

THE TWELVE GOLDEN NUGGETS OF A PROFITABLE BUSINESS

- 1. A clear and compelling vision and mission statement**
- 2. An obsession with knowing all facets of your niche market and continuously delivering the highest product/service value to each and every customer daily**
- 3. Sufficient capitalization from inception to stay in business 8 months**
- 4. A focused and coherent “living” business plan (including a comprehensive understanding of the business financials and performance metrics)**
- 5. Integrity and honesty as the primary value in life**
- 6. Loyalty and support to company employees (motivated employees that “fit” into your culture)**
- 7. Developing long-term relationships with your client/customers**
- 8. Continuous and aggressive cost-effective marketing that builds lasting recognition**
- 9. A commitment to growth through controlled and planned risk-taking**
- 10. Keeping up with and exceeding the products/services of the competition**
- 11. Working on the business rather than in the business**
- 12. A balanced life-style with supportive family and friends**