

**1** STOP WORKING “IN” YOUR BUSINESS AND START WORKING “ON” YOUR BUSINESS.

**2** IF YOU HIRE THE RIGHT TALENT, YOUR EMPLOYEES WILL BE BETTER AT THEIR JOBS THAN YOU COULD BE AT THEIR JOBS.

**3** SKILLS STACK ON SKILLS, PUTTING AN INCOME MAGNIFIER ON ALL THE OTHER SKILLS THAT CAME BEFORE IT. YOU SHOULD ALWAYS BE IN SEARCH OF THE NEXT SKILL THAT CAN BE ACQUIRED.

**4** A SUCCESSFUL BUSINESS NEEDS PROACTIVE INBOUND AND OUTBOUND LEAD GENERATION. WORD OF MOUTH IS NOT PROACTIVE.

**5** RUN TOWARDS THE PROBLEM, NOT AWAY FROM IT. TAKE RESPONSIBILITY FOR EVERYTHING IN YOUR ORGANIZATION.

**6** OPTIMIZE BEFORE YOU MAXIMIZE. GET YOUR ORGANIZATION RUNNING LEAN AND EFFICIENTLY BEFORE EXPANDING.

**7** YOUR COMPANY CULTURE IS YOUR SINGLE MOST EFFECTIVE LEVER FOR BUILDING A LONG-LASTING, DURABLE BUSINESS.

**8** YOU CAN SAVE YOURSELF 80% OF THE STRESS YOU CURRENTLY HAVE IN YOUR BUSINESS SIMPLY BY HAVING A LARGER SAVINGS ACCOUNT.

**9** YOU CAN'T HAVE AGGRESSIVE GROWTH WITHOUT CHANGE AND YOU CAN'T HAVE CHANGE WITHOUT FAILING OFTEN. FAILURE IS AN IMPORTANT INGREDIENT TO GROWTH.

**10** SUBTRACTION OFTEN CREATES MORE GROWTH THAN ADDITION.

**11** THE RICHES ARE IN THE NICHES.

**12**

**YOUR GIFTS ARE GIVEN. YOUR SKILLS REQUIRE A CHOICE TO PUT THE HARD WORK IN. SKILLS BUILT ON TOP OF GIFTS CREATE SUCCESS AND WEALTH.**

**13**

**WHEN YOU CAN'T CHANGE YOUR SITUATION, CHANGE YOUR EXPECTATIONS.**

**14**

**HARD CONVERSATIONS DRIVE BUSINESS FORWARD.**