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*Basic Principles of Business:
Fundamental Truths*

Hard lessons

Strategy is
EVERYTHING

Benefits of a
real business
plan

Take Action

BONUS

What I've
learned
along my
journey

Strategy: hard lessons

- I began my entrepreneurial journey in 2012 when I initially launched The Author's Pen, LLC. Over the first 3 years, I had little to show for my "business" venture.
- I had no clear vision, just a loose understanding of what I wanted to accomplish.
- My results were linked to my half-hearted commitment.
- Although those were difficult lessons, they helped me to develop the mental toughness needed for where we are today.

Strategy is EVERYTHING

- In 2017, I took a huge step forward by writing a Business plan.
- It allowed me to clearly articulate my vision.
- It helped me to explore my ideas.
- It helped me to create a strategy to get accomplish my newly defined goals.
- As a result of writing my business plan, I've seen a tremendous upswing in my business through speaking engagements, new clients, increased revenue.

Benefits of a *real* business plan

- **Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis**
 - *a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.*
- **Comparative Analysis**
 - *a study that compares and contrasts two things: two or more businesses, to find the crucial differences between them.*
- **Understanding Return on Investment (ROI) for every product & service**
 - *profit from an investment as a percentage of the amount invested.*
- **Competitive Advantage**
 - *a condition or circumstance that puts a company in a favorable or superior business position.*



Plan you work and
work your plan.

Napoleon Hill

- After you have a clear vision, remember that plans don't work unless YOU DO.
- Take action everyday that aligns with the goals you've set for your business.
- Just like a newborn baby requires around-the-clock care, so does your business in its infancy.
- So, roll up your sleeves and...**werk, werk, werk, werk, werk.**

**Take
ACTION**

Let's stay connected!

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BONUS: Benefits of writing a *Business book*

Here are a few benefits of publishing a business book

1. **Credibility:** It adds a layer of credibility to your expertise
2. **Resource:** You become a resource to your customer base & potential customers
3. **Resume:** It adds a huge accomplishment to your business resume
4. **Opportunities:** It opens the door for speaking opportunities in your industry
5. **Growth:** It will grow you and grow your reach

Sound like something that will catapult your business??? Let us help you make it a reality!

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