

224 pages \$19.95

Successful Business Planning in 30 Days

A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business

Purchase this book online at Businessplan30days.com or by calling toll-free 1-800-247-6553 (orders only, please have credit card ready).

Helps **YOU** develop a:

- ✓ (1) company plan, (2) marketing plan, and (3) financial plan, and a
- ✓ company name, slogan, logo, business card, mission & news release.

USES:

- ✓ **Fill-in-the-Blank Worksheets**
- ✓ **Easy to Use Forms** to help you develop a *Cash Flow Statement, Income Projection & B.E. Analysis*
- ✓ **100's** of quotes and strategies for marketing, pricing, building a business, and beating the competition.

Reviews

"Provides an important key to writing a business plan and starting your own business."

-Midwest Book Review, Oregon, WI
[Amazon.com review](#) ★★★★★

"One of the best of its kind that I have seen in a long time."

-Alan Caruba, editor, bookviews.com.

"Patsula's book is very readable and user friendly; it has lots of useful information and advice."

-Borders.com Review





THE ENTREPRENEUR'S GUIDEBOOK SERIES™

THANK YOU for selecting this guidebook. Many hours of painstaking work have gone into its creation. If you have any feedback or suggestions, contact the publisher at books@patsula.com.

Copyright Information

© Copyright 2001 by Patsula Media. All rights reserved. From the creators of Smallbusinesstown.com.

No part of this guidebook may be reproduced, in whole or in part, in any form, by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system now known or hereafter invented, without written permission of the copyright owner. This guidebook **may not be** resold or distributed on other web sites or in any other manner without written permission from the copyright owner.

NOTE The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by any information contained in this guide. Although this publication is designed to provide accurate information in regard to the subject matter covered, it is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If **legal** advice or other expert assistance is required, the services of a competent professional should be consulted.



PERSONAL PLANNING

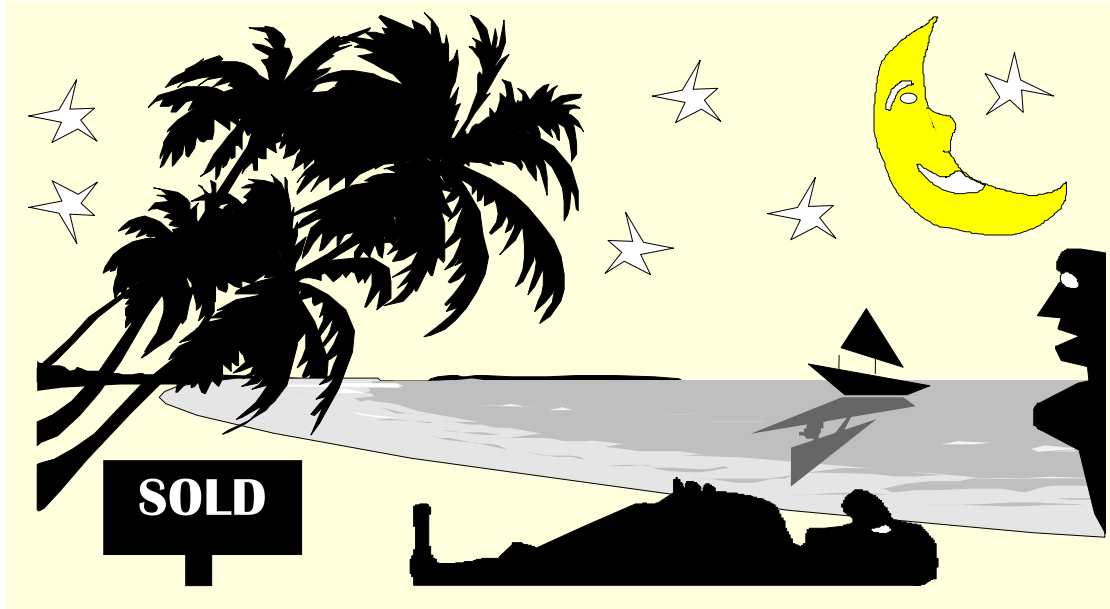
Guidebook #91:

Consolidating Your Future with

“Thirty Golden Rules” 3

Achieving Personal & Entrepreneurial Prosperity4

Thirty Golden Rules.....4



“I was thinking Harry . . . now that we’re rich^{PS} and successful, could we start using separate toothbrushes again.”

