the marketplace. All income comes as a result of solving someone else's problems. If you want to earn a large income, solve a big problem.

Let's say you're already in business. You're a dentist. Some dentists just do dental work. Successful dentists solve customer's problems. They and their staff ask questions about the wants and needs of their clients. They go out of their way to be punctual, friendly, and caring. They provide not just dental care, but an improved experience for their clients.

If you're in business just for the money, it won't create the lifestyle you're dreaming of. Those who are successful are passionate about solving problems. Even more importantly, they're passionate about their

clients/customers. They advise their clients. They educate their clients. They protect their clients. They honestly care about their client's welfare. They joint venture with other business owners who will provide the same type of care for the clients.

Here's a novel concept. Ask your customers/clients what they want. What would they like to see change? What could you do better? What other problems do they need solved? You can do this through online polls, person-to-person contact, or focus groups. Talk to customers one-on-one or in a group setting. Find out what they like best about doing business with you and where you could improve.

Zig Ziglar says, "You can get everything in life you want if you will just help enough other people get what they want."

**Action Step #1:** Do a survey of your customers or your prospects. It can be as simple as asking your email subscribers what they most want by giving them options. Or it can do a more advanced survey using a site such as <http://www.surveymonkey.com>. The key is to ASK THEM.

Your first action step is to ask your customers or prospects what they want. If you're entering a new niche, a good way to ask them is to setup the above software program on a website and drive visitors to it using Google Adwords. Promise them that they'll receive a free digital copy of the product/report you're creating if they tell you the questions they have about the subject.

Think about what this approach does when you enter a market. All you have to do is ask them What their biggest question is about \_\_\_\_\_? Then they will give you the exact questions to answer in any product you create. Not only that, but they'll also give you some of the ad copy you'll use to promote the product (you'll simply repeat back what they said to them). In addition, if you can't get people to fill out a simple survey, then you know the marketplace simply isn't all that interested in the subject...and you just saved yourself a fortune in time and labor.

**Key Principle: Ask your prospects/customers what problems are frustrating them! Find out what problems they're willing to pay for solutions to.**



## **Strategy #2: Find Your Gifts.**

What is it you can do better than everyone around you? As a business owner, you need to find your gifting and focus on it. Build on your strengths until you reach mastery of them. Too often we focus just on our weaknesses and try to build those up. If that's all you do, you simply end up with stronger weaknesses. You may be able to pull them up to a decent level, but you'll never perform at the highest levels with them.

Let's take a professional athlete or a musician. They're gifted for what they do. They concentrate on it for hours every day. If you're not gifted to play professional basketball, then it doesn't matter how much you play, you're not going to make it. Most people try to encourage their children by telling them they can do anything. It's not true. It doesn't matter how much I practice basketball, I'm too slow and too short. I have fun with it, but I'm not going pro anytime soon.

What creates someone who is a master at their craft? It's the combination of gifting, learning, and practice. The gifted person who is well practiced in their art makes it look easy. The gifting part of the equation is so important that a gifted person may take on a task and complete it easier on their first few tries than someone who has practiced for years. It simply comes naturally for them.

In the Bible, Proverbs 18:16 says, "A man's gift maketh room for him, and bringeth him before great men."

You're a gifted person. You just may not have figured out what you're gifted at. There are clues in your life. For example, what do you enjoy doing? What can you do that seems to come so naturally for you that other people would have to seriously work to accomplish? There may be things you've practiced until you're extremely proficient at them, but you don't feel any joy from them. Those are not part of your major gifting. Anyone can practice and become better at anything. They just can't achieve the same level of mastery as your gifting.

Ask some people who know you. Ask them what they see you as talented in. What do they see as coming naturally for you? Many times we're blind to our own skills because it is so natural. Others are much more

open to noticing it because whatever you do skillfully is something they're not good with.

