TRUTH: Wisdom, Strategy, and Inspiration to **Build Your Own Dream Business**

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No Participation Trophies for Being an Entrepreneur – You Gotta Be Hungry!

Participation trophies are becoming more and more popular for kids' sports, but I can tell you this: **there are no participation trophies** for being an entrepreneur.

You need to put in the work and 100% effort and do whatever you have to do to ensure your success.

Simply participating is not enough - you need to put in the work!

When entrepreneurs achieve a lot of success, it means they do several things correctly.

Number one, you must start by creating an in-demand product or service.

If you want to have a very successful restaurant, what's the number one thing you need?

You need a starving, hungry crowd, a big, hungry crowd.

(Emphasis on the last part, obviously.)

As an entrepreneur, this means having an audience that wants what it is you have.

Then you at least get to first base. You've got a chance of creating success.

Number two, **you must create an amazing brand and consistent marketing** to promote your product or service.

This means, you have a brand that will resonate with prospective customers, clients or patients.

From the title to the subtitle – whatever you're going to call this thing – it has to easily resonate with people saying, "Oh my gosh, *that's what I'm looking for!"*

Next, you have to consistently market it across different platforms.

Number three, you have to be willing to **persistently market your** irresistible offer to the right audience.

Don't just put it out there willy-nilly to this huge audience that filters in.

You want to do what's called targeted, laser-focused marketing.

You want to market extremely precisely to the people who are likely to be in your target audience.

It's actually not that difficult with Facebook, LinkedIn, Instagram, Google, and other online platforms.

You can buy different mailing lists if you're going to market offline.

Number four, you have to be able to **stand up and boldly answer your audience's important questions** as they make their decision to work with you, for their reasons.

The real and singularly most important question is this:

Why are you, above all other options, their number one choice?

Why should they select you and your company to serve their needs?

You gotta tell 'em.

You need to do that being just a little bit meek and not wanting to appear braggadocious.

But NOT saying "this is who I am, this is what I do, and this is why you want to work with me" is <u>not going to work</u>.

And finally...

Number five, as a successful entrepreneur, you must learn how to become a rainmaker.

A "rainmaker" is somebody who makes it rain – makes those \$100 bills fly – in a business environment.

That means bringing in revenue and making it rain dollars!

While building a support staff, becoming a leader, becoming a marketer, becoming all the other things, will set you up to have a successful business, **the number one thing you have to do is close business deals.**

So, how about we make it rain for you – quickly!

And that brings me my second TRUTH: How to Command and Get Higher Fees for Your Services – Almost Immediately

I get this question all the time:

"Jim, what should I charge for my services?"

It's one of the most common questions an entrepreneur wrestles with, and for some, it can be a tricky process.

From my two decades of experience building my own Dream Businesses, and from coaching thousands of entrepreneurs to build theirs, I believe many **people's profit-problem is two-fold**.

It often starts at the beginning when entrepreneurs are cash-starved and offer their products and services for lower prices than they should.

Following that, even if entrepreneurs raise their prices over time, when they work within their areas of expertise for a long period of time, **their talents** and skills become commonplace ... to them.

So, let's take a look at two ways you can command and get higher fees for your services... almost immediately.

Raise Your Rates

This profit-boosting strategy is the first one for a very important reason: It works incredibly well, and you can implement it right away.

Here's the strategy: Raise your prices and charge what you're worth!

Simple, right!

Frankly, the most difficult part of this strategy is having the guts to do it!

This powerful strategy involves changing your mindset, and this can be more difficult than getting someone to implement a new marketing strategy.

You see, it's all about the total value that you provide to your customers and clients.

You have to keep in mind that your knowledge and expertise are worth something beyond the amount of time it takes you to complete a task.

So, if you find yourself struggling with prices and worrying that you are charging too much, get over it.

You are not your customer.

Provide incredible value and charge what you want to charge. Charge what you're worth.

Remember that your expertise and skill are not as commonplace as you may think, especially if you market them correctly.

The more expert you become, the easier your job is, which leads you to devalue your worth.

Do not fall into that trap.

Instead, the more expert you become, the more you should charge.

Establish Yourself as the Authority in Your Niche

When it comes to encouraging entrepreneurs to start commanding higher fees, there's an expression I hear a lot of people say in response.

"But Jim, how am I going to do that, I'm in a commodity-driven business."

Here's the truth... everybody is, no matter what you do!

You could be an accountant, a lawyer, a doctor, or you could be a copywriter...you could be anything at all, and I guarantee you there is any number of people who also do what you do.