Smallbusinesstown.com

CONSOLIDATING YOUR FUTURE WITH “THIRTY GOLDEN RULES”

YOU’VE fought your way through endless lists, battled a multitude of premises on how to start a small business, and puzzled for hours over the finer points of cash flow and marketing, but you have survived. You’ve made it to the **FINAL GUIDEBOOK** in “*The Entrepreneur’s Guidebook Series.*”

And now in the afterglow of triumph, to help crystallize essential beliefs and ideas contained in this series, you will be given the opportunity to reflect upon a plethora of golden rules.

ACHIEVING PERSONAL & ENTREPRENEURIAL PROSPERITY

EVERYONE has religion. The understanding you have of the world is your religion. However, often your understandings remain submerged, only partially conscious. Use our “**Thirty Golden Rules**” as a chopping block if you will, to help unearth your beliefs and consolidate your own explorations and questioning about life and entrepreneurship.

NOTE Most of the following rules are based upon common sense, rather than business platitudes, but that is where their

I hate being a failure. I hate and regret the failure of my marriages. I would gladly trade my millions for just one, lasting marital success!

J. PAUL GETTY

value lies. Feel free to adapt them to suit your needs, poke fun at them while drinking beer at a local pub, or begin each day by reciting one to arm your soul.

Thirty Golden Rules



You are responsible for the happiness and success within your life. No one else is – not your mother, your father, your friends, nor your spouse.

NOTE This first golden rule teaches the importance of responsibility and self-determination. Each successive rule builds upon this fundamental premise.

**True security is found by committing yourself to improving one aspect of your life each and every day.**

You don't have to worry about maintaining the quality of your life, if each and every day you are trying to improve it.

The only true security in life comes from knowing that every single day you are improving yourself in some way.

**ANTHONY
ROBBINS**

**The key to personal and financial success is to do something you're good at and love doing.**

Far from being unrealistic or capricious, doing what's closest to your heart is like striking oil: you tap into a surge of energy capable of propelling you beyond your most daring expectations. You will recognize your own path when you

come upon it. Because suddenly you will have all the energy and imagination you will ever need. In fact, doing anything with passion and energy will cause people to flock to you. This phenomenon can be attributed to natural curiosity, admiration, and the need for others to belong to something or someone to give their life direction. Remember that passion is contagious – and people like to be infected by it.

**Add value to people's lives and you will reap many rewards.**

If you dedicate yourself to solving other people's problems and making their lives more livable and fulfilling, you will be rewarded many times over in your own personal and business life. Rare is the in-

dividual who is genuinely concerned for their fellow citizen.



5

Strive for excellence not perfection. There must be something you can do to change your destiny; to doctor reality when reality ain't looking too good; to become the captain of your own fate. But what? What is the secret of self-determination? What makes some achieve while others succumb to what they consider “the drudgery of life?”

Remember what your mother use to say to you in the early morning hours as you left for school, “*Just do you best sweety.*”

Do at least some of what you're passionate about – right now. If your goal is to make a living at it sometime in the future, start doing it for free – for the love of it.

POWERPOINT

The point is, everybody knows the secret to self-fulfillment. It's not found in perfection, because perfection is for the almighty above. It's being the best you personally can be. It's making each day your own private masterpiece. If you're bagging groceries at IGA, bag them so the peaches don't get bruised, the eggs don't crack, and the bread doesn't get flattened. Realize that life is a series of discoveries not conquests, and that you don't have to be the best in the world; just the best in your part of town, the best in your neighborhood, or the best on your block. Compete with others for entertainment. Compete with yourself when you truly want to achieve.



6

All personal breakthroughs begin with belief in yourself. On the contrary to what most people believe, young prodigies rarely show great flashes of brilliance. Instead, most received careful attention, guidance, and support from peers before they began to develop. In other words, the belief that they were special came before any overt signs of great talent. If you want to change your personal potential, you must first change your belief in yourself.