It may take some time before you discover your gifting, but you'll slowly move toward it once you start looking for it. My own personal gifting is the ability to look at any problem and immediately see the whole picture. Then I'm able to break it up into its individual pieces for better explanation. It became obvious where my gifting was as I built my business. I excelled in creating information products that made complicated things simple for people to understand. I also enjoy individually coaching people in their business and helping them create step-by-step plans for what they needed to do. The more I've focused on these two areas, the better I've done.

What am I bad at? I'm bad at daily following systems...even ones I personally create. I design winning business ideas and marketing plans, but then sell them off to other people. Any type of daily routine bores me to tears. The key to dealing with weaknesses isn't to "work" on them. It's to hire other people to take these positions. That's what entrepreneurship is all about.

You find your gifting, then hire or source out everything else in your business. The more time you concentrate on what you're gifted with, the better you'll do. Assign everything else to others. Take stock of your life and your talents. Write down your activities for the week. Then mark beside each activity whether you're gifted with it, good with it, or poor with it. First delegate all the activities you're poor at. Then work on delegating everything you're good at. Eventually you want to only work your gifting. This is the pathway to success and fulfillment in your business.

**Action Step #2:** Send an email to several of your friends, co-workers, or business associates. Ask them a simple question. "What do you see as my gifts? What comes naturally for me?" I'm telling you to send it as an email as they'll have the ability to be more honest than if you were looking them in the eye.

Once you get their responses, print them all out and compile them together to help you discover where your real talent is. Why does all this matter to an Internet business person? It's simple really. If you absolutely LOVE writing...then we'll make sure to build your business model where you're doing this as often as possible. We'll outsource the other aspects. If

you HATE writing...then don't try to follow a business model that requires you to write 2 hours a day. It would drive you crazy!

**Key Principle: There are dozens of ways to build and grow a business. The best way for your neighbor might not be the absolute best way for you.**

### **Strategy #3: Design an Inspiring Vision.**

Most people have heard of mission statements and vision statements. I want you to think beyond this. You need a unique selling position for your business. It can become the basis of any company statements you use. What does your business offer to its clients that no one else can match? What does everyone else do in the marketplace compared to what you do.

One of the most common methods of figuring this out is to pull out a piece of paper and write these terms on it. On the top write, "You know how everyone else in my business..." Now write your next statement about halfway down the page, "Well what we do is..." The goal is to write how everyone else in your industry acts at the top. Then write how you act differently than all your competitors. This is the basis for your unique selling position.

Cut your USP down to the bare minimum of benefits and unique differences between you and the competition. Make it one sentence at most. Then build it into everything you do. It should be used when you answer the phone. It should be posted on your website. It should be in your brochures. It should be on your letterhead and business cards. It is the reason you tell people they should buy from you instead of the competition.

Now I want you to take it further. You have your USP. You know what you're doing in your business. Now I want you to turn it into a long-term goal for your company. How many people do you want to help this year? How do you want to grow during the next three years? Take stock of where you are today and set a goal and where you want to be in three years from now. Then break that down to yearly, monthly, and weekly goals for moving forward.

I consulted with a lot of business owners who have no plans for their business. They're simply trying whatever new idea they hear. That won't

work. You need to build a vision and make a daily plan for getting there. To reach your goals may require 10 new customers/clients per day. It may require you to create a follow-up system to sell more to your current clients. You may have to put a referral system in place that generates at least one referral from every client who comes in.

Create the goal you want to achieve and work backwards to develop what needs to be accomplished every day to get there. Once you've established the plan, post it to your desk. Let everyone on your team know about the plan. Give them goals to work towards. Inspire them to excellence by showing them how they're a part of the vision. You can't do it without them.

**Action Step #3:** Do you have a business plan? If not, why not? It has been proven that businesses with business plans are much more likely to succeed than those without. And it only takes a maximum of two to four hours to design an effective business plan. If you don't have one, that's your action step.

