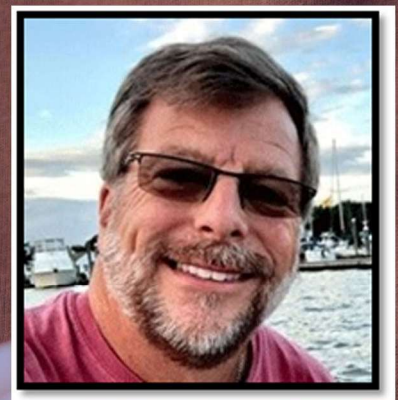


Wisdom and Advice to

# Make 2024 Your Best Dream Business Year Ever!

CAP'T  
**JIM PALMER**  
The Dream Business Coach

<https://www.GetJimPalmer.com/>



Dear Fellow Entrepreneur,

As we approach the end of the year, I want to share with you some powerful tips on your success mindset that will help you prepare to **make 2024 a year of tremendous growth and profitability.**

I have done extended training on several of the tips I will share with you in this brief guide.

But I was thinking that instead of going deep on only one topic, I will present more of a fast-paced potpourri, and we'll see what resonates with you!

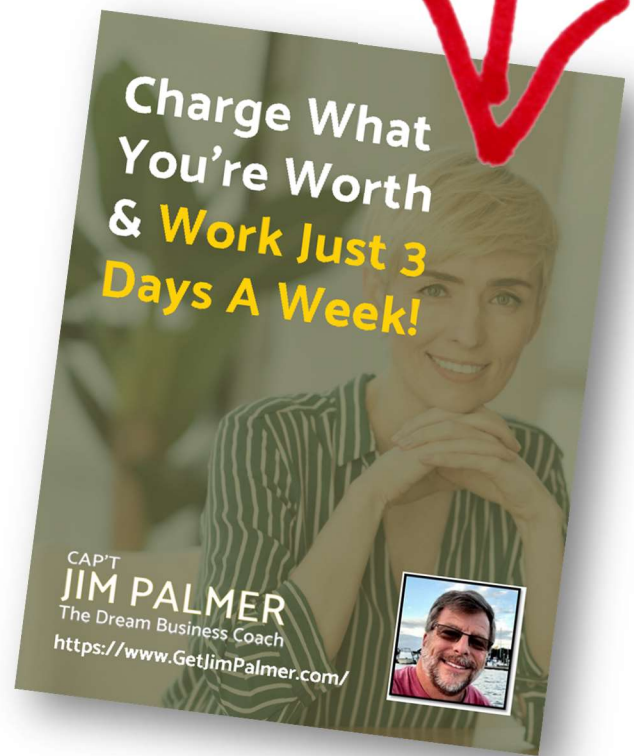
Before we get started, I encourage you to continue your education by getting a free copy of my e-book, ***How to Charge What You're Worth and Work 3 Days a Week.***

It details exactly what I've done to be able to work 3 days a week for the last 8 years!

Charging what you're worth is a huge way to significantly shift your bottom line.

Just imagine having the same number of customers, but each transaction much higher.

Get your free copy at <https://www.GetJimPalmer.com/>



**OKAY - Let's get started!**



# Roll the Dice. Bet Big.

Make bigger bets and play a bigger game.

Big breakthroughs happen with big bold moves.

If you are only doing free media, or if you are doing paid marketing on a \$10/week budget, in my opinion - I'm sorry if this offends some - you have no right to expect big rewards with such small, safe bets.

Perhaps a less than elegant way to say this would be “grow a set” and bet on yourself to win big!



# Pitch Perfectionism To The Curb.

Every high achiever that I've even known has come to accept that Perfectionism is a complete waste of time.

It is a growth killer.

Do your best work.

Recognize it will never be perfect.

Keep moving forward.





# RESULTS or Excuses – But Not Both!

The best way to get results is to eliminate the “If only” excuses.

*If only* I had more education

*If only* the economy was better

*If only* I could do it all over again

*If only* I had been luckier

*If only* my parents had money

*If only* I could clean up my debts.

Start where you are. Work with what you have. Keep moving forward.



