INDEX

The 7 Habits of Highly Effective People, 157

A
accountability, culture of, 119
accounts payable, 105
advertising campaign, Unique Selling Proposition and, 91–92
advice, 57
African Business & Trade, 136–138
Agassi, Andre, 154
agenda, 123
Ali, Muhammad, 135
Amazon.com, 127–128
American Writers & Artists Inc., 84, 131
angels investors, 44–45
Apple, 2
apprenticeship, 46–47
art gallery, 81–82
Ash, Mary Kay, 1
authority, 57
AWAI. See American Writers & Artists Inc.

B
balance sheet, 105
bandwagon, jumping on, 125
Barnard (The furniture shop owner), 139
Ben and Jerry’s, 2
benefits
deeper benefits versus, 89
features versus, 88–89
Bezos, Jeff, 127–128
Bloomberg, Michael, 59
Blue Ribbon Sports, 11
Bonaparte, Napoleon, 114
Bonner, Bill, 136–137, 148
Boothman, Nicholas, 76
Borders Books, 27–28
Borders, Louis, 27–28, 30
bottom-line goal, 123
Bowerman, Bill, 11–12
Breakthrough Advertising, 85
Buffett, Warren, 105
build on what you know, 31–33
business owner
  would-be, 4–5
  successful, 18
business plan, foundation of, 129
business relationships, 65–66
  getting more from, 70–71
  maintaining, 78–79
  rewards of, 66
business success
  cutthroat and, 144–149
  mindset and, 135–139
business
  bad reasons to start own, 30–31
  day job and, 12–16
  educating self about, 25
  financing, 44–45
  foundation of, 31–38
  launching, 4–5
  learning, 46–48
  starting, 12–16
  success, 13
  ten commandments of, 148–149
  use of humor in, 139–144
Clinton, Bill, 69
Cohen, Ben, 2
communicators, leaders as, 120
compensation
  CEO, 101–102
  determining own, 102–103
competition, cooperation versus, 115
competitive edge, 105–106
conceit of outside knowledge, 33–34
Confucius, 29
cforcements, making, 75–76
consideration, 124–125
control, maintaining, 132
cooperation, competition versus, 115
copy, marketing, 37–38
Covey, Stephen, 119, 157
Crazy Dave, 66
Crosby, John C., 47
customer standards, setting high
  standards for, 107–109
customers, 115
  respect for, 54
cutthroat, business success and, 144–149
C
  calculated risk, 2–3
Caples, John, 85
career-building contacts, making, 68
Carnegie, Andrew, 9
Carnegie, Dale, 120
Carson, Johnny, 154
cash, 105
cash flow, generating, 24
cautions, 5–6
Chamber of Commerce, 44
champion, mindset of, 135–139
Changing the Channel, 85
charisma, 69
Cialdini, Robert, 70–71, 85–86
daily planning, 156–158
David, Larry, 140
day job
  starting a business and, 12–16
  when to quit, 23
deadlock, 124
decisions, fast, 116
deeper benefits, benefits versus, 89
delegation, 117–118
Dell, 2
Demosthenes, 75
design, finalizing, 129
development, product, 36–37
differences, value-creating, 123

direct marketing, 83–85

Disney, Walt, 43

Disraeli, Benjamin, 98

Donatello, 46

Drucker, Peter F., 82

durable competitive advantage, 105–106

E

Ellis, John, 21

employee-employer relationship, 124–125

employees, as investments, 61–63

entrepreneurial type, myth, 16–19

Esther’s Health Soup, 21

Fear, using, 49–50

features, benefits versus, 88–89

feedback, 57

Ferriss, Tim, 16

financing the business, 44–45

flattery, 72–73

Florida Atlantic University, 144

The Four Hour Work Week, 16

Fox, Jeffrey F., 86

Franklin, Benjamin, 155

G

gambling, 6

Gates, Bill, 2

GE, 113

goal, bottom-line, 123

Godin, Seth, 16–17, 42

Goldstein, Noah, 85–86

Google, 2

Greenfield, Jerry, 2

H

Hahn, Fred E., 85

Hefner, Hugh, 1

Hightower, Jim, 125

Holmes, Oliver Wendell, 144

Hopkins, Claude, 85

How to Become a Rainmaker, 86

How to Make People Like You, 76

How to Make Your Advertising Make Money, 85

Huizenga, Wayne, 2

humor, using in business, 139–144

I

Iacocca, Lee, 61

ideas

    generating support for, 116–117

    selling to your organization, 117

If You’re Clueless About Starting Your Own Business, 16–18

Influence: The Psychology of Persuasion, 70–71, 85–86

inspire, 132–133

J

job, when to quit, 23

Johnson, Jeff, 11

Jordan, Michael, 136, 154

journeyman, 47

K

Kiam, Victor, 9–10

Kiyosaki, Robert, 16

Knight, Philip, 9–12

Kroc, Ray, 9

L

Lastman, Pieter, 46

leadership, 114–125

The Leap, 2

learning the business, 46–48

Leno, Jay, 69
Letterman, David, 154
long-term profits, short-term results versus, 93–95

