



**If you have a well-written business plan, adequate financing, boundless energy, and a willingness to make fast changes in a fluid environment, then congratulations, you have what it takes to be a business leader!**

Our book, *Make Millions and Make Change* is a detailed guide to doing better in business and life in general. *Please use the following outline & worksheet as a guide through the process.*

**Answer:**

**Step 1.**  
***Determine your career***

Once you have begun to gain a semblance of the qualities mentioned throughout the first chapter of the book, such as confidence, a machine-like drive to work, and so on, you are ready to make a decision on your career.

***Q: What are my first, second, and third Best Bets?***

Answer the question on the right hand side. Your first Best Bet is a business you can train for for life. Your second Best Bet is a business you have no experience in, but are naturally interested in. Your third Best Bet is to choose a relatively random line of business after exhaustively studying research and financial models on emerging industries.

## Step 2.

### ***Plan Your Success In Writing***

Consider many possible scenarios for each business before you actually choose the one that you want to start. Next, identify your audience for the plan. If you are premature with your big idea and just need some talking points for background consultants, rather than writing a full-blown “business plan,” you could instead write a “business model” in a few short pages. We recommend following the outline found [here from Sequoia Capital](#).

**Q: What is your business idea?  
How much financing  
do you need?**

**Answer:**

Reference: Page 24

## Step 3.

### ***Quit Your Job***

There is practically no way to build a seriously profitable business on a part time basis. The truth of the matter is that doing this is a big risk. But what is the worst thing that could happen? If you're smart, you won't let yourself get to the point of homelessness and destitution before you realize your plan has not worked, and then you could put yourself back on the job market. In the worst-case scenario, you still will have learned many valuable lessons that can be properly applied to your future.



Reference: Page 25

## Your Basic Checklist

- Business Model
- Name, logo, slogan
- Trademark
- A .com Domain
- Website & Business Cards
- Paperwork and a lawyer
- SOP's & Mission Statement

## Step 4. Get Real

There are a great number of details to consider when you begin a new business. You need to get incorporated.

Your brand is everything so don't shortchange it. In the beginning, pay to build it by leveraging the right image and domain, and stick with it, because you will discover that branding reinforcement over a long term also pays out for the long term.

Reference & Full Checklist: Page 29

## Step 5. Create & Maintain Your Own Best Practices

Your Best Practices document is an arsenal of continually evolving and fluid rules to live and work by. Old ideas should be thrown out now and again while new ones are readily added. After preparing extensive documentation about the Best Practices that drive your industry and your company, you should then create Standard Operating Procedures that explain how to do all the theoretical tasks in an organized manner. Equally important is to keep a fluid To-Do list of up to a hundred tasks of varying sizes that you should manage with approximate completion dates.

Reference: Page 34  
*Read Our Best Practices On Page 57 & 58*

## Make Sure You Have:

- Best Practices Document
- Standard Operating Procedures
- Running To-Do List

## **Consider Our Important Concepts**



### ***Zero-Based Budgeting Of The Mind***

We believe companies are not entitled to do business the old way. Instead, you should be constantly checking to ensure the old way still makes sense and eliminate any commercial preconceptions in your mind; as a result, you can maintain an open mind and be prepared to change the way you think, like Warren Buffet, Steve Jobs, and Bill Gates tend to do. This is beneficial brainwashing: Take nothing for granted and re-examine what will really allow you to accomplish your goals.

Reference: Page 39

### ***Hype Theory***

Hype Theory holds that two forces, hype and reality, follow the same patterns of natural selection, and they are mutually dependent on each other for optimal success.

You are simultaneously protected by your base reality (of excellent plans, products, employees, intellectual property, financing, and so forth) and can therefore safely project your hyped up confidence in the market, which is likely to appeal to new customers and help uncover a variety of potential opportunities that you are qualified to leverage. You are creating a selffulfilling prophecy by projecting your real world confidence.



Reference: Page 46

## **Step 6. Continuously Improve**

### **Four Main Strategies**

- Delegate Tasks
- Build Efficiencies
- Learn More
- Work More

As elucidated throughout the entirety of this book - a business is quite a lot for one individual to run - you can't do it by yourself, so delegate tasks. When you're more efficient, you get more done, and therefore, can scale your operation. Learn more and work more to separate yourself from your competitors.

### **Kaizen**

“Kai” is defined as continuous improvement while “Zen,” a more familiar term, is loosely translated as for the better or “good.” Therefore, kaizen is to make “continuous improvements for the good.”

Kaizen follows three principles: 1) process and results; 2) systemic thinking (the big picture); and 3) non-blaming, because to blame is counterproductive and wasteful in practice. More on page 55!

**Learn how  
to make deals  
on page 81.**

# In The End...

While it is completely your choice what goal you strive for, dear reader, we'd like to hint towards our opinion of the best motivation to make millions: ultimately, to ***make change and make the world a better place.***

We maintain the notion that when you acquire high levels of success, you can and should begin impacting others in as positive a manner possible, such as the author has done through his charity efforts like MakeChange.com. Beyond monetary wealth - you can really accomplish wealth of the spirit and soul when you are helping others in your community *thrive*.

**So, off you go, into the great world of business. We sincerely hope that you have gleaned enough information from our book to aid you on this journey.**

In any case, many thanks for reading this book. Don't hesitate to reach out should you have any thoughts, comments, questions or concerns through our website, or by emailing us at [info@makemillions.com](mailto:info@makemillions.com).

All the best,

**Mike Mann**  
*Author, CEO, Domain Name Expert*