NOTE Everyday you can be reborn – and forget the failures of your past.

A conceited man says, “Watch this, I can do anything.” A pathetic man says, “Why should I try, I can’t do anything.”
ANON



7

Create belief in yourself by doing that which you desire once – just once. If you’ve accomplished something amazing at least once, fundamentally, the only thing that separates you from doing it again and again, is great commitment. Remember that success has a habit of breeding more success.



8

Progress is more readily achieved when a person accentuates the positive rather than amputate the negative. It has been said that you are only as strong as your weakest link, meaning that to become stronger, you must work diligently on strengthening your

weaknesses. However, many additional problems can be linked to an over indulgence or concentration on your weakest links. Thus, rather than try and strengthen a weak link, just cut it out and replace it with a strong link.

To improve your state of affairs, make an effort to concentrate on what you do well, rather than that which you have had difficulty controlling in the past. Diminish negative influences, whether they be environmental, personal, or relational, not by tackling them with will power, determination, and full energy, but by simply transferring your attention to a more positive aspect of your life. Why build on weakness when you can build on strength?

There are two things in this world that are always in short supply, passion and talent.
POWERPOINT

Although, many psychologists feel that the way to personal understanding and fulfillment is to come to grips with the demons of your life and then exorcise them, there is also a growing number who believe it is better to enlarge positive behaviors and influences, thereby allowing less time to dwell on negative ones. By concentrating on positive behaviors specifically, you open new pathways in the brain and shrink old negative ones, simply because you don't spend enough time thinking about them.

For example, lets say you are concerned about your eating habits. If you eat lots of sugary foods, but also like fruit, don't use will power to reduce your sugar intake (will power rarely works for long), just eat more fruit. If you spend more time

eating fruit, you'll have less time to think about eating sugary foods. In other words, change a belief by concentrating on a new activity designed to eventually replace all the feelings and satisfaction that made the old activity so hard to break.



9

Learn how to handle rejection, failure, and persistent frustration, and no obstacle will be your equal.

To succeed you must fail. To succeed greatly you must fail greatly. To find something you're good at, you may first have to find out what you are not good at. Knowing this is the key to knowing what to do next. Failure

The basis of happiness is refusing to allow other people or outside events to control our responses, and dwelling instead on pleasant, joy-producing incidents. Cultivate the habit of laughter and being happy. Humans are the only creatures who can laugh, and who better to laugh at than ourselves. Laughter allows us to enjoy the fruits of our labor.

POWERPOINT

moves you closer to your goal. In fact, the better you become at handling frustration the more you will be able to accomplish. You will begin to view each failure as a chance to regroup and re-think your strategies not an excuse to feel sorry for yourself.

Bear in mind that the most successful people in this world are people who virtually fail their way to the top. They fail so much, at so many things, every day of their life, because every day of their life they try so

many things and do so many things in order to get what they want. Successful people are people who have become masters at turning frustration into motivation. If

however, things are getting you down, memorize the following maxim to help put frustration into proper perspective:

Don't sweat the small stuff; and remember it's all small stuff.

NOTE People are born to succeed, not to fail. Do not consider words such as *quit*, *cannot*, *unable*, and *impossible* as part of your growing vocabulary.

10

Keep small, specialized, lean and flexible so you can change rapidly whenever opportunity strikes.

Lean and mean companies are the companies of the future not the sloth-like IBM's and General Motors. Companies of the fu-

ture will be interlocked by mutual benefits, much like the tribal systems of ancient civilizations, and the structure of modern cities today.

11

Work in a way that shows results at the end of the day, for then you can be sure you are making progress.

People who work with their hands, and are able to see their work at the end of the day, tend to be happier than those who number crunch or deal with abstract concepts. Results are closely

linked to a sense of achievement, creation, and ultimately personal satisfaction. Thus, it is of no surprise that the quicker you can see the transformation of an idea into

Perpetual devotion to what a man calls his business is only to be sustained by perpetual neglect of many other things.

ROBERT LOUIS STEVENSON

physical reality, the more encouraged you become to continue. This means that every day, you should be able to ask yourself, what have I accomplished today? If you have a choice between working on something that has tangible results and one that does not, choose the first.