So, the way that you are going to command higher fees is to spend a little bit of time to build your brand and to do some really, really good marketing.

You want to be the one people recommend when asked who to hire.

When somebody says, "Hey do you have an accountant?" or "who's a good copywriter?" **you want your name to be the one coming out of their mouth.** Whatever it is you do, you want to be known as the go-to resource.

That doesn't happen by accident, and it doesn't happen simply by being good at what you do, or even being the best.

It happens because you actually take the time and effort to create your celebrity expertise.

As a personal example, I created the Newsletter Guru, and I spent years doing it. I have a wonderful program at No Hassle Newsletters and when

people in the entrepreneurial space are asked, "Who does newsletters?" the response is, "**Oh you gotta go to Jim, he's actually the Newsletter Guru!**"

So, **you want to be known and perceived** as the best at what you do in your niche.

Creating celebrity expertise is the way that you're going to be able to charge more money, work with less people, and build your Dream Business.

There are plenty of strategies to help you do this, which you can learn all about through my website at <u>GetJimPalmer.com</u>.

JIM PALMER The Dream Business Coach

Cap't Jim Palmer The Dream Business Coach

Discover How to Create Your Dream Business So You, Too, Can Live Your Dream Lifestyle!

Internationally-Acclaimed Small Business Coach, Serial Entrepreneur, Mentor Customer Retention Specialist, Book Publisher, and Podcaster



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The marketing and business building insights in these books will absolutely change your life for the better. And if you want to get your business buzzing, I can help you do it very, very quickly. Reach out to me via email: jim@GetJimPalmer.com.

Good Times vs. Hard Times – Some Perspective for Courageous Entrepreneurs

When the economy is good and optimism is high, there's no shortage of courage among entrepreneurs and small business owners.

When consumer demand is high, it's easier to cover up bad decisions, ads that don't convert, and frankly, lousy customer service.

It's also been said that it's much harder to take the lead when everyone has the hammer down!

When times are hard and optimism and courage are in short supply, that's when your competition starts to struggle.

Their struggle can be from outside forces or self-inflicted, but in either case, this presents an opportunity for courageous entrepreneurs to grow.

You see, while some leaders in your niche are watching the news and becoming more panicked by the day, they're more likely to back off the accelerator, seemingly to avoid a crash.

This can be a great time to "pick your lane" and accelerate into the lead.

When others in your niche are retreating, that means less competition!

You merely have to be the one with the courage to accelerate and stand out.

Difficult times can cause "new" problems in the eyes of your customers or clients.

One way for your business to stand out is to focus your products or programs as a "new answer" to these new problems!

Skilled marketers and copywriters know the expression, "get into the conversation already going on in your customers head."

My Dream Business Mastermind Clients know me to always be preaching "slow down the sale!"

That means, don't try to close your big program too quickly.

Spend more time establishing trust and value and close them on a less expensive package, perhaps with a shorter time commitment.

Not only is it easier for your customers to Just Say Yes with this strategy, once your new customer begins to experience all that you can deliver, they will be asking you for more!

My mentor, Dan Kennedy, once said, and I'm paraphrasing: *Money is always moving. It moves in good economies and bad, and it always moves towards value.*

When you establish "hope" and "certainty" with your marketing, and deliver great value with your products or services, you can grow your business no matter what's happening around you.

A little more success mindset.

I'm reminded of what the great hockey player Wayne Gretzky said.

"A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be."

As a business owner, don't simply react every day to what's happening now – instead, look for new opportunities that will arise from the turmoil.

Yes, think about and serve your current customers where they are now, but also be thinking about where your new customers will be, and position yourself to be there to greet them!

And remember, whether you're in good times or bad times, this is your time.

Whether you're concerned about what's happening now, or full of courage and want to accelerate, join the Dream Business Mastermind and Coaching Program, and get me on your team!

One of the mindset hurdles that often holds back entrepreneurs from achieving higher levels of success is a pesky situation called, **The Imposter Syndrome.** I deal with that in the next post – turn the page!

Ten Steps to Beat Imposter Syndrome and Kick Self-Doubt to the Curb!

Have you ever felt that you are successful, in spite of yourself?

Do you focus on your perceived shortcomings and weaknesses, even when nobody else does?

As you build your business, do you secretly worry that people will find out you that you are not who you say you are?

If you've already successful, do you struggle with thoughts, such as, "Well, it's been a good ride, but I wonder when all of this success will go away?"

These are classic signs of Imposter Syndrome, often referred to as Fraud Syndrome.

Imposter Syndrome is a psychological phenomenon in which people are unable to internalize, accept, and feel good about their accomplishments.

