

- Do a business plan
- The job is not about you. It's about your customer/client.
- Don't over promise. Do over perform.
- It is **EASIER** to stand out today.
- Your biggest enemy is yourself. Your biggest obstacle to success is the status quo.
- The new "thinking outside the box" is now "thinking inside the box".
- The harder you work, the luckier you get.
- You are **NEVER** your own boss.
- Charge enough! Include promotion in your product or service cost. You don't pay the advertising – your customer does.
- Always quote high. Always charge less.
- Answer to: "I can get that done for less" by saying:

You get what you pay for.

No you won't. Not what I'm going to provide you.

Look how much I am going to make you/or save you.

Good-Bye.

- Do not be a commodity.
- Don't e-mail any proposal. Too easy to say NO and too easy to copy and re-bid. Use the phone. If a big project, go in person. Make the proposal and shut-up. Don't talk yourself out of a sale. Let the uncomfortable silence work for you.
- 10% off is nothing. Stick to your price. Save the 10% and invest it in old fashioned advertising.
- When advertising...say something! We remember 20% of what we hear. We remember 100% of what we feel.