12

Commit yourself to looking at new ideas once, with your full attention, and you will become a master decision-maker.

Whenever something new comes across your desk, give it your full attention. Then decide whether you should read it, throw it away, or file it. Likewise, when you encounter new ideas, decide whether you should use them, ignore them,

or let them sit in your sub-conscious for a few days.

Be warned, that if you constantly re-examine everything that comes across your desk, or into your mind, with no system of classification or plan of action, you will quickly become overwhelmed with the complexity of all the information that is out there. Remember that the secret to controlling information around you, is to learn to make decisions efficiently and immediately.

If you can't, show it, touch, feel it, smell it, listen to it, or taste it, then you and others may begin to wonder if you did anything at all.

SUPERTIP

NOTE Knowing when you have enough information to make a decision is achieved by clearly understanding your specific needs, what you can afford financially and mentally, and then what the market-place or society has to offer. If for

example, you need a lawn mower with a mulcher because you dislike bagging cut grass, and your local hardware store has one at a good price, then buy it. Don't waste time thinking about it or hunting for bargains that will save you a few bucks. However, if all the mulching lawn mowers you research are too expensive, don't mulch that well anyway, and look ugly, then don't buy it – learn to love the feel of freshly cut grass squishing through your fingers. It's that simple.

13

Tigers rule the world, not hens.

The difference between being a *genius* on Wall Street and a *bum* is about two or three well picked stocks. The differ-

ence between winning and losing a 100-meter sprint is one hundredth of a second.

People of fortune recognize opportunity when it comes, have the ability to direct every ounce of energy on cue once they decide to act, and remain abnormally calm under direst. People of fortune are tigers.

People of fortune recognize opportunity when it comes, have the ability to direct every ounce of energy on cue once they decide to act, and remain abnormally calm under direst. People of fortune are tigers. They wait patiently for opportunities like a tiger its prey. They don't scratch around like a chicken looking for rice. Planning, research, and commitment are their claws. And when they sink their teeth in when the green light flashes GO, instinctively they give everything they've got and a little more, because they know they won't get a second chance. They know action is essential to achievement.

 14

Success leaves clues. If you want to improve at anything, study those who are the best in their field, whether they be rock stars, financial wizards, franchise kings, or business competitors. Emulate and model successful people and businesses, and you can be sure to save countless and needless years wasted on trial and error efforts. Remember though, it is more important to find out *why* people or businesses obtain results under certain conditions, rather than exactly what it is that they achieve. Insights into *motivations* are more

To succeed as an entrepreneur, know the basics of accounting, government regulations, financing, day-to-day operations, cash flow, how to promote and advertise products and services, how distribution works in relation to your specialty, how to hire the right people and how to fire if you must, how to motivate – and most of all – how to be sensitive to the public and their needs.

SUPERTIP

likely to lead to innovation and improvement.

 15

Change is the gateway to innovation. If you live in an area, city, state, or country where there is a great deal of change going on (other than war or a revolution), then consider yourself lucky. Because wherever there is change, new needs are created, and wherever there are new needs, there is opportunity.

Change means that old suppliers of old products won't be getting as much business as they use to. Consumers will be shifting

their attention in direct proportion away from old needs to new needs. They will be looking for solutions to new problems. A person of action and keen awareness will then consider what products or services can satisfy these new needs.

16

You can't be all things to all people. Rolls Royce does not sell economy mini-cars, because this would undermine its prestigious image in the automobile world. Likewise, Revlon Cosmetics does not sell work boots to lonely homemakers, because this would undermine the perception of their ability to create beauty.

If by chance what you love to do is also something you do exceptionally well, count your blessings, for not only will people flock to you, but they will pay handsomely for your services.

FUNQUOTE

In other words, to be truly successful, know whether you want to be a discounteer or a quality operator. If you're a discounteer be the best discounteer there is. If you're a quality operator, don't make shoddy products to sell at a discount for a quick buck. People will begin to lose belief in your higher-end products. Realize that without commitment to a focused ideal, there is no abiding success.