Imposter Syndrome can strike anyone, at any level, and it can significantly short circuit your growth.

At the very least, it can make your new lifestyle far more stressful and less enjoyable.

Not exactly the reason you got into business in the first place!

It's been said that 70 percent of all people experience Imposter Syndrome at one time or another.

And entrepreneurs are one of the largest groups to wrestle with feelings of worth, achievement, and self-esteem.

At its core, **Imposter Syndrome is an issue of low self-esteem and selfconfidence**.

Here are ten ways that you can boost your self-esteem and confidence and help to kick Impostor Syndrome to the curb!

- 1. Learn not to take yourself so seriously, despite your fancy title!
- 2. Rather than fret about every sales call, **learn to enjoy the ride** and have faith in your abilities.
- Recognize what you are good at. Everyone is blessed with a unique skill or talent. Use your skill and create a successful business!
- Cut loose any negative relationships in your life. Building a successful business is hard enough without naysayers and doomsayers dragging you down and questioning your every move.
- 5. The flip side of #4 is, **surround yourself with positive, growthminded people.** Get in a mastermind group where you'll be inspired, motivated and pushed to achieve higher levels of success.
- Learn to say "no." It's one thing to be "nice" and accommodating, it's something else to say "yes" to everything at the detriment to your goals.
- 7. Positive affirmations work. Reprogramming your subconscious mind, by saying positive affirmations daily, is an effective way to 'over-write' years of negative chatter.

- 8. **Honor your commitments**, including the commitments to yourself related to healthy eating, exercise, and time off.
- 9. **Celebrate your successes**, even small ones. Recognize when you reach certain goals you once thought impossible.
- 10. Recognize that success at any level, begins with the courage to take the first step. The very fact you are a business owner means that you took the first step to turn your dreams into a reality. The vast majority of people never take that step. There are far more dreamers than there are doers, so hurray for you!

No matter what you call it: Imposter Syndrome or Fraud Syndrome, left unchecked it will limit your growth and success.

Fix it!

One last piece of advice is this:

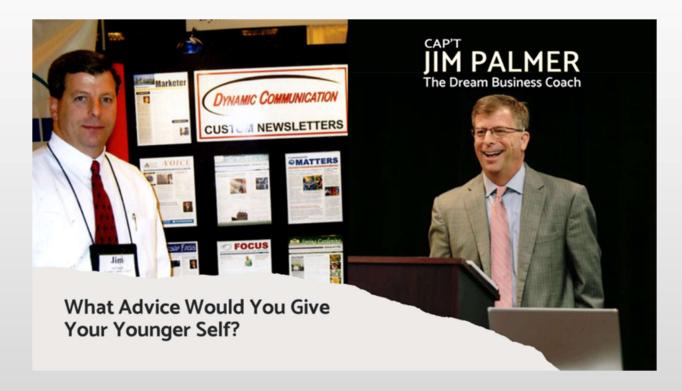
Working with an experienced business coach and being in a community of successful entrepreneurs can both help you achieve higher levels of success.

They most likely will get you there faster!

Learn more about my Dream Business Mastermind and Coaching Program at <u>www.DreamBizCoaching.com</u>.



What Advice Would You Give Your Younger Self?



Here are ten things I would tell myself, as I was starting my first business, 21 years ago.

- 1. You're thinking too small. Getting one 'local' customer at a time is old school.
- 2. **You can crush your fears**, if you really want to. And it's not as hard as think.
- 3. You're not an imposter. You had the courage to begin, which is more than most 'wantrepreneurs.' Now, step up, play to win, and ignore the naysayers.
- 4. **Leverage is your friend.** You can't possibly escape 80-hour work weeks doing everything yourself.

- 5. **Get comfortable asking for help.** You can't know everything and pretending you do is holding you back.
- 6. **Do not be afraid to join a mastermind group**. Your fear of being seen as the dumbest one in the group is ridiculous.
- 7. Once you establish momentum in your first business, look for ways to add additional revenue streams. Multiple streams of revenue are the answer to achieving a higher income.
- 8. Your voice, looks, and mannerisms are not that silly. Share your knowledge and expertise using videos and a podcast. And for heaven's sake, don't try to be or sound like someone else. Be your authentic self and you will attract the right kind of customers.
- 9. Write a book about your expertise, in your fractured English. Then hire a professional editor to make you sound like a real author. Becoming a published author will do amazing things for your business. And relax, the only negative comments that you fear getting, will all be from people who still have not written their own book!
- 10. You will earn significantly more income for who you are, than what you do. Most things are viewed as commodities. So, focus on creating your perceived level of expertise, and then stand high on the mountain top and shout how great it will be to work with you! Nobody else will do this as good as you, and as long as you deliver a great product, backed up with world-class service, it isn't bragging.

