



# 17 Lessons in 17 Years

## SECRETS TO BUILDING AND MANAGING A PROFITABLE BUSINESS

1

### Entrepreneurship is NOT fulfillment

If you're currently performing fulfillment, go replace yourself in that role first before you do anything else.

2

### Get really good at systems

If you want your business to run like a well-oiled machine, know enough to lead and direct the systems you want.

3

### Recruiter and a banker

Find someone to whom you can delegate these tasks—be it a partner or an employee—so you can get back to being an entrepreneur.

4

### Delegate everything

Your job as an entrepreneur is to have margin, and you can only do that if you delegate.

5

### People are the most important part of business

When you build your business around talented, hardworking people, success is the inevitable outcome.

6

### You should be the dumbest person who works for you

Hire a kickass team of people who are amazing at what they do—and trust them to do it.

7

### ONLY do business with people you'd trust on a handshake

Surround yourself with people who will positively influence you and your business.

8

### Paper up anyway

Get any and all agreements in writing to save yourself time, money, and a lot of hassle.

9

### Life's too short to work with people who drain you

They will impact your ability to perform and ultimately hurt the growth of your business.

10

### Niche down into excellence

When you find your niche—and no niche is too small—that is where you find success.

11

### The Corridor Principle

Until you're in the thick of it, you can't see where the real business opportunities are.

12

### Get excited about problems

When you encounter a problem or a challenge, train your body to get excited about it.

13

### Don't be the expert; be the guide

You don't have to be an expert at something to be really good at showing people how it's done.

14

### Focus on recurring revenue

Add a recurring revenue component to your business to help you grow and scale.

15

### Get good at the game of money

Money is the fuel for your entrepreneurial endeavors, so be very careful of how and when you use it.

16

### Don't get romantic about the way you make your money

Be adaptable, and understand that the way you make your money now may not be the way you're making money in the future.

17

### Instill LOVE in everything you do

If you want to start a business and don't know where to begin, think about who you love, and find a way to serve them.