



# TOSS YOUR **BOSS** NOW

HOW TO FIRE YOUR BOSS AND START YOUR  
OWN BUSINESS IN 7 SIMPLE STEPS



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## Stop Building Someone Else's Dreams!

What prevents an individual from starting a business--fear, cost, lack of experience, the uncertainty of market conditions, risk, time requirements, etc.? These are factors that keep people from moving forward with their dreams. I can help to assuage those fears by giving you some information that will work to replace some of those anxieties with confidence.

The corporate world - to an outsider's or layperson's eye - seems to be so glamorous, with men wearing a coat and tie and women in their best business attire, so elegantly and fashionably dressed and worthy of gracing the covers of the top fashion magazines. Furthermore, their lifestyles often reflect that of the 'high-fliers', with the latest gadgets such as smart phones, to urban living in plush high-rise condominium residences with a top-of-the-range car parked in the basement.

Many also now believe that the corporate world, despite its glamour and popularity, is a source of a multitude of stress and stress-related problems and illnesses. The stiff competition that exists among the workforce has brought a trail of maladaptive behaviors such as aggression and substance abuse that destroy interpersonal relationships both at work and with friends and family. Discontentment in regards to salaries not being commensurate with the workload, long working hours, one's work environment not being 'mother-friendly' and more, has been on the rise. Studies have revealed that about 1/3 of workers reported high levels of stress, 1/4 view their job as a major source of stress and 3/4 of them believe that the corporate world of today has become more stressful than generations ago.

One of the positives that has eventuated from this situation is there has also been a subsequent rise in small-scale business ventures, which has then led to the construction of commercial buildings erected on what used to be slum, swampy or previously vacant areas, which are now open for rental to various types of business, especially restaurants, coffee houses and 'fast food' outlets. (Food is listed as one of the basic necessities on Maslow's 'Hierarchy of Needs', so the food businesses, unlike many others, are always going to be in demand.)



For many, having their own business provides freedom from the confines of the four corners of someone else's office, and most especially from the constant nagging of a boss and reaching their deadlines. As a business person, you set your own time-lines, follow your own rules and pay yourself, as well as claiming as many legitimate expenses as you can from the tax man.

Anyone who enters into a business must also know the risks and consequences during difficult times, as these can quickly drain bank accounts and leave a person neck-deep in debts if or when they are mismanaged. But even though running a business can be rather risky, it should not stop you from having one. Instead, be inspired by how many big entrepreneurs such as Steve Jobs with Apple or Richard Branson with the Virgin Group, started their business careers in their garage, or from a house boat on the Thames! Be positive enough to believe that one day, your business can also flourish, with you no longer working in it on a day to day basis, but working on it from the sidelines – or even via the internet, using your laptop, from another country!

Although having and running your own business can be a monumental task, having the right market niche plus the attitude of dedication, commitment and the determination to succeed - these are the main ingredients that will contribute to its success. A strong connection with potential customers definitely will speed up the process of quickly establishing and growing your data-base, whilst maintaining a good reputation will help to provide a steady stream of satisfied customers flowing into your store; which may of course not be a physical building, but work just as well on-line. After all, the best form and most powerful of all advertisement is always by words of mouth and testimonials, and not by paid celebrity endorsers.

There are several major companies, sometimes referred to as network or multi-level marketing companies, looking for individuals who want to be in business for themselves. These companies provide training, have little or no investment costs, build distribution centers that are managed by the parent company which is large and strong enough to still succeed despite the ups and downs of economic conditions, and also provide products that are marketable both locally and globally. If you have a knack for social networking, and are willing to learn online marketing techniques using social media, you could always build a business network of like-minded entrepreneurs, whose natural resource is human potential, but without all the up-front financial risk. Not only is there a minimal initial investment in these companies, you can advertise them all over the web on YouTube, Facebook, MySpace and Twitter, without spending a cent. The potential of such a business is without bounds, if you genuinely interested in this business model, and authentically become 'a product of the products', through using them daily. Create a plan and take action. The best time do it is NOW!

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## What Is The Right Business For You? - Know Yourself and Your Passions

In this economy there has never been a better opportunity than right now, to get into the home business industry. For people open to working on a home-based, internet business opportunity that is suitable for them this chapter possibly could be the turning point in your life. I know this is a bold statement to make. However, it was an article like the one I am writing to you today that was my turning point in this industry. So you are an ambitious person looking for the opportunity that is right for you? Right? My first piece of advice is to out seek business partners who are willing to coach and mentor you that have the level of success that you desire. The most attractive part of owning your own home internet business is the fact that your business partners that you go into business, with have a vested interest in your success. The entire home business model requires the success of others in their organization to be successful themselves.