These are just a few things that looking back 21 years has shown me.

Now, imagine looking back just 20 months and being dazzled by your progress and your success!

Think about how far you can go in just three of those months when you apply Rule #5.

And ponder for a moment, while we're here, how you can monetize what you've learned along the way.

The #1 Game Changer in Creating High Levels of Success

The #1 game changer in creating high levels of success is giving up the illusion that your journey to a successful business will be problem-free.

Thinking otherwise is what I call a "lottery ticket" mentality.

This means that even though intuitively you know that your chances of winning are a billion to one, "there's still that one chance"- so you put off doing the hard stuff.

The sooner you confront the part of you that insists there's got to be an easier way, the better.

This means, a way that doesn't involve sleepless nights, borrowing even more money, and not having to do the things that others before you have proven to work.

It also means that you stop saying things like "I can still win big, even if I just"

Most new business owners play not to lose.

To them, every decision and risk they make has a huge potential upside.

But it will not affect their current lifestyle if it goes bad.

A small percentage of entrepreneurs play every day to win.

They understand that not every bet or risk they take will work out.

But they bet on themselves to win big, understanding that big wins never come from small, safe bets.

Big wins come from doing the hard things that scare the crap out of you, but you do them anyway.

5 Things Every Entrepreneur Can Do Today to Increase Their Profits

First things first: Profit is not a four-letter word.

Every business, no matter what size it may be, needs to turn a profit in order to stay in alive.

As an entrepreneur, you're in business because you have a skill set or talent that can solve someone else's problem.

And because of that skill, you have the opportunity to create wealth for yourself by being profitable.

Naturally then, you should be doing what is necessary to accelerate the growth of your business and boost your profits.

Not sure where to start?

I put together this list of **5 things that every entrepreneur can do today to increase their profits.**

#1 – Raise Your Prices and Charge What You're Worth!

This strategy to increase your profits works incredibly well and is perhaps the easiest to implement.

Frankly, the most difficult part is having the guts to do it!

Charging what you're worth involves changing your mind-set, and I find that this can often be more difficult than getting someone to implement a new marketing strategy. There are plenty of entrepreneurs who have mental blocks about money and wealth that are still resonating from lessons they learned growing up.

They agonize over raising their rates, and don't feel comfortable charging clients for services that they have mastered over the years.

They agonize over raising their rates, and don't feel comfortable charging clients for services that they have mastered over the years.

However, given the enormous investment of both time and resources that most entrepreneurs put out, **it behooves them to do whatever they can to maximize their return on this investment.**

As long as you play by the rules, don't cheat, operate your business with integrity, and pay your taxes, then by all means step up to the plate, launch your business, and solve other people's problems.

Cure their pain, and work to create a nice tidy profit for yourself.

Remember, you will be paid in direct proportion to the value you deliver according to the marketplace.

So, here's the bottom line on this most important profit-boosting strategy: The key to substantially boosting your profits is to always provide incredible value and world-class customer service, and then charge what your products or services are worth to your customers and clients.

This is how you grow your business and your bank account.

#2 – Build Trust with Your Customers

Lack of trust is probably the biggest obstacle between your company and a sale.

It's rarely ever price.

The reason more of your customers or prospects don't buy from you is that you haven't done enough to build your customers' trust in your products or services.

They might be wondering, "What if it doesn't work? What happens when it fails? What if I don't get the results I was expecting?"

Get rid of the "what if," and you can close the deal. It's easy to do. Easy? Yup. All you have to do is reverse the risk.

Risk reversal means that you, the business owner, assume all the risks associated with purchasing the product (or service), so it's going to work to your customers' satisfaction.

If they're on the decision fence and have nothing to lose, they're going to buy.

Let's be clear—square one is that you must offer a high-quality product or service. That's a given. It's a no-brainer.

A super strong guarantee shows that you are supremely confident in your belief that your products and services do what you say they are going to do.

It should be paramount in whatever you sell in the first place.

So, if that's true, and if you are supremely confident, then give an ironclad guarantee. You have nothing to lose, and everything to gain—sales and higher profits.

Your ironclad guarantee is just what your customers need to increase their trust and lose their fear of risk.

When they have nothing to fear and nothing to lose, they have no reason not to buy.

#3 – Set Yourself Apart from Your Competition

No matter what business you're in, the last thing you want to be perceived as, is a commodity.