M
Marden, Orison Swett, 116
marketing copy, writing, 37–38
marketing
direct, 83–85
product, 36–37
Martin, Steve J., 85–86
Mary Kay Cosmetics, 1
master communicators, 120
master-in-training, 47
Maugham, W. Somerset, 139
McDonald’s, 9, 106
McKinley, Liz, 41–42
meetings, 121–122
Mellon, Andrew W., 9
mentor, 46
mentor, finding, 48
Metro, Marty, 28–30, 39
Michelangelo, 46
micromanaging, 118–119
Microsoft, 2
money, 57
respecting, 103–104
side effects of making, 149–155
motivate, 132–133
motivating others, leaders, 114
mutually-beneficial partnerships, seeking, 76–78

N
National Venture Capital Association, 44
needs, wants versus, 87–88
negotiation, 122–124
networking, 55, 75–76
Nicholas, Ted, 73–74
Nike, 10–12
novice, 46–47

O
O’Connor’s Pub, 66
offer, picking, 37
Ogilvy on Advertising, 85
Ogilvy, David, 23, 56, 85
online publishing, 15
OPM. See other people’s money, 44
Optimum Selling Strategy (OSS), 82, 97, 131–132
OSS. See Optimum Selling Strategy
other people’s money, 44
others, learning from, 73–75
outside knowledge, conceit of, 33–34
overwork, 110–112
own business, bad reasons to start, 30–31
owners, successful, 18

P
partnerships, mutually beneficial, 76–78
pay, CEO, 101–102
Peace Corps, 136
persistance, 100–101
personal encounters, making count, 76
persuasion, mastering art of, 85–86
Pinnacle Petroleum, 41–42
politics, work versus, 114–115
Portland State University, 11
positive cash flow, generating, 24
product development, 36–37
product
adding value to, 36
finding the right one to sell, 34–35
marketing, 36–37
profit statements, 104–105
Index

profits, 98–100
  reinvesting, 101–102
  results versus, 93–95

R

Ready, Fire, Aim, 4, 16, 50, 97
Ready, Fire, Aim, 15, 116
relationships
  employee-employer, 124–125
  maintaining, 78–79
reluctant entrepreneur, 12–13
Ridicule, 143
risk, reality of, 2–3
Robbins, Tony, 69
Rockefeller, John D., 9
Rosten, Leo C., 143

S

Schwartz, Eugene M., 85
Scientific Advertising, 85
SCORE, 21–22
Seinfeld, Jerry, 140
selling, 82, 131–132
Seven Years to Seven Figures, 12
sharing, competition versus, 115
short-term results, long-term profits versus, 93–95
side business
  day job and, 13
  success, 13
side effects of making money, 149–155
Six Degrees of Separation, 75
Small Business Administration, 44
Smith, Rick, 2
stalemate, 124
Starbucks, 106
starting business, day job and, 12–16

Stern, Howard, 154
success trap, 110–112
success
  learning from others, 73–75
  side business and, 13
successful business, launching, 4–5
superstar organization, structuring, 59–61
superstar potential, recognizing, 52–53
superstars, 51–52
  finding, 54–56
  motivating, 57–58
Swinmurn, Nick, 36

T

T-Bone, 66
teamwork, 119–120
temper, controlling, 124
ten commandments of business, 148–149
Tested Advertising Methods, 85
Tiffany & Co., 106–107
Tiger brand shoes, 10–11
time management, 43–44
time-management system, 155–158
trade journals, 67
trade shows, 68
Tribby, MaryEllen, 85
Trump, Donald, 147–148

U

U.S. Small Business Administration, 44
Unique Selling Proposition (USP), 90–91, 106
  advertising campaign and, 91–92
University of Oregon, 10–11
urgency, sense of, 54
UsedCardboardBoxes.com, 29
using fear, 49–50
USP. See Unique Selling
Proposition
INDEX

V
value-creating differences, 123
value, adding to product, 36
venture capitalists, 44–45
Venture, Ken, 135
von Goethe, Johann Wolfgang, 58

W
wants, needs versus, 87–88
Waste Management, 2
Webvan, 27–28
Welch, Jack, 113
White, Hugh, 149
Whole Foods Market, 22
Williams, Serena, 154
Williams, Venus, 154
Winfrey, Oprah, 154
Woods, Tiger, 154
work ethic, 54
work, politics versus, 114–115
worst-case scenario, 123

Y
Yes! 50 Scientifically Proven Ways to be Persuasive, 85–86

Z
Zappos, 36