



The 7 Giant Oversights that can Ruin Your Business...

*And how to
avoid them*

MICHAEL YACOUB



How would you like to avoid serious business oversights, save yourself years of struggle and add profitable value to your business and your lifestyle NOW?

"The absence of an exceptional entrepreneurial insight is the cause of all oversights" Michael Yacoub



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Prevent the mistakes that can put you out of business and secure compelling rewards!

In this Special Edition of the Advantex Business Mastery Report You will Discover.....

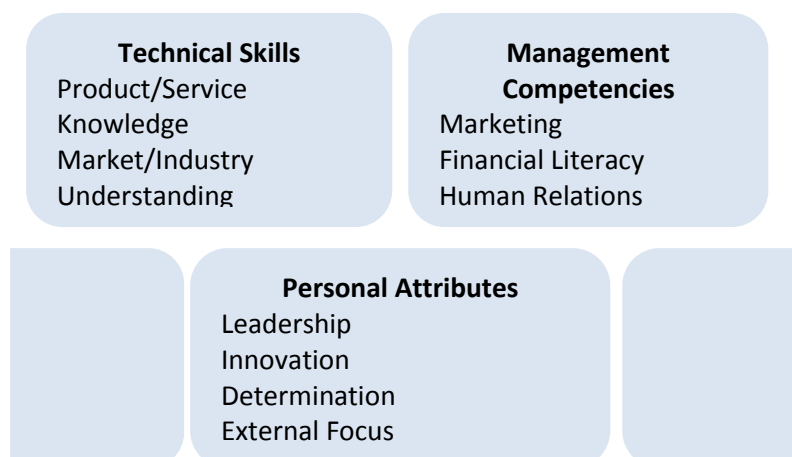
- The 7 Giant Oversights regularly committed by entrepreneurs
- How each oversight can ruin your business
- A quick and simple test that will provide you with the solution to each oversight
- How to take your business through a success path you probably never considered
- The Five Principles for Success. How to become successful entrepreneur in today's world?
- How the most successful entrepreneurs avoid making these oversights
- And much more.....

Liberating Your Entrepreneurial Spirit

The Australian economy depends on the entrepreneurial spirit. Entrepreneurs identify opportunities, large and small, that no one else has noticed. They have drive – a fervent belief in their ability to change the way things are done, and the force of will and the passion to achieve success. Entrepreneurs focus on creating value; they want to do things better, cheaper, faster. And they take risks – breaking rules, cutting across accepted boundaries, and going against the status quo.

Entrepreneurs are visionaries – that's why small to medium enterprises (SMEs) are what drives the Australian economy. Yet the realities of owning your own business are sobering. **95% of small businesses will fail within the first five years.** How come? How could all the positive, good intentions of the entrepreneur end up so off track? And more importantly, if you are a small business owner, how will you prevent being yet another statistic? What if you could be one of the 5% who does succeed? Imagine what your life would look like.

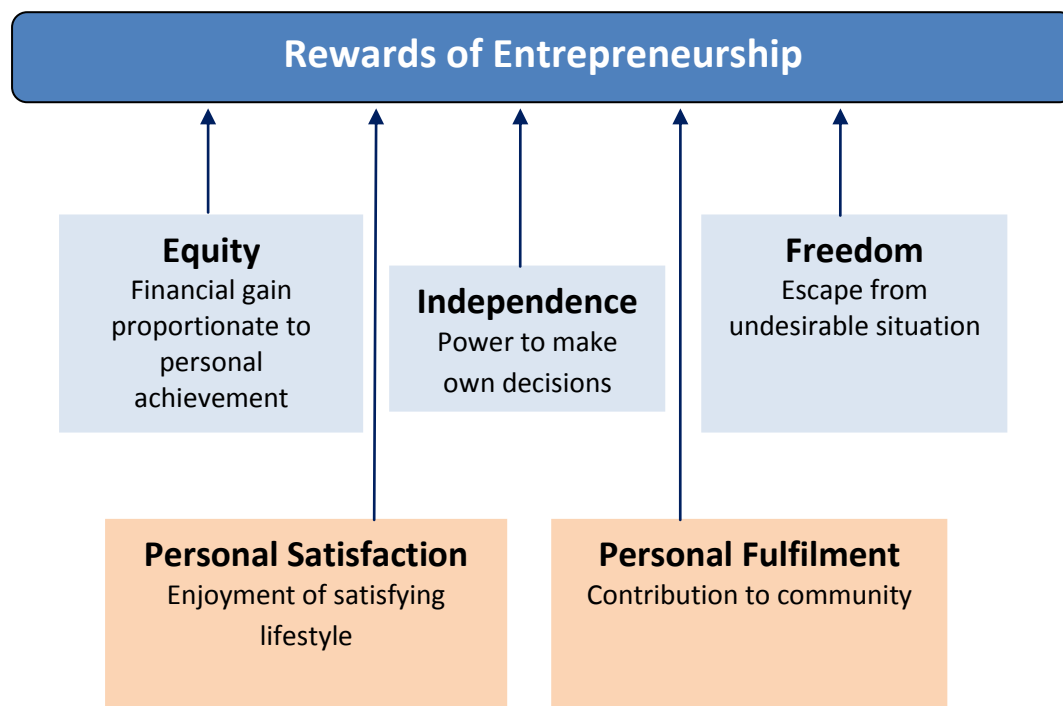
Building Blocks of Successful Entrepreneurship