Why?

Because people buy commodities based on price alone, and that is the least profitable, most unrewarding arena to play in.

The name of the game to boost your profits and really grow your business is customer retention, and you'll never score customer retention when you're a commodity.

So how do you set yourself apart?

Figure out how you can add value to your service or product. What do you offer (or what can you offer) that your competitors do not?

Zero in on that and make it the focus of your message.

When you offer more value, you can increase your prices and elevate yourself above the price wars.

Your customers will be willing to pay more for greater value.

When you think in terms of how you can create more value, don't think of how much more it is going to cost you.

I guarantee that what you spend on additional value will pay for itself on a continual basis. It's one of the best returns on investment you can get for your business.

Why?

Because you will go a long way to create customers for life when you add value. Customers for life refer more and spend more.

Think of ways to set yourself apart, to make it more difficult for your customers to focus on price alone, so that your customers will come back over and over again.

#4 – Take Action

One of the entrepreneurs I coach posed a question to me once.

"Jim, how do you get so much done? Sometimes I just feel so overwhelmed."

My answer was pretty simple.

"It's relentless, massive action, and constant implementation. You just have to take action."

Everybody's got ideas, but what sets the successful entrepreneurs apart is action. We all have so many things we want to implement that it can seem overwhelming at times.

Additionally, some of our ideas are so big that it's very difficult to decide where to start.

I'm sure you've had that feeling yourself. Bam! A great idea hits you, and you start thinking about it, and then you get stuck trying to decide how to go about bringing it to fruition.

The more you think about it, the more overwhelming and confusing it seems.

You just can't figure out where to start, so you never get started at all.

Here's the answer: It doesn't matter where you start. The cure for feeling overwhelmed about your big idea, or where your business is, is action.

Just take one step forward.

Break down your big idea and figure out what's one thing that you can do today, this afternoon, or in the next five minutes that gets your idea under way, no matter how big the idea is or how small your first step is.

Keep in mind that a journey of a thousand miles begins with a single step.

Once you implement one, small part of even the most gigantic goal, you start to get this feeling of, "Wow. I'm really doing something. I feel good."

Along with that comes a sense of accomplishment, and this becomes your momentum builder.

Just do it.

Take action on your idea, any action, to start moving it forward, and turning it from simply an idea into dollars in your bank account.

#5 – Work with A Coach

As entrepreneurs and small business owners, it's vital that you have a coach or a mentor. You need someone to guide you, someone who's in your corner with your best interests at heart.

A good coach will push you, and sometimes you'll hear things that challenge you and your normal way of thinking. You will feel like you're being pushed outside of your comfort zone.

Our typical reaction to this is to retreat to a safer environment. It's human nature.

Maybe we nod in agreement or try to change the subject. Anything to get back into our safe comfort zone.

It's the rare entrepreneur who will slap himself around. That's why having a coach or mentor is imperative to being successful.

You want a coach who will challenge you in addition to motivating you. You want a coach who will really tell you like it is.

When your coach is right, he's either nailing your particular weakness, or an area in which you're not being bold enough.

That can certainly be painful, or at least difficult to hear.

A good coach will get in your face and call your attention to your weakness. They'll refocus you back to where you need to be by telling you what you need to hear. I was very blessed early on in my business to have a mentor who challenged me and encouraged me to grow my business much larger than my original goals.

I thought I had set challenging goals. He made me rethink them.

He showed me that I could explode them into something much bigger, and I credit him for helping me grow my business into what it is today.

No matter what the technique is, the power of a coach is that he or she can often see strengths and abilities in yourself that you don't . . . or that you doubt.

They'll help sell you and show you why your goals are not as big as they could be.

It's all about accountability, and it's more effective to be accountable to someone else than it is to yourself. We're all pretty good at letting ourselves off the hook.

A coach won't do that.

Cap't Jim's Final Thoughts

As you see, you could substantially increase your profits with a few simple adjustments to your current operations.

Sometimes all it takes is a slightly different approach to your marketing or client-retention efforts, or perhaps a new focus on how to deliver "world-class service" to your customers, clients, and patients.

Implement these 5 strategies today to build a successful, profitable business that can provide you with freedom and financial security.

The bottom line, as I see it, is that if you're going to start and run a business, you should make it as profitable as you can.

I offer 3 different levels in my Dream Business Mastermind and Coaching Program. You can learn more about them and how I can help you build your Dream Business so you too can live your Dream Lifestyle.

www.dreambizcoaching.com



What To Do About the Out-Of-The-Blue Guru



I think we've all seen the Out-Of-The-Blue Guru once or twice.