# 10 Traits of Successful Entrepreneurs

1. They delegate and accept that a great team doing things 80% as good as them is far better than doing everything and never growing.
2. They focus on high revenue-generating activities.
3. They don't shy away from hard choices.
4. They take massive action when opportunity knocks.
5. They never outgrow the need for a coach/mentor.
6. They are immune to criticism.
7. They don't pollute their success mindset with negative BS.
8. They define success on their own terms.
9. They'd rather read (or listen to podcasts) than watch TV.
10. **They know the role that serving others and giving back plays in their success!**

CAP'T  
**JIM PALMER**  
The Dream Business Coach

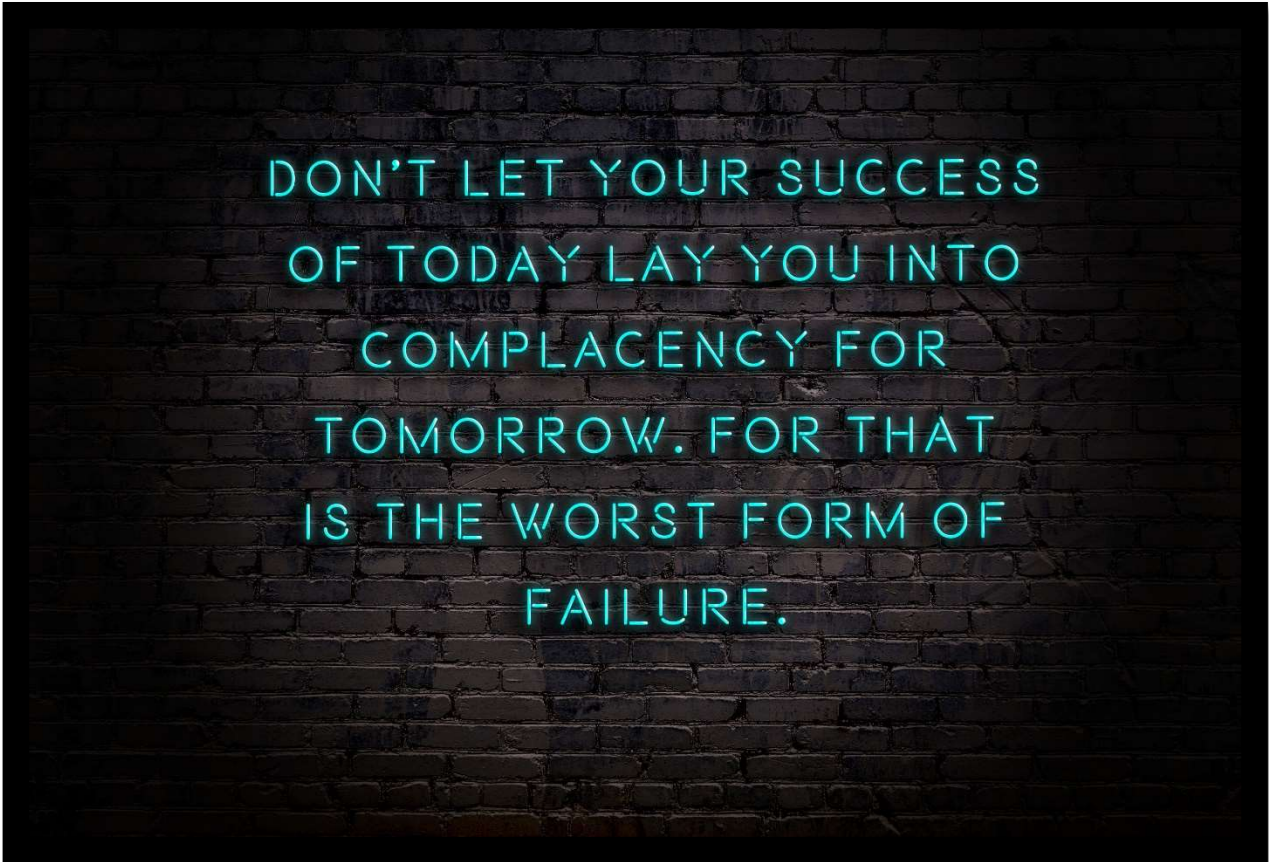
# Cut Out Complacency.

Earlier, I touched on complacency and how it can be a real buzzsaw to growth.

We don't talk about it much because it's not as sexy as talking about Millionaire Mindset.

But it's really important, so I'm going to spend a few minutes talking about it.

So, what are some of the underlying causes of progress killing complacency?

A motivational quote displayed on a dark, textured brick wall background. The text is in a bright cyan, all-caps, sans-serif font, centered and arranged in seven lines.

DON'T LET YOUR SUCCESS  
OF TODAY LAY YOU INTO  
COMPLACENCY FOR  
TOMORROW. FOR THAT  
IS THE WORST FORM OF  
FAILURE.



