

CRACKING

5 MYTHS OF STARTING

THE

OR GROWING A

START-UP

SMALL BUSINESS

CODE

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ISBN: 978-1-952233-48-7

Library of Congress Control Number: 2020918914

McPherson, mcpersongraphics.com

INDIE BOOKS INTERNATIONAL, INC®
2424 VISTA WAY, SUITE 316
OCEANSIDE, CA 92054

www.indiebooksintl.com

MEET THE MYTHS

M

The **M**oney Myth

Y

The **Y**ou Myth

T

The **T**reatment Myth

H

The **H**ow Myth

S

The **S**pending Myth

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CHAPTER ONE

WHY YOU SHOULD NOT TRUST BUSINESS MYTHS

There are many books about starting a business, but most of them do not focus on creating the right mindset; they usually jump right into the process. This book is different since it focuses on five myths of starting a small business. By debunking these myths, a mindset of confidence, determination, and strength will be created that will allow you to implement the process of successfully starting a small business. Next, I will help you focus on the nuts and bolts of getting the business started. Then, I want to assist you by focusing on sustaining growth.

BY DEBUNKING THESE
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In this immediate society, people want to know the basic steps to achieve a solution. For example, if you want to know how to select a career, there is a step-by-step process that starts with identifying your interest or passion. Another view would be to start with what Tom Rath says in his book *Life's Greatest Question*: "Where can I find my greatest contribution?" These conflicting viewpoints are both a possible step one in choosing a career.

The second step would be to take some kind of assessment to define your strengths and weaknesses. The steps in this process go on until you have your career formula. There is nothing wrong with step-by-step processes to help you be effective in accomplishing your goals; in fact, our society has progressed so fast that through technology, we can learn how to do things almost instantly—sharing information to attack problems or find solutions through processes via YouTube, Facebook, and other tools. Tony Robbins and Dean Grazioso have fine-tuned a concept called Masterminds—courses that can be developed by anyone who has expertise in something. This allows you to learn processes, concepts, and information much faster, as you do

not spend time in trial and error. You learn from someone who has successfully done what you are trying to accomplish. In addition, taking courses involves people who share a desire to help solve each other's problems related to the topic. In this case, the Mastermind would be "How to Select a Career," hosted by someone with expertise in doing that. Attendees could all contribute and help each other select careers. It is predicted that knowledge-based businesses like Masterminds will soon be a billion-dollar industry.

Process books are great for helping you with the step-by-step implementation of ideas. There are many experts who believe we need to focus on mindset first. For example, Simon Sinek wrote a book called *What is Your Why?* His basic premise is that we must understand why before we do anything. I did not just learn this concept from books; I lived it. While creating my Mastermind course, "How to Start a Business," I learned if you do not create a clear mindset, you will never build a great Mastermind course. Before I developed my course, I took Module One of the online course, "Mastering Your Mindset." In that module, I learned I had to avoid the negativity of others, be confident and determined, use

transformational vocabulary, and realize my why. The epiphany that came from this was that life is not about me; it is about adding value to others. It also became clear we must create our mindset first to ensure a successful start-up and grow a business.

I surveyed many people who wanted to start a small business about what was holding them back and found 90 percent of the responses had something to do with fear. That included fear of the unknown, failure, potential loss of money, lack of resources, incompetency, enormous workload, and the list goes on and on. I wrote this book for these people—and anyone else who's allowed the five myths of starting or growing a small business to stop them from moving forward. You will gain confidence and be ready to act after debunking these myths. Then, I will give you ways to build your future business and sustain growth.