Why Do People Become Entrepreneurs?

The most exciting part of my work life as a serial entrepreneur, consultant and coach has been to observe at close proximity the quirks, the inspirations and the discipline of entrepreneurs and serial entrepreneurs (they do it over and over again). I've found that serial entrepreneurs show more profound and pragmatic understanding of risk and leverage than the first-time entrepreneurs. Therefore serial entrepreneurs enjoy the full array of rewards bestowed upon them, not by luck, not by chance but by their creativity, attitudes, behaviours and choices.

These rewards include but are not limited to the following:



So, why do people become entrepreneurs? Because most success driven people are entrepreneurs by nature, but with varying degrees. They identify their core strengths, inspirations and purpose, and rarely stray far from them. They are rewards driven. They combine their core strengths with newly acquired knowledge to invent a new product for a new market, and subsequently acquire independence, freedom, personal satisfaction, fulfillment and wealth.

In this report we will uncover some amazing remedies that will guarantee your success as an entrepreneur....

But first, why do some entrepreneurs fail?

The 7 Giant Oversights

During the past 25 years in business, I've heard the same complaints from the majority of entrepreneurs, time and time again; Lacking focus, allowing self doubt to creep in, had no one to offer them encouragement, failing to take the "right" action, getting bogged down in negativity, failing to sustain momentum and becoming paralysed by fear of failure. They feel **frustrated, confused, overwhelmed, isolated** and easily distracted. **The cause?** Surprisingly, all these problems have their roots in **7 giant oversights** that entrepreneurs too often make. When we coach clients to overcome these giant oversights, they often double and triple their incomes within twelve months.

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

-Conrad Hilton

Giant Oversight	Symptoms	Remedy
1. Lacking focus and misplacing your passion	Confusion	Develop clarity and purpose Form habits & reinforce focus
2. Allowing self doubt to creep in	Distraction Overwhelm	Develop positive thoughts and build self belief and positive expectation
3. Being the Finder, Minder and Grinder and doing it all alone	Isolation and exclusion	Leverage your team's knowledge and efforts, seek coaching
4. Failing to take the right action i.e. not finishing projects	Obstruction	Motivation and concentration
5. Getting bogged down in the details	Exactitude & Frustration	Build enthusiasm with clear direction to move forward
6. Failing to sustain momentum - inability to prioritise	Reactionary State	Being proactive, time management
7. Becoming paralysed by fear of failure	Uncertainty Self limiting belief	Failing is part and parcel of business Cognitive-behavioural techniques

Giant Oversight # 1

Lacking focus – Misplacing your passion

These two elements go side by side in the entrepreneurial mindset. Due to lack of focus entrepreneurs misplace their passion and become entangled in the web of their own map of the world, but at the same time completely oblivious to the hard realities around them.

