

REAL BUSINESS

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INTRODUCTION

Hi reader, here I will tell you what is this book all about and who the hell I am? If you're thinking this is some self-help or personal development book then you're mistaken, first, I don't understand the concept of personal development, I mean who the fuck created it? And most importantly, why? Anyway, who gives a shit? This book is in business, and I mean total business, nothing else. If you want to make it big in business, then this is the only book you'll ever need, why? Because I've personally written this book, and in short I'm not a self-help guru, a school teacher or some moron who writes books to make a living.

I'm an entrepreneur, I've created companies from zero, I've faced losses in those companies, and I've even sold companies, In 2018, I was running an international marketing agency, and I was just 18, as soon as I turned 18 I started this, and within 8-9 months, we killed it. Within that time I joined 12-13 partnerships as I remember, I'm writing this book in 2021, it's been 3 years now, I've got so

much knowledge and experience that 98% of the population who's of my age is missing it.

Any way, to keep it short, you should not give a shit about my accomplishments or failures, but what you should give a shit about is, how I did all that? I used (OPM) other people's money, I've got offices on the just business plan and by giving ownership in the company, it's all thug life and legal to do, which is the best part. It's like you've got nothing and with only and only courage you get it all. I would say the secret to success is 99% balls and 1% knowledge.

So you better focus on the wisdom I'm about to give you, I'm writing a real business no-nonsense book, keeping things short and straight on point. If you morons want to make it, this is the book you'll need, nothing else, and I mean it, you won't need any other book, so keep your useless eyes and brains open and focus.

Before you begin to read the first chapter I would like to tell you one more thing, I ain't someone who writes books to make a living, so I'm possibly not writing this book for people to like me, it's a lot better if you hate me for writing this, which many of you lazy asses will do without any doubt. This book will have no index, no sugar coating

material it's hard to stay with such a book, but if you do, I can promise one thing that it'll change your life.

WHAT NOT TO DO?

First, I'll tell you what not to do and why? This is a very important part as it will save you lots of time and money. I'll start in ascending order, now how many of you morons are reading 4-5 books a week? Listening to podcasts and signing up for online courses to make it better in business? Fuck you! What progress have you made till now? None. I'll get this one straight, read one book a day if you want to keep riches away.

These podcasts and online business gurus have made their fortune by selling you shit, they weren't a business owner, most of them aren't and this is the bitter truth. I've checked many of their profiles personally, and I can say most of the country's top business gurus never even owned a website to sell stuff (I mean e-commerce business), their asses are making money advising on something they haven't even done in their life.

Believe me or not when I say this, I can read a 600-page book in 15 minutes, I can just look at a page and find out the book is full of shit, you name it, and I've read it, all the famous ones

which everyone suggests. What did I do with that info? Nothing, it's fucking useless, God forbids, but I know the world we live in is fucked up. If I met him, I'll ask him to create a new world for people like us.

The most important thing I want to teach you is, don't make a girlfriend or a boyfriend. If you've got one, say fuck you and better leave. These are time and energy suckers, no matter what your diet is, how you manage your time, your relationship is going to get fucked up with time, so it's better you do it now. If you want to become a high performance, business person, you just can't afford bullshit around you.

Are you an addict to something? If you smoke, do drugs, consume alcohol or anything else, better leave these habits, I would say this point to an extent that even if your team members do some kind of drugs or else, fire them. Many of you won't agree with me, but I cannot think of a person high in weed to attend your customer grievances. If you want to fuck yourself I've got no problem with it, but if you want to save your ass, this is the thing you need to do.

Trust no one, and this is a golden lesson I'm giving to you. Always have a second person to

verify the documents that you are about to sign, but you even don't trust the second person. Trust no partner, trust no board, trust no bank, and I mean it, trust no fucking person. I'll even say you can't even trust your parents, this is the hard truth, now I'm not trying to say that they'll on purpose fuck you up, but they can and most of the time they will.

What they think is right for you may or may not be right for you, most of the time kids judge their parents wrong and get fucked up. Parents ask them not to hang around with druggies and their kids do, why would they not fuck you up? I'd be happy if they beat the shit out of such morons. Another bitter truth is there are two types of birth, accidental birth and planned birth. Most of the kids are unplanned, accidental. Your parents didn't want you, but you came, no wonder why, you should know why your life is like an accident?

Never do something illegal, have morals and ethics in you. Also, I'll like to mention the world is a ruthless one, kill or get killed, it's that simple. You will have to be a ruthless person with morality, hold people accountable, take no shit, say what you want to say, and it's a lot better if you say it in fewer words.

