

## CONTENTS

Step 1:	The Primary Purpose Of Your Enterprise	5
Step 2:	Be Truly Passionate About What You Do	8
Step 3:	Your Enterprise Must Quickly Become Your Slave and Rewarder	12
Step 4:	Be The Puppeteer Never The Puppet	18
Step 5:	Ease Yourself Out Step-by-Step	21
Step 6:	Gather And Surround Yourself With Extraordinary Staff	24
Step 7:	Advertise For Superstars And Get Them	25
Step 8:	Give The Candidate a Reasonably Tough Time at First Interview	27
Step 9:	Pay on Performance	32
Step 10:	Welcome And Formally Train—Day One	34
Step 11:	Train Repeatedly	35
Step 12:	Give Staff Authority And Autonomy	36
Step 13:	Demand Performance—And Reward It	37
Step 14:	Mind-Set	40
Step 15:	Create Your End Goal First	47
Step 16:	Create Powerful Strategy	50
Step 17:	Identify Hidden Sales, Profit And Cash Opportunities	52
Step 18:	Increase The Size, Frequency And Coverage of Your Most Effective Marketing Activities	54
Step 19:	Thousands of Your Ready-To-Buy Customers Are Confused and Mistrusting	56
Step 20:	Your Key To Riches—Front End versus Back End Marketing	58
Step 21:	Time For Your Personal Pay-Day	63