Ask yourself *“Do I get really excited about my latest venture, but my excitement and my passion fizzle out as soon as I realize there is hard work involved?”*

When launching a new project or venture, entrepreneurs should leave their passion in the bedroom and let objective assessment be the overriding criterion. Chasing one business idea after another, searching for the right fit to their passion – be it freedom, wealth prestige, lifestyle possibilities etc. but at the same time failing to verify if the new venture is truly aligned with their values, experiences, needs, talents and goals, is a recipe for disaster.

Another reason for this giant oversight is the lack of purpose, which leads entrepreneurs to want to do only the things they LIKE to do. The secret to success lies in forming the habit of doing things that failures don't like to do. By having a strong purpose, you will start doing the things you don't like to do, and then you will accomplish the things that you are passionate about. For example, the success habits in selling are: Prospecting, Calling clients, Selling, Working long hours, but unsuccessful entrepreneurs shy away from these important chores.

Have a purpose for everything you do: Work, self development, travel, lifestyle, etc. Living for a purpose strengthens your passion and focus.

“Great minds have great purpose, others have wishes. Little minds are tamed and subdued by misfortune; but great minds rise above them.” Washington Irving

One of the objectives of our Leadership 360 Evaluation for our clients is to get them very clear about what's most important to them and to identify their purpose and goals in the context of their business and lifestyle.

As soon as they are clear about who they are on the inside, they then can establish clarity about what they want on the outside....Ultimately passion will prevail once the money starts to flow in droves.

Giant Oversight # 2

Allowing self-doubt to creep in

Where does self-doubt come from? Self-doubt, self-limiting belief, or the lack of faith or confidence in oneself occurs due to negative expectations. First, a negative expectation that the venture might

not succeed, and second, from an expectation that even if the venture is a success; you doubt that you can sustain that success.

Let me set the record straight here; you won't ever be able to entirely rid yourself of "self-doubt". But you can lessen its impact dramatically by paying attention to the flow of thoughts inside your mind. Defeat the doubtful thoughts, direct it accordingly and awaken your intuition. And, it does not hurt to celebrate your successes every now and then! Focus on facts, not emotions. Look at the situation objectively, take the personal fear out of the picture and acknowledge your potential as a successful entrepreneur.

And by the way, doubting yourself is not totally an ill fated exercise. So many successful entrepreneurs arrive to a key question or the ultimate solution to a challenge, by first doubting themselves and then seeking help and fortitude from their unconscious mind and the minds of their trusted advisors. That's where self doubt and high expectation lead to success and true self discovery.

Some entrepreneurs equate self belief or self worth with the approval of others. Just remember that people may doubt what you say but will believe what you do.

"A mind troubled by doubt cannot focus on the course to victory."

- Arthur Golden

Giant Oversight # 3

Being the Finder, Minder and Grinder, and doing it all alone

Most entrepreneurs try to bite off a little more than they can chew hoping they'll quickly learn how to chew it. They take on the multiple tasks of not only marketing and running the business and dealing with customers, but operating and maintaining the "machine" as well. They find it hard to let go and release control, and in this way, hinder the evolution and growth of their enterprise.

Successful entrepreneurs understand that unless they learn how to let go of the mundane tasks, their business will not grow. They know how to leverage the efforts of their teams and the knowledge of the people around them. By building business systems that can be operated by the team and having procedures, policies and check lists to support the management system, winning entrepreneurs enjoy total freedom, wealth creation and a lifestyle to boot.

Ask yourself; "Am I building an enterprise or a job? Is what I am doing now moving me closer towards my goals? If not, then it is moving you away from your goals of enterprise building.

Stop being the finder, minder and grinder in your business. Leverage other peoples' time in the operation of your business.

But, you may say, my business is me..! I am it..! I do not have a team! In this case, you must establish a virtual team of independent contractors who can help look after the core of your business such as:

- Bookkeeper
- Accountant
- Marketing Copywriter & Product/Service Manager
- Graphic Designer, Photographer
- Personal Assistant
- Webmaster and Online Shopping Cart Manager
- Special Projects Manager
- Google Ad words and SEO Specialist

Clients tells us that one of the biggest differences we made in their business was helping them build their team or virtual team which allowed them to enjoy a better life with great freedom while working strategically on the vision and future of their businesses!

It has been hypothesized that vision without action is daydreaming and action without vision is a nightmare!