Pick up the book, "The One Page Business Plan" by Jim Horan. Don't worry. This isn't another book you have to read. Buy the book, and then print out all the worksheets from the free CD that comes with it. Go through the book examples and the worksheets to put together your own one page business plan in just a few hours.

**Key Principle: Find what makes you unique from the competition in your industry. Then develop a step-by-step business plan based around this.**

### **Strategy #4: Hire, Motivate, and Train a Dream Team.**

You are not an island. We've already learned you have a unique gifting. This also means you have weaknesses. Instead of working on your weaknesses, delegate them. Once you identify your weaknesses, concentrate on hiring people who can fill in the blanks. They can take on all the responsibilities you're not good at or you hate doing.

Even better is if you can find team members who are gifted in the areas you're not. Not only will they be great at what they do, but they'll also be passionate about the business and their job. It's much easier to hire self-

motivated employees than ones you have to cheer up and push all the time! If you find you don't have management skills, then hire a manager as soon as possible. Let me reiterate what you're learning here. You don't have to do the jobs you hate. That's what building a team is all about (finding others who enjoy those jobs).

Reward your employees. In many businesses I've worked with there is no reason why a worker should excel. They're not given any greater benefit. They have no interest in whether the business succeeds or not. Find ways to reward employees. This starts with simple thank you's and gratitude. It continues with bonuses based on production or the profits of the business. Almost any business could institute an end of the year profit bonus for every employee who has been there a year or more.

Make sure every employee knows their exact responsibilities and assignments. If there are any overlaps between responsibilities, you will have problems. Give them all a very specific system to follow for doing their work, but also take time to receive input from all your staff on improving business processes.

Many positions may simply be filled by independent contractors. For example: website design, copywriting, graphic design, accounting, etc. can all be outsourced. For mail order companies, you can outsource your fulfillment. In many professional services, you may also want to hire an answering service to take calls when no staff is available. Share your vision with all of these workers as well. They're part of your Dream Team and you want them caught up in the vision (plus you want them to know exactly what your USP is so they can be a referral source).

**Action Step #4:** Outsource something this week. And I don't care what it is. You might outsource the writing of an article. You might hire someone to do some research for you. Whatever you do, become a "boss" by hiring someone else to do some element of work that isn't in your gifting.

Hire your own virtual assistant. Here's the place to start your search and learn a little more about it: [http://assistu.com/client/client\\_why.shtml](http://assistu.com/client/client_why.shtml)

**Key Principle: Without a team, you can't apply leverage to your business. Find a way this week to get others working and producing for you in at least one element of your business.**

## **Strategy #5: Build a Low Cost Marketing Engine.**

This is my specialty. Build a marketing engine that generates leads, closes them, and produces referrals on the backend. The marketing in most companies is simply horrible. Do this test. Pick up a local Yellow pages and scan the ads. An ad headline is usually at the top and in a larger font. What is the most common headline for most businesses in the Yellow pages? It's the name of the company. It's not a benefit. It's not a USP. And the ads all pretty much look alike. They say nothing and give no reason for responding.

The Internet really isn't a whole lot better. While there are a few websites who really understand good advertising, the majority of websites either completely have no idea how to entice their prospects or they go too far into over-hyped, over-promised copy that simply isn't credible anymore. And what is the number one complaint from online businesses? It's a lack of traffic. Traffic is easy to generate if your marketing message is in line. There are thousands of websites in every niche that have traffic if you can share profits with them from a high performing website.

This report really isn't the place to give you complete advice on generating leads into your business. Brick-and-mortar businesses can generate leads through newspaper ads, Yellow pages, direct mail, publicity, endorsements from non-competing businesses, and more. Some of the best traffic generation techniques online are publicity, search engines, PPC search engines, free articles, and endorsements. Each and every one of these techniques, both online and offline, rely on your marketing message.

What do you offer that's unique to your marketplace? What benefit can you provide that no one else has? I know what you may be saying, "But there is nothing unique about my business." Then find something unique. Let's say you're a real estate agent for example. They all charge the same fees and they all do the same basic job. How can you be unique?

