

## Introduction

It is my privilege to gift you this message.

Contained in these few pages is the essence of my twenty-three years of discovering what works, and what doesn't work, in business.

These Twenty-One Steps capture the essence of what it takes to build virtually *any* business or professional practice from conception into a multi-million pound success.

It is the secret to success and wealth in business that very few entrepreneurs ever take the time to discover, grasp and make functional in their enterprise.

It is the culmination of my 23 years in business, and working with hundreds of business owners and directors, and my clearer and clearer realization of the THREE main drivers of success and profit generation in enterprise:

One, that your business, your success, and your wealth achievement is all about THEM—the customer, client or patient, and virtually NOTHING about you, the business owner.

Two, that attracting and keeping extraordinary staff is the key to achieving number one.

And Three, understanding and applying the little-known discipline of **response-marketing** to evoke extraordinarily high sales and profits return from every pound or dollar you put into the marketplace, and every **effort** you and your team make.

Come with me now on a journey that will change your business and personal life forever.

Also, visit this £100 million FREE marketing resource online:  
[www.LeaveThemInTheDust.com](http://www.LeaveThemInTheDust.com)

Click this link now, and discover *then apply* the marketing strategies that make you millions—**FREE TO YOU.**