Today.

They come in all shapes and sizes, but they fit the same mold:

 You haven't heard of them until today, but all of a sudden, your feed is filled with their ads, and it seems like they're everywhere, sucking all the oxygen right out of the marketing space you're competing in

- They have a fancy website, products, and services ready to go, and (probably) a \$2,000 photo shoot for all their nifto-swifto social media graphics
- All of a sudden, you're bombarded with their 10 selfie videos per day, through which they cherry-pick the people you see as YOUR prospects!

What's worse is if you HAVE heard of them... like, you remember that two months ago the Out-Of-The-Blue Guru was that clueless newbie who begged you to let them pick your brain over a cup of coffee or a Zoom chat you (hopefully) didn't do for free, if you gave them the time.

Now, the Out-Of-The-Blue Guru Is the All-Of-A-Sudden Star in Your Space.

Okay, yeah, that's frustrating.

I get it.

Candidly, I've seen it happen in my space, too.

Today.

Are You Ready to Beat Them at Their Own Game?

First, let's remember there are usually months or years of struggle behind every "overnight success".

They went through it too.

Like any smart entrepreneur, they left all that "stuff" on the cutting-room floor when they created the "sizzle reel" they're showing your market now.

Their "out-of-the-blue" appearance is likely the end result of them having taken the time to (quietly) do things like:

- Join a great mastermind and in doing so "buy speed" to get them to market with their Celebrity Brand faster
- Invest in themselves by researching their market, building a network, and creating alliances – they did this via Messenger and used scripts similar to the "Fast Cash" formula my Mastermind members use to go from \$0 to five digits in just a couple months
- In fact, when they asked for a few minutes of your time, they had identified you as a potential partner in their success – meaning they saw YOU as a guru they needed to look up to and learn from – but you missed the hint
- While you were hemming and hawing, they chose instead to DECIDE and JUST SAY YES to their dreams!

Second, remember that success is never a straight line.

To get where you are today, you **probably leapfrogged over someone**, without even realizing it.

That was the time you took that bold step forward while someone else was hemming and hawing in Squishyville.

People Will Leapfrog Ahead of You, Just as You Will Leapfrog in Front of Other People.

Have you thought about setting aside your resentment and instead reaching out to them to explore partnership or collaborative opportunities? Maybe their "overnight success" has gotten them more leads than they can handle, and they'd be delighted to offload some overflow to you in the form of ready-to-buy referrals!

I've seen people jump-start Dream Businesses, with testimonials and case studies from satisfied customers lined up BEFORE hitting the market, this way.

Third, if they saw opportunity and acted on it, that probably means opportunity is there.

Great news for you!

THEIR success is now part of YOUR proof of concept!

You can have your slice of the cake, too.

Get to work.

Bake that cake.

Do You Deserve to Be a Guru?

Ah, there's a challenge question.

Whenever a member of my Mastermind is dealing with head trash that makes them feel like a perpetual benchwarmer or also-ran, I ask this "tough love" question:

"What have you done to earn the right to charge people for your products and services?"

Every single time, to their surprise, they discover they have done a LOT to earn that right – through their own knowledge, expertise, successes, and even related experience. They just didn't realize it because they didn't know, up until then, to ask themselves that question.

Ask yourself now, even if you think you already know.

I bet you'll be pleasantly surprised by the answers.

If Cash-Flow Is a Problem, Don't Let It Be

I don't recommend you bankrupt yourself in debt, but I do ask you to consider the following.

During my "revenue-free" year starting out in business, I was unemployed and battling cancer.

My wife supported me and our four teenagers as best she could, managing a daycare.

Her paycheck helped, but we did have to live on credit cards for several months, and those same cards were all I had at my disposal to get No Hassle Newsletters from "concept" to "revenue".

Today, we're living our dream.

I bring this up because you may be asking yourself, "where do I get investors and lines of credit to provide the capital I need to get off the ground?"

Did you know that Visa, Mastercard, American Express, and Discover are investors you have access to right now?

That piece of plastic, which gives you instant access to money you don't have in exchange for letting you pay it back with interest, IS a line of credit.

It will cover your start-up and launch costs at your command!

Use it.

Get your success.

Then pay it off using a portion of your profits.

I bet Out-Of-The-Blue Guru started there, too – in fact, they may still be paying Discover 17% for that website and Facebook ad campaign!

Now, It's YOUR Turn.

Ask yourself what foundation you need to be building NOW so in a few months' time, you can explode on the scene as the next Out-Of-The-Blue Guru.