17

Those who plan and act for the future don't get walked all over when it finally comes. Some people believe that life unfolds itself and that eventually you will become whatever it was you were always meant to be. These people believe in destiny. They

consider themselves at one with the universe. But then there are others who get bored sitting around waiting for destiny to reveal itself. These people are restless, full of energy, and believe in themselves. These people are called entrepreneurs.

If you want to have some say in how your life unfolds, then stop waiting, start planning, and get moving. And keep in mind, although it has been proven that people who plan and write down their goals have a greater chance of success, it is not the act of writing that counts, but the actual commitment behind the goal. People who *write* down

goals don't succeed, people who *have* goals do.



18

Leaders lead, followers scramble.

Strive to be an innovator instead of a mimic; a doer instead of a sitter on the fence; a bold adventurer instead of a fearful couch potato; a person of action instead of procrastination. This means in the business world, to strive for quality and being the best at whatever it is that you do. If you're the best, you set the standards for others to follow.

Plans are of no value without action. Only action gives life significance. Procrastination comes from fear, and we overcome fear only through action. It is better to act now and risk failure, than to refrain from action and certainly flounder. Remember that, fireflies give light only when they fly.

POWERPOINT

 19

Effective communication is the key to self-determination.

Most successful people in this world are great communicators of some kind or another. Their ability to communicate has affected their luck, availability of opportunities, personal happiness, ability to convince others of ideas, and their success at negotiating and selling ideas.

To become a great communicator you must learn how to read, write, speak, and present yourself effectively. But more than that, you must learn how to put yourself in the frame of mind of the person you are dealing with, whether they be a customer, a banker, or a hysterical fan, and ask yourself this question, “If I were

Money isn't everything: usually it isn't even enough.
ANON

this person what would I want from me?” Remember that the ability to meet a person’s emotional as well as intellectual needs, is the essential ingredient of a great communicator.

NOTE Anybody who adds value to another person’s life is a successful communicator. Even die hard self-expressionists – people who have really no strong desire to become well known – have become legends when by chance tapping into the unmet needs of a segment of the population. Bob Dylan, for example, did not have the best voice around, but his words touched the hearts of many, communicating something more important than beauty of tone, or flowery technical bravado.

 20

A smart marketer never reinvents the wheel. Don't be too original or different in your ideas. People love innovation but they get scared of sudden and drastic change brought about by new technology. Often, products that are labeled “ahead of their time,” for the entrepreneur, end of being “a waste of time.”

NOTE To satisfy the needs of new consumer group it is better to be innovative rather than revolutionary. Innovation is preferable and more likely to be successful for the following two reasons: innovators can react to change more

How to Get the Most Out of “EGS’s Thirty Golden Rules”

TO GET THE most out of each golden rule, read two or three, three times a day, the last time out loud. Do this for thirty consecutive days. This way the wisdom each rule contains becomes both a part of the active and subconscious mind. Remember that habits are the difference between success and failure. Therefore, in order to achieve success, it is necessary to form good habits and become their slaves. However, also remember that rules are only as good as how much they help you. If all thirty rules help you, use all thirty. If only six rules help you forget all the rest. In fact, forget them all from time to time because rules can keep you from finding out things like the earth isn't really flat, the moon isn't made of cheese, and the grass isn't greener on the other side of the fence.

quickly than revolutionary inventors by taking advantage of existing designs and knowledge; and people are more willing to accept modified products, rather than off-the-wall, never-before-seen products.

21

As a business owner/manager, strive to become a “jack of all trades” rather than a talented specialist. It is true that in today’s competitive markets, you must specialize to gain a market share. However, the skills needed to accomplish this, are many, not a few. In fact the more parts of the business you *can* do, the better understanding you’ll have of the big picture, and the more you will be able to truly appreciate and recognize tal-

I know a man who gave up smoking, drinking, sex, and rich food. He was healthy right up to the day he killed himself.

**JOHNNY
CARSON**

ent when you see it.

