

**5**

**FIVEBEST WAYS TO BUILD YOUR BUSINESS**



**ISN'T IT TIME YOU TOOK CONTROL OF  
YOUR OWN DESTINY?**



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

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## FIVEBEST WAYS TO BUILD YOUR BUSINESS

### ABOUT THE AUTHOR:



James Fowler is a professional internet marketer, blog writer, and serial entrepreneur. He got his start doing traditional marketing over twenty years ago and switched to the world wide web in the mid- nineties. Born and raised in Northeast, Ohio, James has worked in a variety of manufacturing and sales positions, including stints in the automotive aftermarket and the diabetic footwear industry. Today, he makes a comfortable living from the confines of his home where runs a web development company and writes full time for several blogs.

His writings – besides online business – are eclectic and include: electronic product reviews, live action role-playing games, the entertainment industry, and random trivia. You can read some of his work at: [www.myfivebest.com](http://www.myfivebest.com), [www.bestcovery.com](http://www.bestcovery.com) [www.mywebservice1.com](http://www.mywebservice1.com).

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# 5

## FIVEBEST WAYS TO BUILD YOUR BUSINESS



### INTRODUCTION:

Have you ever thought about working for yourself? Do you want to make money working on the net from home but your budget is very limited? Would you love to quit your job, watch your kids grow, and be able to stay at home while bringing in a really good income? Of course you do!

But what does it take to build a successful home business? What do you need to do to achieve financial freedom? Surprisingly, the answer is: very little.

If you are going to build your own business, the most important thing you need to have is a passion for something and then try and figure out how to turn that into a business.

Think about yourself. What do you love to do? What are your hobbies or your interests? What did you like doing when you were a kid? I'll bet there is something that you are really good at and I bet with a little thought, you could turn that into a business.

The unique thing about this ebook is that I am not trying to sell you anything. The purpose of this writing is to make you think about starting your own business. Everyone has financial freedom within their grasp. The reason we all don't do this is *fear*. A fear of failure, a fear of making mistakes, a fear of bad ideas...

None of these things should keep you from realizing your dreams.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

In the following pages, I am going to recount five stories (it's what we do at myFiveBest) to help jump start your business. The stories offer advice and life tales from the mistakes I have made in the hopes that you will succeed and skip some of the missteps I made.

When you sign up for this ebook, I will periodically send you some information that can help you in your future business. I will only send you information on products I have personally used myself and that I know are proven to be helpful. My name is on the recommendation and I want to promote no product that won't move you along in a positive position in life.

All I ask from you is your name and your email address. From this, you will have the opportunity to receive other free ebooks and learn more about running a successful business.

Thank you for accepting this free opportunity.



James P. Fowler, Jr.





# FIVEBEST WAYS TO BUILD YOUR BUSINESS

What Are You



Good At Doing?

## 1. STARTING OUT - IT ALL STARTS WITH AN IDEA:

For the first twenty years of my adult life, I was a bum.

I know that seems pretty harsh, but it was the truth. I was unsure of what I wanted to do in life. I would start with an idea, find out it was too difficult - or more likely, it just wasn't handed to me, and then I'd go in a different direction until I found a better career choice. I thought for sure I would go to college until I was forty and then live the rest of my life paying off student loans.



Luckily, in 1991, I took a class called, "*Emerging Technologies: The Internet*" and my eyes were opened up to the future. I think we all have seen the potential of the internet, but most of us are unsure of how to use it. In my case, I started doing web design. I built up my skills in this field, but found my actual career was in marketing for manufacturing companies. I worked my way through the corporate jungle, achieving the level of Director of Marketing, but in the end, I wasn't happy.

Like many of you, I didn't like working long hours for a boss that didn't share my vision of personal success. He was ready to make himself rich, but how successful I would become wasn't on his radar. If you are working for someone else, you know exactly what I mean!



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

Finally, in 2008, I told my wife I was going to quit my job and go into business for myself. I had a plan and I intended on implementing it. After

the initial shock and administering smelling salts and a cold compress to the back of her head when she fainted, my wife understood where I was coming from. I was going to make the leap from employee to my own boss!

It wasn't easy, I will tell you that.



However, three years later, we still own our house, we have paid off both of our cars and we live comfortably in the suburbs - all within the middle of the second-worst depression the United States has ever seen!