And for goodness' sake, enlist the support of those who are headed there too!

YOU GOT THIS!

The Unvarnished Truth About Growing

a Successful Small Business

Here are the facts:

- 1. You'll work longer hours than you ever imagined.
- On many days, you'll have to dig deep, just to find the energy and drive to keep going.
- 3. You'll learn to function pretty well on 6 hours of sleep, or less.

- 4. You'll end up **borrowing far more money than you had hoped**, because quitting is simply not an option.
- 5. Your family and friends will not understand why you initially work so hard, for so little.
- 6. You'll miss ball games and school recitals when the prospective customer you've been courting for months, can suddenly see you that day.
- 7. You'll often be the last one paid, even though you own the dang business!
- And, when you are blessed with success, you will likely experience criticism and cheap shots about how nice it must be!

Growing a Dream Business, one that allows you to live life on your terms, is not easy, yet totally doable.

It will be the hardest thing you've ever done, and therefore, when you make it, will produce a feeling of pride and accomplishment that is fantastic.

If you're trying to build your dream business, ask yourself this question:

Are you playing to win?

Or are you merely playing not to lose?

Your honest answer dictates the road you're truly on.

If you want to win, reach out and connect with me, I'd love to help you.

Bet On Yourself to Win Big – Because Damnit,

You Deserve It!

I've been an entrepreneur for over 21 years, and with all the other changes in my life, you may notice I've been in a reflective mood as of late.

As part of **my commitment to help more entrepreneurs and small business owners achieve higher levels of success** through my Legacy Changes Everything program, I will be sharing some of the big lessons and turning points I've experienced in my entrepreneurial journey.

This is all about the importance of betting on yourself to win big.

Don't let anyone tell you that you can't do something.

Scores of entrepreneurs have faced challenges and hardships, bankruptcy, and struggles on their journey to success.

The entrepreneurs that emerge wildly successful do a lot of things right – but there's one thing for sure – they never give up.

Twenty-one years ago, when I was sitting on the surgeon's table discussing my cancer surgery and I first heard that my chances of being alive in five years might be 50/50 – my immediate first thought was whether or not I'd see my girls graduate high school.

I got clarity real fast about how precious life is, and how short it might actually be.

As entrepreneurs, remember that every day you are blessed to wake up and think about doing something great.

Remind yourself that this is not a dress rehearsal.

We are all playing on the main stage right now, and there are no do-overs or second acts.

Wherever you are in your journey to success, I urge you to step up your game.

Stop the baby steps.

And **stop making small safe bets**, and instead, start running towards your goals.

What holds most people back is doubt, fear, and a boatload of excuse making.

Every entrepreneur before you, and most that will follow, will play the "What If" game, as they think about all that can go wrong.

If you let it, this sick and twisted mind trap will freeze you into inaction and doom you to a life of average.

Several years ago, I was heading for a long period of average and mediocre business results.

Thankfully, a highly successful entrepreneur literally embarrassed me into doing the hard things necessary to achieve the success I so desired.

This red-faced moment proved to be one of two huge turning points for me as an entrepreneur.

The second turning point was when another mentor to me said,

"Jim, you can't save your way out of debt, you have to grow your way out of debt. And honestly, if you're not willing to bet on yourself to win big, even if you have to borrow more to accelerate the growth of your business, then I suggest you get comfortable where you are, because growth will forever elude you. There are no big rewards for making small safe bets."

WOW!

Friends, a few years down the road, there will be a new crop of entrepreneurs who will want to read about and study some of the brave and successful entrepreneurs that blazed a trail before them.

The truth is, there's not a damn reason in the world that your story can't be one of the examples they will want to learn from and emulate.

At the very least, the story and example you set for your family will prove invaluable.

Why not DECIDE today to finally push all the chips in to the middle of the table and bet on yourself to win big – because damnit, you deserve it!

Experience Is Truly a Great Teacher –

But Does It Have to Hurt So Much?

There are many ways to learn about something, but most people learn and gain valuable experience from doing.

Whether you want to start a new business, grow the business you have, or learn how to drive a big boat, you can read, study, and even watch YouTube videos and gain valuable knowledge.

However, the real experience comes from doing.

Having said that, I also know from experience that you can significantly shorten the learning curve, and greatly enhance your chances of success, by connecting with a seasoned mentor and doing what they tell you to do!

There are of course those of us who prefer to "figure it out" on our own and "chart our own course."

Nothing wrong with that; that was my strategy for most of my life.

In fact, I prided myself on diving in and figuring stuff out – solving the challenge of the day and in my own way, "making it happen."