22

Never stop learning, and you’ll never get bored. Challenge yourself everyday to learn something new even if it is as trivial as setting the clock on your VCR. Get yourself into the habit of doing things and you will find there is more pleasure and reward in activity rather than slothfulness. Take a course about something your not even interested in like the mating habits of the African baboon. Go back to school if you’re so inclined after you’ve made

you’re millions and now want to become a cocktail pianist. Read a book a week to stimulate imagination and broaden your view – save trashy novels for long bus

rides. And whatever you do, never become complacent or self-satisfied with your accomplishments. Go to the grave with a putter in your hand, not a three olive martini.

23

Build yourself a support group and the peaks of your life will be more pleasurable and the valleys less troublesome. If you have a group of people you can share ideas with, the tough times won't seem so tough and the good times will have all the more meaning. Find out who is on your side, be they family members, friends, colleges or business services.

The people you need in your support group are people who can objectively criti-

cize your work and offer insights into how you can improve. These are people who are genuinely concerned or interested in your success, or consider helping you a challenge to their own abilities. Avoid people who overly praise your ideas. Their opinions can't be trusted.

Also, avoid people who put down your work and believe the odds against your success make your efforts a waste of time. These dream crushers are not really on your side. Even though they may say they have your best interests at heart, they are more concerned with reconfirming their own impressions and keeping everything the same. These people are generally self-absorbed, pessimistic, bitter, grouchy, have limited imagination, hate change and unfortunately are of-

How many people on their deathbed wish they'd spent more time at the office?

STEPHEN R. COVEY

ten the people closest to you.

24

People not things are the world’s greatest resource. People build pyramids. People build dams. People build computers. Although only a small percentage of the human race actually create things, all of us have the instinct to do so. Given the right opportunity, a humble man can become a fearless leader, a factory worker, the new Thomas Edison. This *right opportunity* is found not so much through random occurrences, but rather through relationships built and nurtured over a long period of time.

Self-forgiveness is the key to happiness. However, you cannot forgive yourself unless you are willing to forgive others first.

SUPERTIP

NOTE Don’t make the mistake of thinking you can do everything on your own. Success without being able to share it, is no success at all.

25

Wise entrepreneurs risk time and energy not money. Although there are stories out there of people striking it rich on their last dime, these stories are usually of people who learned everything the hard way. They leaped and plunged when they should’ve sat down and had a few more cups of coffee.

Don’t risk your money – do you want creditors pounding on your doors and phoning you at all hours of the night? Risk an afternoon, a week, or a year studying, planning,

and building connections. Start small, don't let your ego allow a small operation to run away with itself. Save full-blown glittery operations for large corporations with nothing better to do than waste money.

NOTE Without direction and purpose, nothing prospers for very long.

26

Spend a buck without having a good reason and you'll end up broke. Never spend a buck without asking yourself, “*can I achieve the same results in a more economical way.*” Remember that you are in business to make money, not gratify your ego with expensive fancy offices or company cars. This rule becomes more appar-

Remember that the surest, quickest, and biggest way to increase your profits is to lower overhead and cut expenses.

SUPERTIP

ent, once you realize that the number one reason for business failure is lack of cash flow typically due to poor financial management.

27

Those who build a shelter for a rainy day don't get wet. The only reason for investing or saving money is to establish security so you will always be able to do the things you want, when you want, and not be subject to intense misery when misfortune rears its head. Invest wisely and consistently, and one day your shelter will become a castle.

28

Lose a few dollars and you'll walk



29

around without a shirt for a day or two – lose a part of your soul and you’ll be naked forever.

Take care of your body, your mind, and your emotional needs like the experts recommend, but remember your spiritual needs. Often neglected and little discussed, they are more important than any of the above. Spiritual needs are unique to each individual: some value God, some value humanity, some value life itself. Spiritual health is obtained most easily by being true to yourself and whatever values and beliefs you hold. Spiritual suicide is inevitable when one compromises easily or believes in nothing. Remember that if you live by the sword you will die by the sword.