I wholly believe in giving back for what you have received and it is my goal to do this for you. These pages contain words of wisdom that you can use to build your own personal empire.

You don't have to follow the same formula that I used to build my business. That's the beauty of being an entrepreneur. The end goals are the same, but the paths that you use to get there are completely different!

There is no "perfect business plan". The ingredients are all there, but the flavor in which you create the plan is completely up to you.

Ask yourself:

What are you good at doing?

What makes you happy?

Are you willing to commit yourself to success?



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

STEP ONE TO PERSONAL BUSINESS SUCCESS:

***“WHAT ARE YOU  
GOOD AT DOING?”***







## FIVEBEST WAYS TO BUILD YOUR BUSINESS

### 2. IT ALL STARTS WITH A PLAN:

If you've ever seen an old war movie, you'll notice that there is always a detailed plan in place before they save the day. Usually, they go over this plan again and again to ensure that they have got it right.

Why?

Because a plan is the foundation of your success!



No matter how good you are at thinking on your feet, you still need a plan and you need to write it down. Of all of the business gurus there are in the world, each one of them tells you to start each endeavor by writing it down. You can't know your goals without writing them down. It adds structure to your thoughts and gives you a place to start.

The plans can be as detailed as you like, but I like to lean towards more of a plan than less. I always write them out on the computer or in pencil - NEVER pen, because your plan can (and will) always change. I also like to keep a journal of my plans because when I make a mistake - and you will - you have them to fall back upon and know exactly what did fail.

Statistically, your business has a better chance of success if you have a plan. It acts as a compass for the direction that your business will take in the future. It gives you some insight on where the business is heading, items to check off, and different angles to look at.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

STEP TWO TO PERSONAL BUSINESS SUCCESS:

# “START WITH A PLAN.”





## FIVEBEST WAYS TO BUILD YOUR BUSINESS

### 3. BINGO'S LESSON:

It was 1986; the summer between my senior year in high school and my first year in college. I was a strapping young lad of eighteen and to make some money for college, I took a job in my cousin's construction and landscaping business.



Being new to construction, without any functional skills, I was given the task of a lot of menial labor; i.e. The jobs no one else wanted to do. Sometimes this would include digging a trench, picking up discarded roof shingles, or carrying building supplies from the truck to where the real workers were building something. In other words, it was a crappy job for a kid with high hopes!

Still, I stuck with it, mainly because I needed the money and I got to work outside instead of in some greasy fast food joint.

That's how I met Bingo. It wasn't his real name, obviously, but that is what people called him. Bingo was a real character and I was actually hesitant to work with him when we first met.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

Bingo must have been in his early sixties, close to retirement. He had wild white hair, past his shoulders, wore old Jean overalls without a shirt, and a straw hat that made him look a little crazy. On top of all of this, Bingo's skin looked like tan, cracked leather that had seen way too many years in the sun.

And he barely spoke.

He took one look at me, scoffed, and said "*Dumb kids. Ya don't know nuffin'!*"



My cousin put me to work with Bingo. Our job was to take several dump trucks of gravel and disperse them evenly over an area.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

At around six in the morning the dump trucks arrived and Bingo and I had our shovels. I also had my morning coffee, some tunes and the eagerness of youth. Bingo had a handkerchief, a jug of water, and his bitter attitude. The day didn't look promising and I just concentrated on going home.

With the determination of youth, I dug into the gravel with my shovel and started dispersing it. Every so often, I'd look over at Bingo, who would shake his head and repeat his mantra, "College kids. Ya don't know nuffin'."

He actually didn't look like he was doing that much work, either, which made me more angry. I was sweating profusely, hauling huge amounts of rock and this guy was barely panting.

All I got from him was this look of disgust, a shake of the head and "*Dumb kids. Ya don't know nuffin'.*"

By eleven o' clock, it was time for lunch. My arms and shoulders ached, my back was screaming at me and it looked like I had just taken a sweaty shower. Bingo looked pretty much the same, considering he had only done half the work I had. He was unwrapping a sandwich and shaking his condemning head at me.

*"Dumb kids. Ya don't know nuffin'."*

I'd had had enough!

I limped over to him and shouted, "*What's your problem with me? I've come out here to do the same job as you*", I panted, "*and I've done more than you!*"

Bingo looked me from head to toe, shook his head and said, simply, "*And yer done. Yer whooped.*"





## FIVEBEST WAYS TO BUILD YOUR BUSINESS

He stood up and wiped his forehead, pulled a second handkerchief out of his back pocket and soaked it in water and gave it to me.