You could brand yourself as an information provider instead of a salesperson. Give out reports on, "How to Sell Your Home For Top Dollar," or "How to Buy a Home For Less Than Going rates." Hold a free seminar in your area to provide information to buyers or sellers. Get local businesses to

give away your reports to their customers. Send out press releases that people can call in for the free reports.

Another option would be to make a wild promise, “If I don’t sell your home in 90 days or less...I’ll give you back 50% of my fee.” “If I don’t sell your home in 90 days...I’ll buy it myself!” What can you do that your competition won’t be willing to match? Make a promise and back it up. You’re now creating your unique marketing message. Every form of advertising you use will be instantly more productive.

**Action Step #5:** Add a brand new marketing technique to your mix this week. It could be article marketing, Google Adwords advertising, starting an affiliate program, or sending out your first press release.

No cheating! It has to be something you haven’t done before to promote your business. I want you to step a little bit out of your comfort zone. Pick one of the techniques you haven’t been using. Do it now.

**Key Principle: Test new marketing approaches continually. Too many businesses rely on one form of advertising such as Google Adwords. Build at least 5 marketing engines driving new leads to you.**

### **Strategy #6: Systematize Your Business.**

Read the book, “E-myth Revisited” by Michael Gerber. Many businesses owners don’t own a business at all. All they own is a job. And in many cases, it’s a low paying job for the amount of hours they work. Michael Gerber calls what many business owners experience an Entrepreneurial seizure. They’re just people who were good at technical work who thought they wanted to work for themselves.

Build a system for every aspect of your business. Have a system for generating leads and customers. Use proven sales scripts for your phone calls and any person-to-person selling. Test and refine ad copy for any ads. Test different approaches to greeting customers who come into your office. Refine them and put them down on paper for every employee to use.

Develop a system for answering the phone, responding to email, and handling customer service. Have an operations manual that gives answers to

all the questions people ask over the phone. Set-up templates for every email you receive from customers. Establish in advance your policies for unhappy customers. What do you do to please them? What should be offered to the most common complaints?

It takes time to set everything up in the beginning, but it will save your life in the end. Your business needs to be systematized to the point where it doesn't need you to function. As long as it needs you, you have a job instead of a business. If you're a professional such as a doctor or dentist, it should be systematized down to the point where any other trained professional could step in and immediately take over.

Many business owners are terrified to take a vacation without their cell phone turned on and ready. They're sure a fire is about to start at any moment. All the systems for handling problems should already be documented. Again, the business isn't really a business until it no longer has to have you to operate. When is the last time you took a week's vacation without speaking with your staff or checking your email? When is the last time you took a weekend like that?

Employees get a week's paid vacation where they don't have to constantly worry about the office. If you can't take time off from your business, you don't just have a job. You have a bad job!

**Action Step #6:** This is one that scares my clients a little bit. I'm going to start you out easy here. Immediately stop checking your email all day long. You can check it twice a day maximum this week...and by next month I want you checking it no more than once a business day (not at all on weekends). A good time to check your email is right before lunch...and right before the end of the day.

Email and phones are an excuse not to complete real work and progress. Cut back on your email immediately. This will free up extra time to accomplish more.

**Key Principle: Every element of your business can be systematized and put into an operations manual. This includes such simple steps as answering email or the phone to more complex steps such as finding joint venture partners, writing articles, or managing Adwords.**



## **Strategy #7: Deliver a “Wow” Customer Experience.**

Do your customers say, “Wow” when dealing with your company? Or do they say, “Whatever?” If you ship out products, do they say, “WOW” when they open the box? Or are they immediately ashamed of having ordered what you sent them? When a customer calls in, do you provide such immediate and helpful customer service that they can’t help telling others about you?