The home business industry has changed over the past few years. Gone are the days where home and hotel meetings, chasing friends and family around, and using the 3 foot rule of pitching your business to everyone with a heartbeat and a credit card, work. If you have seen and done that in your past, you know that only 3 percent of people can actually become profitable with those old school tactics.

How this business works today is you establish an online presence with your own website or, even better, your own blog. One of the biggest tips I can give you in this business is to make sure the team you join has their own marketing system in place that does all the telling, selling and explaining for you. This is critical, because you want to be working on your business not in your business. If you look at the most successful people on line today, they all share the same things in common. They all have their own lead generation website, are active in social media sites that Facebook, Twitter and YouTube, and they all know how to drive traffic to their sites.

Once you get marketing system set up, which is a lot easier than you might think, all you have to do is learn the art of driving traffic to your sales funnel. Your marketing system is designed to do all the heavy lifting for you. It weeds out the information seekers and 'tire kickers', who are never serious about building their own business anyway. This leaves you with only serious entrepreneurs, who are going to take the steps necessary to become successful – and this, in turn, will make you the most money in the long term.

Before you invest any time, money and energy into a work at home, internet business opportunity, my advice is to find a company that has a product that people are going to buy, whether or not there is a business opportunity attached to it or not. After that, it about finding the right marketing system for you to plug straight into, and you will be well on your way to the lifestyle that the on-line guru's sell on their opt-in pages.

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## Building Your Support System and Developing Your Team

In building your team - at work or personally - have you ever wished that you could transfer all the knowledge that is stored in your mind into that of your teammates? I may sound impossible, yet almost everyone has had that thought at least one time- if not more!

The need to teach what we know -- to transfer knowledge to others and build our teams -- so we can move on to what is next, isn't new. No matter where we are in our lives, if we are growing we've got to build a team, and teach everything we know in order to make room for even greater growth. Yet, at this moment the need for team building and teaching is more purposeful, poignant and important than ever.

We have reached a point in time where most of us are more unsure of what lies ahead than ever before, and the best way to navigate this uncertainty is teach what we know, which will make room for us and our teammates to grow and evolve with the changing times. Think of it this way: If you are the one doing all of the thinking, doing and worrying, how are you ever going to have time to put your greater vision into action, or for that matter - even create a vision for what you want in the future?

Business and life, as we have known them, have changed radically over the last several months, and anyone who believes that operating in the status quo will get them by is mistaken. If you want to not just survive but thrive in the current times, and be ready for when the 'financial world' takes off again, you've got to build your team; you've got to teach what you know; you've got to willingly step out and be outrageous; you've got to 'replace' you, and you've got to be looking for what you don't know!

Consider this: How much easier would your day flow if you took the time to teach your team what they needed to know on your behalf, instead of doing or even micro-managing everything? A few weeks or months down the road, how much more time might you have to improve/grow your business? How much more opportunity would you have to give yourself some well-deserved time off? How much more time and energy might you have to be with those you love?



Growing your team, by teaching what you know, is necessary in order to ride the massive waves of change that life can send your way, and it is simpler than you might think.

First, let go of the notion that making the effort to teach others takes too much time!

Second, give up the thought that no one can be taught to do something as well as you can do it.

Third, have a plan that specifies who you are going to teach "what, why and by-when."

Fourth, enroll your team members into your plan, explaining to each team member the role they play in the plan and why they have been selected to be a part of it. Ask for their feedback on what they feel they can offer as well as this will create more 'buy-in' from them.

Finally, follow your plan for teaching and delegating...and have FUN!

More time, freedom, energy, business, or whatever you want, is just around the corner. All you have to do is be willing to teach what you know. What do you have to lose? If you replied, "a lot," to that question, ask yourself this: "But what do I have to gain?"

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## Industry Watch!

Of all the most fatal and fundamental mistakes the vast majority of web businesses make is not knowing what keywords to target. It is the number one reason why most web-based businesses fail, why you may not be maximizing revenues and why your site fails to appear in search engine results. Plain and simple, if you don't target the RIGHT key phrases, you WILL NOT get the results that you desire.

There are some excellent questions you need to ask yourself and investigate before attempting to create your online business and promote products online. These tips might also be helpful for those who are struggling to find their first online business idea, but don't know where to start.

### 1. Find A Niche First!

What is niche? Niche is a group of people who are interested in a particular topic, or product but are not finding many relevant search results. It is the meeting point of economic theory - supply and demand. A niche has demand and low competition. Niche ideas can be found everywhere. Take note of what you do and what you use on a daily basis - jot them down. Personal care products, repair problems, areas of your expertise and so on, make good areas to research. It is suggested beginners concentrate in the niche they have a particular interest and credibility in. (for example you like car repair or beauty tips), as personal knowledge and experience will help move the project along easier.