*"Son, you've been working hard, it's true, but the day is eight hours long, not four. If you work four hours, you get paid for four hours and then yer too tired to come back tomorrow."*

He picked up his shovel, skimmed it across the gravel, and lifted about half a shovel full. With this, he dispersed the gravel.

*"See here. I can do this all day and all night. You can't do everything full steam ahead or yer going to burst. I've seen it every summer for twenty years. Smart kids get a job and think they are going to move the world, but you can only do yer own small part every day without quitting! All of these rocks have to be moved, not just the ones you can do till you wear yourself out. Slow and steady and you'll finish the work. Quick and hasty and you never finish."*

It is funny, but I took what that old man said to me to heart and applied it to my life. It is a good thing to be gung- ho about something, but if you don't think and attack every project with vigor, you are going to burn out quickly. Your work is a full day-to-day obligation and you can't burn out half way through if you want to succeed.

It is important to know what has to be done and to pace yourself. Success can only be achieved if you have the stamina to get to that point.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

STEP THREE TO PERSONAL BUSINESS SUCCESS:

***“DON’T BURN  
YOURSELF OUT”***





## FIVEBEST WAYS TO BUILD YOUR BUSINESS

### 4. MARSHAL'S DILEMMA:

I used to work with a very intelligent man named Marshall. He was full of bright ideas and we would share goals over lunch or on break.

It was Marshall's plan in life to become a business owner, one day, and make a lot of money so that he didn't have to be dependent upon another boss. The plan would be to find a product, source it out, and eventually retire on the profits he made from his business.

Sadly, as of this writing, Marshall is still working in the same job. He has never moved on. It isn't that he lacks the energy or motivation. He is certainly intelligent enough to build a business. Marshall just hasn't taken the step to starting a business.



Don't be surprised.

This is the number one thing that stops most people from finding success.

It is the fear of failure.

In Marshall's mind, he needs to create the perfect business. Anything less won't do and he needs to ensure success.

It ain't going to happen.

Sorry, but there are no guarantees in business.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

There is no magical formula that will make you successful. You just have to roll the dice and hope for the best.

Ok, maybe that's not completely true. The more planning you do, the greater your chances of success become. You just can't draw the planning out forever. What is it they say about playing the lottery? "If you don't play, you can't win." The same holds true in business.

Here are five things that you can do to increase your odds of success.

1. Build a business around something you are passionate about.
2. Make sure you have business plan in place. (See Point #2)
3. Ask yourself, 'How is your business going to be different than the other guys?'
4. Remember, your business is more than just selling a quality product. Customer satisfaction is part of the deal, too.
5. Be flexible. Your plans should adapt to your situation.

Even if you followed these five tips, there is no guarantee on your success, but this should not stop you from starting a business. It is not going to be easy. Few goals worth having are effortless.

Take note, as well, that Marshall may not have been looking at the whole picture. He is assuming that he will have a successful business with the first draft. Most of the time, this is not the case. You might be lucky and have your first business be a booming success, but more often than not, it will be a stepping stone to future successes.

I have owned or been part owner of six businesses in my lifetime. Each one has taught me valuable life lessons and - most importantly - what NOT to do in a business. Each one has pushed me further ahead.



## FIVEBEST WAYS TO BUILD YOUR BUSINESS

If you follow the example of Marshall, you won't gain from this experience. You will have nothing to fall back upon when it comes to making choices. It is better to have tried and lost, than to not have tried at all.

Here is a homework assignment. Get a pencil and three sheets of paper out.

On the first sheet of paper, write down five things that you are really good at and could be turned into a business. Don't think about this too much. Just quickly write down five things. Examples of this could be:

- Fixing Cars (what type of cars?)
- Baking Cakes (can you decorate them, too?)
- Doing Income Taxes
- Organizing closets
- Caring for pets

Make another list of five things on the second sheet of paper. Here, I want you to describe how much better your life would be if you started your own business. These could be any reason you want. Here were some of mine:

- I will be happier because I am my own boss.
- The money I make will be based on my achievement, not on a salary.
- I can go on vacation any time I want.
- I can spend more time with my dog.
- I will do something that truly makes me happy.