The crime industry in the U.S. alone is a \$500 billion a year industry enough to make any potential crook drool. But if you can't look yourself or your child in the mirror, then what's the point. Can you really put a price on human dignity?
POWERPOINT

Health is King wealth is but a servant. You’ve heard it before and now you’ll hear it again – what’s the point of making money if you’re too sick to enjoy it? Healthy people make better decisions, have better sex, feel happier and look more attractive. Those who treat their body like the temple it is, not the run down shack they can easily let it become, sleep well, wake up rested, have a greater capacity to work, and live longer lives. To improve and maintain your health:

1. *Drink your food and eat your juices.* Chewing your food well (mastication) breaks down the fibers and al-

lows your body to suck out the vital juices and nutrients. If you don't chew your food, a lot of nutrients don't get absorbed. As it is, the body on average is only 30 to 35% efficient at removing nutrients from food. By chewing juice, so to speak, you allow saliva to mix in and prepare the juice for speedy digestion. You also trigger your brain to send messages to the stomach that juice is on the way, not starch or protein. Otherwise your stomach is less prepared to handle the food.

2. *Eat nutrient, water rich and fiber rich foods in combinations that the stomach can easily and effectively digest.* If you

Those who treat their body like the temple it is, not the run down shack they can easily let it become, sleep well, wake up rested, have a greater capacity to work, and live longer lives.

have a choice between a food loaded with nutrients and one which isn't, and they each have the same amount of calories, and they taste the same, the choice is easy. As well, since eighty percent of your body is made of water, it makes sense to eat foods rich in water like fruit and vegetables.

Eat fiber rich foods because although fiber has no nutritional qualities whatsoever, it acts like a big broom and cleans out the digestive system. It also has sponge-like properties and sucks out the cholesterol which hardens arteries. Fiber is a type of polysaccharide that resists digestion by our body's enzymes and acids. Soluble fiber forms a gel-like sub-

stance in the digestive tract that appears to bind cholesterol so it cannot be reabsorbed. Insoluble fiber is the broom mentioned above. It decreases transit time in your intestine and keeps it swept clean (i.e., makes you go to the bathroom more).

Lastly, combine foods effectively. The body digests proteins, fats and carbohydrates in totally different manners. Starchy foods (rice, bread, potatoes, and so on) require an alkaline digestive medium, (initially started with saliva). Protein foods (meat, dairy, nuts seeds) require an acid medium for digestion. Chemically speaking, acid and alkali mediums neutralize each other leaving food undigested. Undigested food allows bacteria to ferment and

Fill your stomach with one quarter food; the rest half air and half water.

decompose more than they should giving rise to digestive orders and gas.

3. *Eat less and you will live longer.* Digestion takes energy and wears the body down. As the yogi's say, “fill your stomach with one quarter food; the rest half air and half water.” Remember, over-indulgence clogs body and mind.
4. *Eat fruit on an empty stomach.* Fruit gets into your blood fast. Fruit takes the least amount of energy to digest and gives your body the most in return. However, fruit is not primarily digested in the stomach. It is digested in the small intestine. Fruit is designed to go right through the stomach in a few minutes and into the intestine, where it releases

its sugars. But if there is meat or potatoes or starch in your stomach, it gets trapped and begins to ferment (i.e., “rot”).

5. *Don't eat more protein than your body needs.*

The body doesn't lose protein like it loses fats and carbs. You only lose tiny amounts through excretion and respiration a day. Keep in mind, that mother's milk has only 2.3 percent protein, all the protein a growing baby needs.

6. *Reduce dairy consumption.*

Cow's milk has the right balance for cows not people. Milk becomes a clogging mucus-forming mass that hardens and clogs and sticks to everything inside the small intestine.

The poorest man would not part with health for money, but the richest would gladly part with all their money for health.

C.C. COLTON

The reason for this is that few adults can properly metabolize the protein in cow's milk. The principal protein in cow's milk is casein, which is what a cow's metabolism needs for proper health. In infants, 50 percent or more of the casein is not digested. In contrast, lactalbumin the primary protein in human milk is easy for humans to digest.

7. *Quit smoking and excessive drinking.*

The only drawback to this tip is that people who live longer have to pay more taxes and are more likely to get hit by

8. *Find an exercise you can do for the*

rest of your life and then make it part of your day. Do exercises that feel good. Fun exercises like nature walks, biking with the kids, trampolining, golf, tennis, shadow boxing, playing hide and seek, running on a sandy beach, swimming in a quiet lagoon or Tai Chi. Realize that weekend athletes are the worst athletes. Fitness must be a part of you life not an accessory.