Another golden lesson, don't make friends, you're who you hang around with if there's no high-performance person or what I mean is the super successful guy in your group, better leave and stay alone, also I would say there's no way you'll find a super successful guy to hang around with, just think why would such a guy stay around your lazy ass? They won't, so in short, stay alone. By super successful I am not referring to someone whose dad is rich, that would be a very very very stupid thing.

IMPORTANCE OF DISCIPLINE

After knowing what not to do, the second most important thing is discipline, because, without discipline, consistency is not possible and without that victory is not possible. To add discipline to your life start small by doing Yoga, Meditation or something else, add a regular habit of something. Whatever you choose, just make sure to stick to it for a lifetime.

Do you know Mahabharata? One of the greatest battles fought on earth? In that, Arjuna knew how to use the arrow and now best, but let me take you back. When Arjuna was learning from his teacher, it once happened that his teacher kept a wooden parrot on a tree & asked his students to shoot an arrow in the parrot's eye.

When the first student came, he asked what can you see? The student said I can see a tree on which parrot is there, I can see fruits on the tree and so on they all kept saying, but when Arjuna was asked what can you see? His only reply was the parrot's eye, his teacher asked again, can you

not see something else? Again he replied, no, I can only see the parrots eye.

What I want to say here is, with great discipline comes great focus, and only with a focus that is pinpoint like Arjuna, one can achieve success. Only because of great discipline and pinpoint focus like that, Arjuna became the greatest archer ever born on this planet, if you read the original Mahabharata with accurate translation, you'll find he still can't be matched by someone.

Also, I'd like to add one more thing here, nowadays to do business people enrol in courses they buy books and subscribe to podcasts. Yet morons can't make it, because Arjuna didn't learn to use a bow and arrow by enrolling in an online course, you learn it by doing it, it's just like learning a bicycle.

In the next chapter, I'll extend the war story of Mahabharata and tell you when Arjuna become mentally weak watching his brothers and great-grandfathers standing against him in the war. In such a situation where he was refusing to shoot an arrow, he felt okay to be killed by his family. In such a situation God himself gives Arjuna wisdom, A mindset and an attitude lesson you'll find nowhere.

MINDSET AND ATTITUDE

First, let me tell you that Lord Krishna, was driving the chariot of Arjuna, he had pledged not to participate in the war, in short, he wouldn't attack anyone, so he was driving Arjuna's chariot. Lord Krishna being the smartest one gave Arjuna the greatest lesson in the middle of the battleground.

In the war of Mahabharata, it happened, the war was about to begin between Pandavas and Kauravas, Arjuna facing his brothers, relatives, great-grandfather, his teachers all against him. Seeing this, his hands begin to shake, how can someone kill his own family? Very tough time for Arjuna. He said to Lord Krishna, it's better to get killed by his family instead of Arjuna killing them, just for the sake of the land.

Now I may not be very accurate in the translation of this but what I assume is, after hearing such words from Arjuna Lord Krishna said, talk like you have a pair of balls. He said to Arjuna talk like a man. Now if I say this to any of you morons it's a different thing because you're nothing, but here God himself is saying such a thing to the world's

greatest archer ever born. What A shameful feeling.

Later he describes himself, here we could accept it as Gods attitude if you want to go God level you must at least try adapting this in your life. Lord Krishna says he is Lion in animals, he is Eagle in birds, he is a Crocodile in water. You can very easily look at the mindset and attitude these animals possess, although a character like Lord Krishna is impossible, one can try to adapt things from these animals.

If I say it in short, what Krishna is referring to is living like a Lion instead of a dog. It's that simple, extending it I would say the difference between a lion and a dog is, the lion doesn't give a shit whereas a dog is a pleaser, he'll please you, so you'll give him food, time & love. Whereas if the lion doesn't like you are done, game over. I am not saying you kill everyone you don't like, but I'm just talking of the no bullshit attitude.

A Crocodile is very silent, even if you keep talking shit about him, he'll stay silent and just relax, but you also know what he can do at the right time. You get hurt if someone says you something, how weak and the worst part you can't even do anything about it, you're like snow which melts in

heat. Someone like this can never achieve success, you gotta be hard as a nail, and I ain't bullshitting you need to be tough.

Look at an Eagle, how focused an eagle is, it's like laser focus. Very rarely it misses its hunt, what would happen if your focus took you to such an extent whatever you want you to get it, exactly like an eagle you never miss your target, but for that, you need to be focused, what I see is even at offices the focus time of employees is maximum 2-3 hours, not more than that.

Many people who focus more than one hour, their head starts aching. What else would you expect from yourself when you can't even focus at one place for a minute? I would suggest that you change your lifestyle completely, you need to go on an energy building diet, you need to sleep early and a lot more to function somewhat at god level.