Finally, on the last page, write down a list of five things that will happen if you never start your own business. Examples of this could be:

- I'll stay at my dead-end job and complain every day.
- I'll save 90 minutes a day by not commuting to work.
- My salary is locked in place to keep me at a certain level.
- My level of creativity is hampered by my supervisor.
- I can't do what I want at the speed in which I want to do it.

Think about these three lists. Is there something you'd like to change in your life?





**STEP FOUR TO PERSONAL BUSINESS SUCCESS:**

***“YOU CAN’T  
SUCCEED  
IF YOU’VE  
NEVER TRIED.”***





## FIVEBEST WAYS TO BUILD YOUR BUSINESS

### 5. THE POWER OF N.E.E.R.S:

Here's a little story about one of the most important acronyms that I use in business. The purpose of this acronym is to make you think beyond your business and start looking at other avenues to increase your revenue.

Behold the power of N.E.E.R.s! A N.E.E.R. stands for **N**aturally **E**xisting **E**conomic **R**elationships. I learned this acronym from another public speaker that I've done business with. When you use a N.E.E.R. you are looking to share your business attributes with someone who doesn't do what you do. They have a business that offers something that people who would buy from them would also buy from you!

Here's an example:

You own a candle making business. Simple enough, right? How do you sell your product? Let's say you are selling through these five markets:

1. Business Web Site
2. Craft Shows
3. Home Parties
4. Flea Markets
5. Word-of-Mouth

These are all very fine methods of selling your products, but everything you sell is in one's and two's. If you are going to turn this into a serious business, you need to unleash the power of N.E.E.R.s.

So where do you find these naturally existing economic relationships?

The first thing I would do is make a list of all of the types of companies that would do business with your own. Think outside of the box here. How far can you stretch the connection between your business and another? You'd be surprised who might take your products or services and sell them.

# 5

## FIVEBEST WAYS TO BUILD YOUR BUSINESS

Once you've come up with types of places that might be interested to do business with you, it is time to start looking for the physical connections. You want to write to each of these businesses and explain how the two of you can be mutually compatible. You might also want to put a kit together explaining what you can do for them. This could be samples of what you are selling or just some statistics and categories of the projects you have. You should have all of this already outlined in your business plan.



While this example is directed towards candle makers, you can see how this can be applied to any business. The key is to get away from selling one or two items and move onto one or two cases of products.

If you are selling a service, you want to look for ways that a you can gather a whole lot of business from companies that would utilize what you can provide them.

How far can you go to reach new customers?

5

## FIVEBEST WAYS TO BUILD YOUR BUSINESS

STEP FIVE TO PERSONAL BUSINESS SUCCESS:

***“IDENTIFY OTHERS  
THAT CAN HELP.”***





# FIVEBEST WAYS TO BUILD YOUR BUSINESS

## A FEW THINGS YOU MAY WANT TO CONSIDER BEFORE STARTING YOUR OWN SMALL BUSINESS

### Decide what type of business you want to start.

- Is there a market for your business?
- What is the competition like?
- How will you differentiate your business from others?

### How will your business succeed?

- How much will you make after expenses?
- Have you made a SWOT Analysis of your business? A SWOT Analysis is a method of writing down your businesses **S**trengths, **W**eaknesses, **O**ppositions, and **T**hreats. You can download a FREE [sample worksheet](#) for your own, right here.
- Have you created a business plan? You can find a business plan building template here - for FREE - from the Small Business Association (SBA). <http://web.sba.gov/busplantemplate/BizPlanStart.cfm>

### How will you protect yourself?

- Look into getting a limited liability corporation (LLC). Here is a good place to get your legal documents done online. [LegalZoom.com](http://LegalZoom.com)

### How will you advertise?



No matter what your business, you need to have a web site. Web sites do cost money, but you don't have to spend an arm and a leg to have one done. When you decide that you are going to get a web site, try going to [www.godaddy.com](http://www.godaddy.com). If you have a web site and are looking to advertise your site, you might want to consider advertising on myFiveBest. We get over 45,000 visitors a month and they love to shop online! Our advertising starts as low as \$15/month.

<http://www.myfivebest.com/advertise/>





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Once again, thank you, and we look forward to helping you in the future. If you have any questions or comments, please feel free to email me at:

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I hope you enjoy our trivia and business advice!