What can you do in your business to exceed customer’s expectations? Customers who simply get what they paid for don’t become evangelists for your product or services. You have to go beyond the call of duty. You have to do something unusual and beneficial for your clients/customers. It could be as simple as making a courtesy phone call to say thank you...or it could be including surprise bonuses in a purchased package.

For example, one dentist I know of calls any patient who has major work done to make sure they’re OK. That’s an easy action to take, but it impresses people. It’s not normal service. An online business sells an ebook and then has several unadvertised reports which are delivered by autoresponders several days after purchase. They’re simply giving more than what was paid for.

Having a “Wow” customer experience is all about surprising the customer with your service. It isn’t about just doing good enough or being better than average. It needs to be so good people are surprised. It needs to become an experience to them. Send a customer a basket with a personally written thank you note for their business. If your hotel is booked solid, call another one for the customer. Give a free rose to every lady who comes into your restaurant for Valentine’s Day. One of the major reasons people stop dealing with companies is they don’t feel appreciated. Nothing was ever done to earn their loyalty.

I had a customer service experience with Dell which earned my loyalty. I had a problem with a new laptop I purchased from them. On calling them, their first response was they would send out a brand new laptop, and when I received it I could package up my current one for them to pick-up. I had already installed all my software so I didn’t like that solution. They then offered to send out a brand new carrying case (a very nice one by

the way). I decided on that gift. It was about 3 months later I figured out the original problem wasn't theirs at all. It was my fault (no I'm not telling you what it was right here).

**Action Step #7:** Pick out 10 to 20 of your best customers and send them thank you cards this week. In this card, don't try to sell them anything. Just let them know how much you appreciate and thank them for their business. If you're willing, write handwritten personal note to each one (or have your virtual assistant do it).

Make it a practice to thank your customers. In my office we use <http://www.mycardsystem.com> to send postcards and greeting cards automatically...similar to an online autoresponder sequence. You input your list and it will automatically send out the cards you choose on whatever frequency you select. It couldn't be any easier.

**Key Principle: Focus More Attention on You're "A" Clients. Send Them Gifts, Additional Information, or Specials. Keep in Regular Contact With Them...and Say Thank You!**

### **Strategy #8: Create a Better Balance between Work, Family, and Play.**

No one on their deathbed wishes they spent more time at the office. I personally always find it interesting the number of business and marketing "gurus" who are on their second, third, or fourth marriages. Your child cares more about you showing up at his Little League game than he does about you providing another expensive toy for him. If you're "too busy" to be with your family, then don't be surprised when they're too busy one day to be with you.

Where are your priorities? It's a funny thing. If your number one priority in life is simply to make more money, you never get time to enjoy it. If you focus on your family first and build a business that empowers you instead of drains you, you can have your cake and eat it too. It's quite possible to earn more, work less, and enjoy life.

Taking time away from the office to have fun and build relationships is often the most productive time you have. When you're working hard and

stressed out, you're not creative. You're concentrating. You're working. You're tired. You're eventually just going through the motions. Take time away to relax and unwind. Bingo...the idea you needed to solve your problems at work just shows up in your mind.

I've experienced this with both business building and copywriting. I've studied. I've concentrated. I've stressed out. I've written dozens of ideas. I've looked through my files for all types of ads from other businesses. It seems like the answer never comes. I give up for the day and go play a video game or go out to dinner and a movie. The winning idea just pops into my mind during relaxation. All the work prepared me for it, but it didn't come until I got totally away from even thinking about work.

Do you schedule "fun time" into every day? Do you schedule a fun event with your family every week? If not, why don't you? Do you spend time exercising your body so it can stay healthy and productive? How much is your spouse, your family, and your health worth to you? Do you prove to your family how much you value them by spending time working on your relationships just like you work on your business?

**Action Step #8:** Schedule a three day weekend within the next 30 days. Take a break. Relax. No email. No business calls. Just have fun with your family for three whole days.

