

U Are the Product

“Entrepreneurial Resource Program”



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In the land of the blind the one eyed man is King. Those that know have, and those that don't know have not. In the coming year of 2009 information is power, and people who have the information have the money. Marcus Garvey once said "Intelligence rules the world while ignorance carries the burden."

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Key Steps to Entrepreneurship

1. Write down exactly how you want your life to be, in detail. You may end up with a couple of paragraphs or a few pages but you need to be specific and give dates as to when you want these things to happen. Be sure to list exact dollar amounts you want to make as well as name all of the things you want to accomplish from your business. Literally write out your dream life and begin to speak it out loud at least twice a day in its entirety. When I first heard about this technique I was very skeptical. How can speaking out what I want daily actually manifest itself in the real world? Remember the book of Genesis in the bible where God said, "*Let there be light!*" never underestimate the power of the spoken word. I did this exercise myself for about 4 months. I wrote all the things I wanted for my life and my business and repeated it daily. Unfortunately as time went on I fell out of this routine.....until one day I happened to come across the original paper I had written the things I wanted on. To my shock at least 80% of the things I listed had already come to pass! I immediately wrote another wish list with bigger and better expectations on it....and I continue to use this technique today. The truth is, if you don't believe you can make your dreams happen no one else will. You have to convince yourself and be your own number one fan. Remember, you are the product in development!

2. Surround yourself with positive people. Seek out those who are like minded and that are serious about changing their life style. If you hang out with people who talk, think and take actions that are not reflecting your goals, this will sidetrack your drive. Find a mentor that has been successful and if you can't find one, read books from successful people.

3. Do whatever you love to do and turn it into a business. The worst feeling I have is for people who work day in and day out doing a job they hate to do. This time that you are blessed with here on the earth is priceless, so do something that makes you feel good. If you love what you do you will be good at it. Every business is not for everybody, each one requires a different set of skills. We know that there are few individuals that are blessed with all of the skills it takes to amass wealth, however we can learn or hire somebody that may be better at a particular task than we are.

4. Don't be afraid of failure. Human beings learn from the mistakes we all make. Trial and error are the best teachers. The harder a process is the more you will learn from it. The only time "so called" failure is bad is when you've gone through it and have learned absolutely nothing. I have personally learned so much from my mistakes that it only strengthened my determination. One of the best aspects of this program is to limit your liabilities in whatever endeavor you chose, but when you stumble learn something!

5. Commit yourself to the level of wealth you want. I mean verbally and physically focus on your goal. If getting rich was easy everyone you know would be rich! What separates them from you is that they think and operate differently than you do. They know that their dreams are not going to fall out of the sky. They know that commitment and focus will take them to their goal. Luck is when work ethic, creativity and opportunity meet.

Very few people get rich by accident, although it does happen, but don't let your dreams be a product of just coincidence.

6. There is a huge difference between having money and looking like you have money. Money is merely a tool just like a shovel or a wrench; it is used to get things done. Don't break your tool trying to appear to be something that you're not. Some people are content with looking like money when in fact true wealth is based on financial intelligence. Your money should always be used to obtain financial freedom; which is the knowledge of how to create enough residual income to significantly outpace your expenses. These techniques are explained later in this program.

7. Don't just talk, do! Anyone can know what to do, but those who execute their plan receive the money. Once you think about what you want to do, become the person you need to be then work at getting it done.

8. One of my favorite sayings is "While you are making excuses, someone else is making money". If your brain is locked into a pattern where you can only think about why a project will not work, then it will be virtually impossible to move to the next level. Did you know that negativity breeds fear? I have personally met people who think in such a negative way that they scare themselves out of their own fortunes. **Excuses + Negativity = Failure.** Negative thoughts are easily produced, it seems all you have to do is live and "BOOM" they appear. However, when it comes to positive thoughts we have to fight and practice speaking to ourselves to keep them flowing in our minds. Since positivity is a huge part of success, constantly practice uplifting thoughts.

9. The level you think on predicts where you will end up. If you think on the "cloths level" you'll have nice clothes. If you think on the "car level" you'll drive a nice car. If you think on the house level, you know the rest. Our exterior conditions are a direct result of how we think. We are what we think; so think big! Keep in mind that believing cost you absolutely nothing. The bible says "*We have not, because we ask not*" and if you don't ask then whose fault is it?

10. Your attitude holds a lot of weight! Is there a correlation between attitude and poverty? Yes. There are many reasons why people don't get where they should in life. A good attitude can open doors for you that a college degree won't. Think about people you know personally and tell the truth, if they have a nasty attitude could this potentially affect their income? The answer is most likely yes. I advise people to practice being pleasant every day, even if you get rejected. When I face rejection, I look at it as a challenge. Try it and you will be surprised by the doors that will open to you because you have controlled the negative emotions of being rejected and moved forward without letting it hinder you.