If you know you're God, you'll act like one, and when others will witness such level of confidence which comes true, there's nothing on planet earth that you want and can't get. Here, I'm not saying if you think or believe that you're God, you know that you're God level, I don't believe that stupid thing which says, think and something will

happen, I'll say even if you think and act most things won't happen and this is a super hard truth to digest.

The next thing I'll like to add here is to stay close to reality, read this book, and you'll be successful, take this course, and you'll be successful, I don't give a shit if I'm successful or not, but certainly, I'm for sure not wasting my time with these morons. Why would anyone read a book or spend time doing something that has nothing to do with what they have to achieve?

Listen carefully, if you're into marketing, why are you reading real estate or investment books? How stupid is that? To be frank, you don't need to know anything, you don't need to know anything to be successful. When you proceed further in this book, you'll understand why I'm saying this? If I extend this truth further, you don't even need to know anything about marketing.

DEAL IN TRUST

Before I start to lay the real steps to business, the last and most important trait that you need in your character is dealing in trust. Most important question, what is trust? When someone says he'll do something under a particular time frame and does the same from time to time, you can trust that person.

If someone understands you even before you say something, that's very precious and rare.

Someone keeps his/her word is very expensive.

I've heard this somewhere that not gold nor diamond, but trust is the most expensive thing in the world. I'll say you should secure your deals with a legal contract because my experience says spoken words have no value unless they are written on paper which can be used to file a legal case, in case of default.

Whatever you do, big or small, having a trusted law firm or personal legal team is very important. I'm saying this from my personal experience when you start something there are going to be many twists in law which are very hard for someone new

to explore, suppose you've started something and someone doesn't want you, you can be taken down legally.

I'm not just saying this in thin air, using trademark laws, copyright laws, or you may have started, and running something which you're not supposed to run without proper registration with the local authorities, not only this but there are a lot more things which you won't understand ever, therefore you need a trusted lawyers source.

In many cases your competitor may be using the same accounting & law firm, other than that you should have a personal team to verify stuff (required if you're dealing big). Be someone who does not trust anything, don't believe in future promises, don't believe in value of word, what you see happening is the reality and if you don't change it immediately it will happen to you again and again.

Another common thing I would like to add is, never tell your secrets to anyone, your girlfriend, your parents, your spouse or your kids, just fucking keep it with you. No need to start an orchestra, if you go against this advice you'll be fucked up from time to time by your loved one's and this is a guarantee. From secrets, I'm talking

of your failures specifically, now unless they're into it, and they'll help you get out of some loss, keep your mouth shut.

STARTING UP & GROWING A

COMPANY

Go on the internet and search for business ideas, watch few video tutorials and start in a limited budget. You fucking moron, businesses are not started like this, but the sad part 99% of stuff are done this way which is why 99% fail within the first 5 years. The biggest golden line in this book is "YOU DON'T START A BUSINESS WHEN YOU DON'T HAVE PLENTY OF MONEY".

It's that simple, you just don't start a business when you don't have 10 or 100 times more money than what you think will be required by searching on the internet. People say internet businesses are cheap, that's a lie. Suppose you own a grocery store in your local area, here you're competing locally with a handful of stores, but on the internet millions of stores.

I classify businesses into two categories, product business and service business. Your product must solve a problem (if a headache is a problem your

product must take away the headache) and in service business your client must get a relaxed feeling (someone comes for massage, and they get a feeling that they never got before). It's that simple.

If you have plenty of money, and you start and go with these two principles, you'll be very successful with what you do. Another big thing idiots spend 1-10% in advertising, the only and only most important thing in business is advertising, I would suggest you spend 70-80% of your budget in advertising, and you do it on a greater level. If your plan is to give flyers to people on the streets, I'd say you advertise on television.

If you're smart enough you'll very easily know your company's growth potential within few months, then the next step would be looking for investors, the only thing you need is more and more money. You skip the angel investing part and when your company makes enough profit to sustain its maintenance and shows good growth, approach venture capitalists with a plan & an investment amount.

Now what will you take? 1. You'll prepare a graph of your past growth, where you'll have the growth rate in percentage specifically. 2. Investors love

assets, you'll develop a fund utilization plan where you'll show how much money do you need and how you'll grow your assets and profits from it. 3. If there are marketing needs, show it in a very less percentage. Once you've got the deal done, you hold a meeting with your board, and you do SWOT analysis (where you'll know your strengths and weaknesses and use money to cover up everything).

If you've done all this, and you've expanded the next step would be IPO (Initial Public Offering) before going into it and after starting and IPO, the only thing you'll need is perception of greatness. You pay newspapers, media houses, to print the good stuff about you (I'm not referring to manipulate stocks) but on an IPO level you'll automatically know what's best for business.