A few years after launching my first business, I came to realize that this strategy of "going it alone" might work well for fixing a broken washing machine or replacing a hot water heater, but it wasn't the best strategy for growing a more profitable business <u>faster</u>.

The last word, "faster" is the key word.

Could I figure everything out by trial and error and eventually have the business success I have been blessed with today?

Perhaps.

But my guess is I'd still be going through a lot of trial and error and guess work.

Sure, I'd be gaining valuable experience, however achieving my goal of financial and time freedom would very likely still be eluding me.

For entrepreneurs and small business owners, experiencing countless humbling lessons of how to build a fun and profitable business can be difficult, and it can take years.

Some of these lessons knock you down so hard you question getting back up to try again!

As an entrepreneur, the turning point for me was when "achieving my goal" became far more important than <u>me</u> <u>doing it on my own</u>.

I put my ego aside and started working with experienced mentors and coaches.

And I began to implement what they said, and shazam, the learning curve to growing a more profitable business faster shrank dramatically.

I'll also admit that the "my way or the highway" strategy was because I might have been a little cheap.

I did not focus on the ROI for making such an investment, but that would be a conversation for another day!

If you're in struggle mode right now, or your dreams and goals of growing a business that provides financial freedom for you and your family is taking longer than you'd like, consider this possibility.

What if there was a way to know the outcome of the game before placing your bet?

Yeah, it's a metaphor, but it works really well in the game of business!

Anyway, knowing the outcome ahead of time removes all the risk!

That would be like in the movie *Back to the Future*, Biff Tannen got a copy of the Sports Almanac with the final scores of games not yet played.

Score!

Could it be possible to have a 'Small Business Owners Almanac' that would give you the answers you need when you're ready to place your bet?

Turns out there is something very similar to having a Small Business Owners Almanac that can likely give you the answers you're looking for, without having to go through the painful trial and error process.

This so-called "Almanac" is called a Business Coach.

To be more precise, it is an experienced business coach with a proven track record of success, not merely someone with a fancy website who shares Jim Rohn and Zig Ziglar quotes. Think about it: by working with an experienced business coach, one who has already endured countless tests and has real world experience doing what it is you want to do – whether

- building great brands,
- authoring books,
- launching your podcast,
- creating your lucrative virtual mastermind,
- filling your calendar with lucrative, high-ticket client accounts
- selling from the stage like a pro,
- hosting live or virtual events, or
- creating multiple streams of revenue

you are as close to having the Almanac as you can be.

Of course, like me in the early years, you might prefer "slow and steady" and spending years and a lot of money to gain the real-world experience on your own.

You might even be cheap, like I was, and not focused on the ROI of working with a mentor and instead just anguish over the investment.

Whatever is holding you back from achieving the business success you dream of, I hope that the one gift you receive this holiday season, is the gift of clarity, focus, and a new-found determination not to wait years to achieve your goals.

I hope that, like me, you come to realize the incredible benefit of putting your ego aside and decide that achieving your goals is far more important than how you get there.

Being temporarily landlocked, I now have more time for coaching entrepreneurs than I've had the last five years while we traveled the East Coast on *Floating Home*.

Therefore, I have opened up some spots in my Dream Business Mastermind and Coaching Program.

Why not apply and see if we're a good fit?

http://www.dreambizcoaching.com/

This could very likely be the ultimate holiday gift to yourself!

Jim Palmer's Dream Business Mastermind & Coaching Program

WHAT IS A DREAM BUSINESS?

- Grows even during a crappy economy
- Has multiple streams of revenue
- Becomes an asset for worry-free retirement
- Is always firing on all cylinders
- Is fun to operate
- Provides the lifestyle you want
- Allows you to give back and make a difference in the lives of others



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What Wisdom, Strategy, And Inspiration Have You Gained To Build Your Own Dream Business?

The lessons I have shared with you are insights I largely gained as I went along.

Sure, I've had mentors along the way – and in the spirit of paying it forward, I trust what I've shared will benefit you too.

While there are no guarantees in business, I hope you're beginning to warm to the possibilities that exist with the right plan, a little extra effort, and some good old bold action.

I hope this special report has planted a seed as to what's possible, or even better, has you jumping out of your seat with excitement and wanting to take massive action now!

The fact is, as an entrepreneur, you can easily adopt the mindset, wisdom, and strategies that get you closer to your Dream Business and living your Dream Lifestyle.

It's YOUR time!

To Your Success,

Cap't Jim - The Dream Business Coach

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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 topics like 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/.