# Stop Worrying What Everyone Thinks.

Not everybody is going to like you or approve of your decisions.

We have a need to want to feel liked and appreciated, but it should not be at such a level as to injure your business.

Life is too short not to be yourself and do what you want to do now, and worrying about what others think does not accomplish anything.

There are far more people than you know who will support you and be willing to help you accomplish your dreams!

(Whether pineapple should be on pizza is a more important opinion!)





# Spend Time With The Right People.

As Jim Rohn famously said, ***we are the average of the five people we surround ourselves with the most.***

When you hang out with people who are happy with status quo, you will too be satisfied with status quo and be lured into complacency.

If, however, you spend time with high achievers and those who play a bigger game, you will be drawn into that world view as well.

One thing's for sure, staying put in your current situation is a guaranteed way to stunt your growth – *don't do this!*



# \* Millionaire Mindset Hacks \*

1. **Spend more time with rich and successful people**, and less time with doomsayers and naysayers. This includes the people you follow and interact with on social media.
2. **Believe in your heart, mind, and soul that money comes easily** when you provide enough value and serve enough people.
3. **Become a generous giver.** Holding on to money for fear it will run out is a huge no-no for building a strong millionaire mindset.
4. **Carry around money (including some big bills) – even if you don't need it** because always “having and seeing” money does great things for your mindset.
5. **Pick up the check at dinner or lunch** – this tells your brain you are not worried about running out of money and it also makes you feel good about treating others.
6. **Give money to help someone in need** - and do it anonymously.
7. **Treat yourself well, even if you live a frugal life (which is ok, I am frugal too!)** - stay in a nicer hotel, buy a nice suit or dress, and order the entrée instead of the special!

CAP'T  
**JIM PALMER**  
The Dream Business Coach



**I'll leave you with these thoughts as they relate to money:**

- 1.** If your goal as a business owner is to be comfortable, chances are you'll never get rich. But if your goal is to be rich, chances are you'll end up mighty comfortable!
- 2.** If you're not fully, totally, and truly committed to creating wealth in your business and therefore your personal life, you will not.
- 3.** Success, especially high levels of success, is an **ALL-IN Proposition**. It is not *a la carte* or whatever feels comfortable and safe to you.



# Create Your Dream Business Now!

I currently have 2 openings in my ***Dream Business Mastermind and Coaching Program*** and I invite you to apply at

<http://www.dreambizcoaching.com/>

That said, would you like to work with me on-on-one?

As part of my final year coaching before retirement, I shared in some recent blog posts that I am open to discussing some shorter, perhaps more intense “outcome-based coaching”.

Perhaps you want to learn how to put on profitable micro events

Maybe you want to learn from me how to sell from the stage.

Are you ready to create *your own* lucrative virtual mastermind?

Hit me up and we can discuss.

- E-mail me at [jim@DreamBusinessAcademy.com](mailto:jim@DreamBusinessAcademy.com)
- Inbox me on LinkedIn:  
<https://www.GetJimPalmer.com/linkedin/>
- DM me on Facebook:  
<https://www.GetJimPalmer.com/facebook/>

CAP'T  
**JIM PALMER**  
The Dream Business Coach





"Yup, we've gone from a Floating Home  
to a Rolling Home!"



# About Cap't Jim Palmer, The Dream Business Coach

Jim Palmer is a marketing and business-building expert and in demand coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Dream Business Radio, the hit weekly podcast based on Jim's unique brand of smart marketing and business-building strategies.



Jim is best known internationally as creator of No Hassle Newsletters, the ultimate “done-for-you” newsletter marketing program used by hundreds of clients in nine countries.

Jim is the acclaimed author of:

- *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*
- *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*
- *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*
- *It's Okay To Be Scared – But Don't Give Up*
- *Stop Waiting for It to Get Easier – Create Your Dream Business Now!*
- *Serve First and Unlock a Life of Abundance and Purpose*
- *DECIDE: The Ultimate Success Trigger*
- *Just Say Yes – Create Your Dream Business Now*

Jim speaks and gives interviews on such topics as how to create a Dream Business and live your dream lifestyle, newsletter marketing, client retention, entrepreneurial success, the fastest way to higher profits, and how to achieve maximum success in business and life.

Jim is a cancer survivor, married for 42 years, with four grown children and four grandchildren.

For more resources and information on Jim, his blog, and his companies, visit

<https://www.GetJimPalmer.com/>.