One bonus tip, don't become an employee of your own company. If you're the owner you hire employees, and you look for money to expand your business, micromanaging and working in your own company as an employee is a very dangerous trap that will never let you grow. Whatever you do, you don't do this, never ever.

MAKING LAZY MONEY

Now I'm going to tell you how to make moron money, literally if you can't do anything, do this with just a lawyer and accountant. This is a real estate renting strategy developed by me, here you'll have to use 100% of bank's money and relax. The first step is getting in touch with an expert lawyer who specifically looks on real estate type cases.

Meet him to know about the local laws in your country/state, next ask him whether buying and renting in bulk will be good on individual level or as a company? We're asking this because if you go on individual level you'll buy highly valuable properties and specifically in very less quantity, if you're completely broke, you'll focus on buying already income producing assets specifically.

Find something solid (asset) whose value is at market rate or higher than market rate (current value). And the selling price of that asset or property is less than the actual value. Very important, find it's incurring repair and maintenance costs, another important thing if the

property was already rented by its previous owner, the rent should be more than 2% of the asking price.

The higher the rent % of the asking price, the earlier you'll be able to repay everything back and enjoy. Next, if you're bad at math, ask your accountant to do all these calculations for you. Also, your loan repayment duration in addition with your additional repair and maintenance charges. If you use an accountant, it'll be very easy, believe me.

The next step is talking with bankers, call a bank and ask is your bank in lending position? A yes or no question requires a yes or not answer, simple. If you can have this conversation on phone it'll be great, if they call you to bank visit them. If they're in lending mode, connect with a loan agent & directly throw the amount on his face, and ask do you have the power to pass this amount, again a simple yes or no answer, then ask who has the power to do so? Visit that person and talk with him.

Other thing that I'd like to add here is, don't try to fool the person who has the power to pass the amount you need, many times banks use their own sources to verify details of the deal and on

your shit talks and their verification, they'll decide whether to lend you the money or not. So until the money is transferred to your account and preferably spent, maintain a good relationship. I'll suggest you maintain a good relationship for a lifetime with such person. If he can do it for you once, he can do it for you again.

Another bonus tip, the less you give details and the less you speak is better, if you can get it done without giving every detail, believe me you've found a heaven, and if your amount is passed you've found a god too. The method I gave you is the easiest and the sure and real way to make easy and passive money, if you want it bad enough you'll make it happen.

USING OPM & OPE ALWAYS

The method I gave in the previous chapter can be used for many other things as well, for acquiring companies, funding your own business idea where asset value equals loan amount (where you're getting things cheapest). What is OPM? It's other people's money, lol. Morons use their own money to start and do something, whereas the smart ones use OPM.

It's always the best option, a team of lawyers and accountants can get you protected everywhere you mess up and all things will get a lot easier. Not only you use other people's money, but also you're using other people's experiences too, (OPE). You don't know marketing, what you do? You hire an experienced marketer. Money and perception can get anything done, if you believe else, you're a moron.

Other thing that I'll like to add here is, even if you have to use your own money, don't use your hard-earned money, use easy money, that which comes from rental property or anywhere where you don't do anything, I say this because if your

hard-earned money goes it hurts a huge, it has happened to me in the past, so I recommend not to do it. OPM & OPE is the best thing you can ever do with your life.

There are many ways of getting money other than bank, they are venture capitalists, personal lending from people who have cash, etc. If you want something bad enough, you'll talk with every stranger on the planet and get the shit done that you want. It's simple, you can only do shit to an extent that you want to do.

ADVICE FOR BROKE PEOPLE

If you are broke, and you've taken a loan, and you don't have any idea about anything, you're into little trouble. The first thing is, if you've taken over a company, you have to lower its expenses anyhow, or if you've started a company on bank's loan you'll have to do a good deal of stuff under cost optimization. There's something that is called "OPEN SOURCE SOFTWARE". These are completely free to use commercially and does the same job that paid software programs do.

You can search "open source CRM, HRM, accounting software, company valuation & plan maker, mind mapping" and similar things on the internet, and you'll find many. Also, there are images and videos with "CC0" license which can be used commercially without any copyright issues or paying any royalty. You can search on the internet images with CCO license, and you'll find many websites providing such images and videos.

If your revenue < expenses, you can use these things and your cost will come down very easily,

nowadays almost every business uses some or the other kind of software which costs huge, if you use these things a big burden will be taken off from your head. Also, to remind you, there are video editing and photo editing software products too. When you are short on profit and high in debt, these things can be a lifesaver.

Important Message

I Don't Think You Need Something Else Than This,
You Just Find Money And Get Things Done. If You
Want Wealth Very Hard, This Information Will Be
Enough For You

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