### 2. Be More Specific

Let's say you decide to go with 'cars' as your niche. As you can see, 'cars' is too broad. Narrow it down to a few sub-niches like car repair. Car repair is better defined, but still too broad. Go deeper, narrowing it further such as auto body repair. Once you've decided on a potential niche idea, you might want to do research again to find if it's a hungry niche. Go to online forums for car repair, or you can go to Google Trends to check on that particular niche. You can also do your keyword research on your niche using keyword research tools.

### 3. Research your competition

Taking your niche market research and analysis a step further, you'll want to research if there is money in it. How many people are ready to pull out their credit cards to buy? How can you do this research? There are many websites that enable you to do it. Check out ebay.com, Yahoo buzz, forums and newsgroups. Use tools like Google Trends or research reports like Jupiter Research. Go to the next level by further researching your competition, and what they are offering their clients to gauge the competitive landscape.



### 4. Find Product

Find the product you want to promote that best solves the needs of the market you've identified. There are several ways and places you can create or find products:

- You can create your own product, such as a kit
- You can create an eBook to help inform, educate or instruct the market
- You can find an affiliate program and product to solve the problem
- You might be able to buy reprint rights to resell the product

The number one reason online businesses do not succeed is a failure to conduct keyword research and analysis. All too often, many aspiring entrepreneurs leap before the look. Instead of doing the keyword research, keyphrase analysis and market evaluation, they instead focus on selling a product and then try to find the market afterwards. By following these key steps to evaluating the market potential before launching an online business, you can avoid the pitfalls and mistakes that have driven so many away from the potential of being successful with their online ventures.

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## Business NLP Principles

Neuro Linguistic Programming or NLP is a technology that engages the mind and the body in its approach, incorporating the subconscious and conscious levels of awareness to overcome obstacles and to achieve goals. It is applied in life coaching to treat bad habits such as smoking, drinking, as well as eating problems. NLP is also applied in executive coaching to help executives face obstacles, make wise decisions and achieve success.

Executive Coaching will help the business executive align him (or her) self to become successful. It will also help him to become motivated and access his full potential to achieve the highest levels of success. It will teach him to change his outdated or inappropriate behaviors and learn how to increase the positive ones. Executive Coaching that employs NLP will make him manage his thoughts, behaviors and moods far better than the usual, basic tools of Executive Coaching. It will also help him communicate more effectively with his subordinates.

As a business executive, he will need coaching on leadership and management. He must be guided with the right principles to make sound business decisions and to achieve the goals of the company. He must find ways to gain respect and loyalty from his subordinates without forcing things on them. He must also learn to inspire his workers to work more competently and reach the company's goals, as well as their individual and personal ones.

NLP techniques are also applied in coaching as a means of dealing with stress. The coach will teach the executive the process of relaxation using NLP. The sessions include ways on how to relax the mind in order to deal with stressful situations. The executive can face difficult situations without panicking, and he can think properly and with more clarity on how to deal with them. In order to survive a stressful environment, a good business executive must be strong and wise enough to withstand everything, especially pressure filled events. He must not give up easily and make each situation a challenge. 'Being at the top' is not always a bed of roses. There are obstacles that he will encounter, and he must be prepared to face and find a way around each one of them.

Neuro Linguistic Programming coaching will definitely help the executive to gain the right attitude and the right mindset to reach the best of his abilities. He will be able to empower not only himself, but his people as well, to perform effectively. NLP will be the best tool for him to gain more success in life and in the business world.

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## 10 Ways to Stay Focused and Productive When You Work From Home

The work from home lifestyle is an attractive option for entrepreneurs and traditional employees alike. You can set your own hours, dress how you want, and work in a way that maximizes your time and skillset. However, working in and from the comforts of home carries risks that many people don't consider before embarking on it. Working at home is filled with distractions – chores, errands, pets, family members, television and even the couch. A mid-day nap is pretty darn awesome! But when those distractions begin to dominate your time, energy and productivity, you're in for real trouble on the work front.

Here are 10 ways to stay focused and productive when you work from home – and still enjoy the perks that come with it!

### 1. Be Honest

Is working at home REALLY the right choice for you? Are you prone to laziness, easily distracted or need other humans to keep you motivated and engaged? For some people, a home office is not a wise career move, because their personal and professional habits, needs and wants aren't in line with working alone.

### 2. Designate a Space

Toting a laptop around and working on the couch, in bed or at the kitchen is part of the freedom of working at home. But sometimes when you scatter your work around, your thoughts, papers, ideas and productivity get scattered too. You can still move around, but choose a space in your home that will house your technology, files, tools and other work stuff that you can access quickly and easily. (Having said that, now and then it is a great idea to stand with you laptop on the kitchen bench as this will help relieve any potential small of the back challenges from too much sitting down at a desk.)