I want you to pay special attention to how much work you accomplish a couple of days before the vacation and the week after the vacation. It's counter-intuitive, but your work production will increase. You'll accomplish more in that 4 day week than you do on most 5 day weeks. You'll have so much fun you'll want to keep doing it!

**Key Principle: Your work will expand to fill whatever time you give it. If you plan 4 days of work this week, watch yourself accomplish the exact same amount of work you did in 5 previously.**

### **Strategy #9: Manage Your Finances for Higher Net Profits.**

It's funny whenever businesses talk about how much they gross. Who cares if you gross \$1,000,000 if your net profit is 25 cents? It's possible to gross over a million and lose fifty thousand! The purpose of your business

is to provide solutions to people's problems and to create a cashflow for your own personal life. It's not about how much you make. It's about how much you get to spend, save, and invest.

Cut advertising that's not working. Make every penny you spend on advertising do its work. Don't waste any money on advertising that hasn't been tested and proven to produce. If you have an employee who is a drain on morale and a drain on your pocketbook, it's time to say, "Goodbye." If you have an employee who mistreats customers/clients, get rid of them before they cost you even more money.

Look into potential barter opportunities for some of your advertising. You could trade your products/services for radio advertising or something else your business needs. Many cities even have "barter clubs" in them. All the members simply trade products and services with each other for trade credits. You can obtain many of the things you need for your business without paying a penny for them. Spend less and keep more.

Make sure you don't cut customers while reducing costs. You never want to cut marketing that's working. You also don't want to cut customer benefits and customer service because you feel it's not necessary. Once you start cutting out benefits to your customers, they'll start dropping...and then you're in a real cashflow crunch.

**Action Step #9:** Go over your business checkbook for the past month. Where are you wasting money? What isn't bringing a decent return on investment? Whatever it is, cut it. It could be an employee. It could be something you're outsourcing that isn't being done well. It may be some form of advertising that isn't producing trackable new clients.

Where is the waste? Make it to eliminate at least one item this month.

**Key Principle: Every penny spent in your business must produce real measurable results. Every ad should be tracked...and every employee should be compared to outsourced costs of the same work.**

## **Strategy #10: Work With a Coach and/or Mastermind Group.**

You're a smart business person. You're good at what you do, but you often have myopic vision. You've been staring at your business so long that you can't see what is going on around you. It's also likely you're limited to simply using the same marketing and business building principles of all the other companies in your industry. If you only do what everyone else does, you'll only have what everyone else has.

An outside perspective from a trained business coach can spot problems you've never seen. Most business owners simply ask advice from family and friends. Others don't have anyone at all to help them or work with them. A business coach works with you by providing unbiased advice to help you build the business you're dreaming of. They help you to establish and build all the principles throughout this report into your own business. Don't you wish you had someone who could work with you one-on-one to solve all the problems you're currently experiencing in your business?

A Mastermind group works in a similar way. You sit down with business owners in all different types of businesses and spend time generating ideas to help each other. If organized by someone knowledgeable in building the kind of business you want, this group type of setting can help you work toward your goals along with the encouragement of other business owners.

In my own business, I did most of my own copywriting. I remember when I simply asked for a second opinion from another copywriter and they suggested a one word change in my headline. It increased sales by \$3,000+ per month. It was just a change of one word! It made my relationship with them much more profitable than the money I spent.

A second thing a coach can do for you is keep you accountable. When you're running your own business, you have no one who keeps you accountable to your goals and daily action plans. A coach will ask you what you've done this week. You know it and it keeps you moving and working. You'll ignore the daily distractions and work on what's most important because you have someone to keep your feet to the fire. I personally have done it so many times. Instead of doing the important actions of working on

your business, you end up doing the “busy” work that keeps you from the profit generating work.

**Action Step #10:** Hire someone to provide feedback about your advertising or your business processes within the next 30 days. It’s amazing what you miss when you’re constantly working in the business every day. A fresh eye can easily see ways to immediately improve profits.