9. *Don't exercise so hard that it puts too much stress on your body.* Too much stressful physical activity leaves your body scrambling to repair itself, and will expose you more often to colds and other diseases (marathon runners

Risk is an essential ingredient of every opportunity and without it, life would be as interesting as a James Bond movie where everyone sits around drinking herbal tea, reminiscing about past excursions to the zoo.

FUNQUOTE

typically have more colds than normal people). Imagine yourself fighting a cold while digesting a big steak, potato and fruit salad meal, and then working out hard enough that you feel sick from lactic acid buildup. Your body has only so much energy. First it will digest your food. Then in a weakened state try and fight the cold. Forget about your muscles.

10. *Exercise just before the point of stress.* Also called the point of maximum stretching of your muscles, exercising just before the point of stress gorges your muscles with life building blood and makes you feel “pumped.” No pain no gain, is for

bodybuilders who take steroids.

11. *Healing must become an action or behavior pattern.* You need to establish a time period where the body can repair itself. The best way to do this is to adopt a regular sleeping pattern and not eat after eight p.m. Give your liver a chance to clean your blood and the rest of your body to rebuild its tissues.
12. *The key to eliminating cravings is to eliminate body habits and eating patterns.* Eat a variety of foods so your body doesn't develop habits and cravings. Always change how you eat and you will learn

Luck comes from networking. Build a strong network of friends and business colleagues by doing the following two things consistently: help others realize their potential; and share the glory of your success no matter how small with as many people as you can.

SUPERTIP

to control your cravings and become more aware of real hunger.

13. *Learn to breathe properly.* Getting lots of oxygen to your brain and body tissues will increase the strength of your immune system and give you more control over your state of mind. Breath is life. You can live without food for weeks, without water for days, but a few minutes without oxygen and you're dead. Oxygen allows the cells to burn energy. Without energy cells cannot replicate, repair or fight off infection. If you are a shallow breather, than consider yourself slowly suffocating your entire body.

It is no coincidence that religions, martial arts, and even doctors stress the importance of breathing properly. To breathe correctly, you should start deep in your abdomen, like a vacuum cleaner sucking out all toxins in the blood system. Use your nose and think hot breath. Then hold your breath to fully oxygenate the blood and activate your lymphatic systems (your lymphatic system is ten times larger than your circulatory system and is responsible for removing waste products from

Zestful exposure to new acquaintances plays a far greater part in the success of love and marriage than many realize or admit. When people are so limited in human contacts that they desperately plunge into matrimony with the nearest person, and without regard to mutual suitability, their chances of finding happiness in each other are not bright.

E.B. CARR

cells). As you exhale you then eliminate waste products via your lymphatic system (deep breathing stimulates many muscles which stimulate lymphatic movement). A good **in-hale:hold:exhale** ratio is 1:4:2. This means that you inhale one count, hold four counts and exhale two counts. Use different ratios depending on your experience. Remember, do not strain yourself. Try and increase you lung capacity naturally.



30

Simplicity is the mark of true genius.

If life was simple enough that you could put a formula to it, that formula would probably read: **a)** Have a clear vision of who you want to become; **b)** take steps *every* day to become that person; **c)** recognize both success and failure; and **d)** build upon success. Or in the words of Anthony Robbins, motivational guru:

The path to success consists of knowing your outcome, taking action, developing the sensory acuity to know what results you're getting, and changing your behavior until you get what you want.

The above two formulas can be further simplified into the maxim: *Start Small, Think Big*, which is applicable to business and all other aspects of life. By “starting

By “starting small” you make it easy to take action. By “thinking big” you incorporate long-term vision into those small everyday steps.

small” you make it easy to take action. By “thinking big” you incorporate long-term vision into those small everyday steps. By “starting small and thinking big”, you give yourself the freedom to fail and not worry about it, the freedom to adapt because you've got nothing to lose, and the freedom to choose only ideas which prove themselves successful. By “starting small and thinking big,” you don't run until you can walk.