### 3. Stick to a Schedule

The beauty of working at home is that you have the freedom to control when you work. However, we all have times when we are most productive and creative during the day, and times where we find it impossible to type even one more word or make one more call. Identify YOUR best hours and work them consistently.

### 4. Dress for Success

Sure it's awesome to roll out of bed and over to the computer in your pajamas – another perk of working at home. But when you elevate your appearance even when it's just you and your laptop, you will be more inspired and energized to do meaningful work. Wash your face, brush your teeth and get dressed as if you were going into an office. Ladies, even a touch of make-up can help to get you committed.

### 5. Take Breaks

Grinding out work at all hours of the day and night isn't healthy. We need to step away from our screens and refresh our minds to get re-energized in our work. Every hour step away from your desk or work area for a quick walk, some sit-ups or a coffee break. If you have been looking at the computer screen for a while, look up and into the distance a few times, and your eyes will be very grateful to you for doing so.

### 6. Go Public

You must leave your home to stay engaged with other human beings. People buy from people, so whether you're an entrepreneur, author or employed by someone else, your customers aren't living in your home with you. Get out into public and hang out where your customers are.

## 7. Multi-Communicate

There are hundreds of ways to communicate these days – phone calls, texts, Facetime, email, Skype, G+, social media, ‘snail mail’... and the list goes on. Learn how to use multiple modes of communication, so that you can connect with others in a way that fits your - and their - preferred style of communication.

## 8. Create a Calendar

When you wake up in the morning, do you know what to focus on each day? If not, it’s time to create a calendar to keep you on task. If you’re an author it might be an editorial calendar. If you’re an online marketer, it might be a content creation or social media calendar. If you work for someone else, it could be your to-do list with more structure and priorities around it. Really hone in on what business tasks bring in more customers, money and fans so you aren’t wasting time on useless tasks and tactics.

## 9. Find Your Tribe

Hang out with other people who do what you do – and this means leaving your home again! Entrepreneur groups, meet-ups, conferences and workshops are the perfect place to meet and brainstorm with like-minded folks who GET what you do and can help you grow.

## 10. Prioritize Right

Want to work less and play more whether you work at home or in an office? Create a system of prioritization that identifies the tasks that will make the most impact on your business customers, co-workers and tribe. Ditch all that stuff that just fills time but doesn’t bring in any value or money. Write down every task you do daily, weekly, monthly, annually. For each one, note how these lead to financial growth for you or the company. If it doesn’t, then ditch it!

The key to successfully working from home is to create an environment and process that works for YOUR individual needs and preferences. Be open to experimentation to find your perfect work-at-home groove.

Adapted from: <http://www.lifehack.org/articles/work/12-ways-stay-focused-and-productive-when-you-work-from-home.html>

## **Giving Back And Investing What You Have Earned.**

The culture of entrepreneurship usually just discusses dealing with all the problems that revolve around a capitalist that come in the way of his making more money. A societal and spiritual change in the life of a businessman can finally bring the sensation of completeness and enhance their capability of winning the hearts of those around them, not just their minds.

### **Supporting Children From Low Income Earning Families**

There are numerous capitalists who are involved with a charitable aspect in their life. They make efforts to support all those people who are below poverty line, disabled or are even underprivileged. There are several businessmen and industrialists that support children who are underprivileged and do not have enough sources for managing their studies. In some cases, the families living below poverty line are even compelled to make their children work, so that they can earn some money for supporting their basic necessities like, food, water and shelter.

Such families that suffer from these difficulties are shored up by different capitalists and provided with financial and other forms of support. They make arrangements for the children so that they can study, learn and become capable of making their future secure. Arrangements for books, school fees and some meals are made, which make life easier and more convenient for these children. Some industrialists can even support the families directly by providing them good employment options. This has proven to be of a great assistance to people who face difficulties with fulfilling their basic humanitarian needs as well.

### **Course Books for Children**

Current statistics clearly show that a vast number of children do not have their course books. There is a huge requirement for course books so that the children in need can be helped. Efforts are made to ensure they are capable of efficiently using the resources and understanding their studies in a better way. Various low income children are being provided with the entrepreneurial help to make studies easier and to secure their future. Some renowned capitalists provide financial help to the organizations and aid agencies that shore up such kids.

These days, finding such organizations is not an intimidating task any more. One can simply surf the websites and can stumble upon a variety of options where they will quickly and easily make donations for supporting the poor and deprived kids on your behalf. There are quite a lot of foundations and aid agencies where donations can be made, and these donations are usually tax deductible as well. This way, capitalists become philanthropists by introducing a charitable feature into their business and personal life.

The life of a businessman is not just a matter of a financial game or gain, as there is variety of other things that carry a lot of importance in the life. One such aspect is being in contribution, and this can really change the face of the world. It creates a win/win for all concerned,



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