**Key Principle:** You need outside feedback on your business. Someone outside of your business and often outside your industry can see the whole picture much easier than you can.

**[Find Out More About My Complete  
Internet Lifestyle Retirement System  
By Clicking Here...](#)**

## **7 Practical Ways to Earn More By Working Less**

The motto of my coaching business is Earn More, Work Less, and Enjoy Life! This is something every business owner wants, but they often feel it's too difficult to achieve. Too many of us have been programmed by the employee mindset of working hours for dollars.

Employees get paid by the number of hours they put in. Entrepreneurs get paid based on the value they create for others...whether they're actively working or not.

Here are 7 practical steps to begin on the road to earning more by working less.

### **#1 - Hire a Personal Assistant**

Quit trying to be a one man (or woman) show. Even if you're currently a small business of just one person (such as a home business, life coach, or real estate agent), you can't do it all yourself. Hire someone to help you with the routine tasks of answering emails and phone calls. Have them do secretarial work.

Figure out what parts of your current work can easily be handled by someone else. Either hand it to a staff member or outsource it.

### **#2 - Eliminate the Time Vampires**

Quit wasting your time. That short call you had to answer became a 30 minute delay. The email you once answered for a non-client has produced 10 additional emails and help requests from the same person...who still hasn't purchased. That individual who stopped by your office for a quick word with you is still here after one hour.

Try putting an egg timer on your desk and remind yourself every call or contact needs to get to the point within the next 3 minutes.

### **#3 - Quit Working On Your Weaknesses**

We're told to acknowledge and work on our weaknesses to be a well rounded person. Forget about it! Acknowledge your weaknesses, but quit trying to work on them. Build a team and hand off responsibilities where you're weak. Concentrate on your strengths and giftings. You do what you do best. Hire out the rest.

If you're horrible at writing, hire a copywriter. If you don't like administrative paperwork, hand it off to someone else who's qualified.

### **#4 - Raise Your Prices**

I've helped many businesses develop their unique client focus. In a few cases, they were one of the lowest cost options. Yet this is NOT the unique client focus I prefer to have. It's the most difficult one to build a business on. I'd much rather see you use one of the other 17 ways to develop your uniqueness in the marketplace.

You'll often find that by raising your prices and focusing on a more upscale market segment, you'll eliminate many of the time consuming problems of your business.

### **#5 - Work One Less Day a Week**

If you want to make more money, work one less day a week. It sounds crazy, but it has been proven time and time again. If you're currently working 6 days a week, drop to 5. If you're working 5 days, drop to 4. By removing one day from your schedule, you'll be forced to focus more on the days you're working. You cut the garbage out and get down to business.

You'll quickly find that a lot of the things you used to think were essential weren't needed at all.

### **#6 - Take Time to Plan**

Plan the schedule for your next day in the last 5 minutes of the day. Plan your schedule for next week on the last ten minutes of your last day of the week. Take out one day every quarter to plan the next 90 days for your business. This is only a small investment each day, but it pays huge



dividends for what you accomplish. Of course you can purchase a time management course, but this is the simple basis of planning your time.

Decide on the essentials that must be done in the coming period. And always plan time to work on your business instead of just in your business.

## **#7 - Hire a Coach**

It's so easy to keep following the status quo. I'm sure you've heard that one definition for insanity is doing the same thing over and over expecting a different result. If you want to earn more while working less, you have to make some changes. And the absolute best way to make these changes is bring in someone from the outside. They have a different viewpoint and experiences in helping other entrepreneurs just like you.

A good business coach knows how to ask the right questions to help you discover exactly how to transform your business into a profitable business instead of just a low paying job.

## Why I Sold My Internet Consulting Business in 2004

Many people on the Internet have heard my name Terry Dean at one point or another. I originally started my online business way back in 1996. After several years selling products for other businesses and through resale agreements, I began consulting and training others how to create online businesses and online profit centers. Some of my most popular materials included:

- Web Gold newsletter full of weekly online training and marketing advice with over 135,000 subscribers.
- Netbreakthroughs membership site which gave weekly reviews and case studies of online advertising results with 1,500+ paid monthly subscribers.
- Internet Marketing Protégé Program which gave a complete step-by-step formula and study guide for building your own online business.

Here are just a few of the testimonials I received from people who were trained through this business...

*"I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I DID **quit my job within just a few short weeks** of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised. All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."*

Jimmy Brown, Manila, Arkansas

*"...Just one of my clients went from ZERO sales on the Internet to over \$250,000 a month in revenue and we're looking to do over **\$400,000 a month** in a very short period of time."*

Eric Stewart - Online Marketing, Inc. - Newnan, GA

*"One strategy alone made me **over \$10,000** within the first three months I used it."*

Bill Harrison - Lansdowne PA

A lot of people have asked me why in the world would I sell such a successful business. It was simple really. Making money online is easy. What isn't always easy is what I've been teaching you throughout this report (and I didn't know all this either).

Even though I was only working 20 to 30 hours a week, I still experienced burn-out. I no longer had any passion for what I did in the business. This has quite a bit to do with my own unique gifting and personality. Boredom simply set in and the business I was running wasn't for me anymore. Life is too short to do anything you dislike simply for the money. So I packed up all my websites and sold them to Kirt Christensen who has been running them since then.

During the past two years I've been retired from the Internet business. I've been ministering in churches (I've been an ordained minister for 12 years). I took time to follow my hobbies. I've even written two books. "Internet Integrity: The Truth About How Any Business Can Increase Profits Online" is my Internet marketing introductory book...perfect for learning the basics of marketing online.

"Financial Freedom: A Step-By-Step Practical Guide for Walking in God's Blessings" is my Christian financial book about some of the mistakes I made with money...how I got out of debt...and the truth about giving and finances.

Even though I was ministering, I regularly had people in churches come up to me and ask me about their businesses. I showed them how to increase profits in all types of different businesses, and I also warned them about the kinds of dangers you've learned about here.

In many cases, they've asked me to coach or consult them to help them increase their profits even more than I could in just the few minutes I was with them. Because of these experiences with business owners (and my own unique gifting), I've decided to begin coaching online and brick-and-mortar business people again.

It's my passion. I love getting on the phone with a client and redesigning the entire marketing process. It's fun when you hear the excitement in their voice about the new possibilities...and see their new results a month or two later when they email me back about what happened.

**Find Out More About My Complete  
Internet Lifestyle Retirement System  
By Clicking Here...**

This Simple Step-By-Step System Includes Everything You Need to Get Started Today In Your Own Internet Business...

It even gives you 80+ of my plug-and-play training videos to grow your and expand your business team.

Here's a quick overview of the elements included...

DVD 1 - How Anyone Can Create Their Own Information Retirement Business

DVD 2 - How to Create Your Own DVD Products and Online Videos

DVD 3 - The Secrets of High Conversion Websites

DVD 4 - How to Generate Maximum Traffic Fast

DVD 5 - How to Create Systems That Run Your Business For You

DVD 6 - Live the Internet Lifestyle...Retire Young and Wealthy conference)

DVD 7 - How to Brand Yourself For Massive Profits

DVD 8 - Growing Your Business and List Through Joint Ventures

CD 1 - Information Mastery Group Coaching Class Recording - 10 Hours of Mp3 Audio

CD 2 - Information Marketing Bootcamp - 15 Hours of Mp3 Audio Conference

CD 3 - Book Publishing Superconference - 10 Hours of Mp3 Audio Conference

CD 4 - Treasure Chest Data CD - Bonuses and PDF Manual for the Course

Bonus DVD 1 - Intern Data DVD - 41 Video Procedures

Bonus DVD 2 - Affiliate Data DVD - 24 Video Lessons for Affiliates

Bonus DVD 3 - Virtual Assistant DVD - 30 Video Procedures for your VA

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