Giant Oversight # 4

Failing to take the right action - not finishing projects

Entrepreneurs have B.H.A.G (Big Hairy Audacious Goals) but most of the times suffer A.D.D (Attention Deficit Disorder). They love the thrill of starting a big project, researching it and doing all the things required to get the project started...But then once they've done a certain amount of work, the excitement and the interest in the project gets lower and lower as time goes by. Their new projects and even learning investments are often left half done, and seldom finished.

The scenario is always the same: First an idea is born in your mind. You begin researching and building the idea. You then passionately, tell your friends, family, colleagues and others. You convince yourself that you are now on the right track to riches. A couple of months later you begin questioning yourself internally. For some reason or another, you start wondering if you are doing the right thing. Soon after, you get down on yourself and you start losing focus. You lose sight of the fire that got you started in the first place. By now, six months into it, you decide to abandon it, and tag it as a "learning experience."

Having built close business relationships with hundreds of entrepreneurs, we have found that they generally need **constant motivation and support concentrating** on completing what they have started. By explaining to them the four stages in the lifecycle of a project or an idea (Introduction, Growth, Maturity and Decline), our clients find themselves finishing what they've started and reaping the profits of their completed efforts.

Some remedies also include advice to **get a business partner** who enjoys the flip side of the coin, and doing the things that you don't like. This will also bring a sense of accountability. Having someone there to expect you to finish your part of the project is a very **strong motivator**.

Another path is to outsource the work. We have acted as a virtual partner to numerous businesses with amazing results.

Giant Oversight # 5

Getting bogged down in the details

Every so often we can't see the wood for the trees. It's all too easy to get bogged down in the details of what we're trying to achieve, while missing the big picture. We tend to focus on minute details, rather than on what actions move our business forward. In my opinion, this is an oversight of mammoth proportions, as the very essence of being an entrepreneur is to think big while maintaining a big picture attitude.

Nevertheless, nobody is perfect. Did you know that Microsoft Word was originally released with 10,000 bugs? Sometimes it seems that it still has that many. The point is... it will never be perfect. Do you know how many times your products are going to change before they are released? Take Apple products for example (iPod, iPhone, iPad, etc.). Apple sets sales records every time they release a new product. Do they have perfect releases? Perfect products? No: they do the best they can with the idea, the time and budget they have set.

You need to take a step back more often and evaluate where you want to be, and whether or not what you're doing is actually getting us nearer to your goals. By not getting bogged down in details and your own perfectionism you are creating a business environment of moving forward, improved products, Improved ROI and renewed energy all around!



Giant Oversight # 6

Failing to sustain momentum - inability to prioritise

Many of us get sidetracked putting out fires, answering questions and calls, and doing things that take us from what needs to get done. How many times does the week go by and you think - "Where did the week go??" "What did I really get accomplished?" This giant oversight occurs when we are not working towards our priorities and allow the week to "just get away" from us.

When this takes place we are in a reactionary state. We react to completing new, time-consuming requests that very easily and very quickly fill up our days, weeks and months. In this manner we are still working very hard but progress is slow or lacking. What we need to create is a shift from the reactionary state to a proactive one. In a proactive state your day is

filled with meaningful accomplishments in line with your greater goal. To do this use the simple steps as follows:

As an entrepreneur, determine what your priorities are? What you are trying to accomplish? And how you can go about accomplishing them?. If your priority is to grow the business and increase revenue, then each day you need to think about how your activities relate back to this important priority. What percentage of your time is focused on increasing business and sales? Equally important, you need to start taking action towards these goals and start doing the things that will help you accomplish your end goals.

Let this giant oversight be an incentive to set your priorities straight and focus on them each and every day. Set goals and keep on track to achieve them. By understanding and working towards your priorities, you will begin to understand what is reasonable to accomplish given the time and resources you have. This knowledge and action alone will vastly improve your ROI while also allowing you to go home early and satisfied knowing your productivity has improved greatly.

Giant Oversight # 7

Becoming paralysed by fear of failure

In order to succeed as an entrepreneur, your desire for success should be greater than your fear of failure. But make no mistake; failure is the first step towards success, as per the title of my second book. Erik Erickson described human development as a series of stages, each focused on achieving success in a different aspect of life. In order to achieve success, though, it is often necessary to first experience failure; hard-learned lessons are generally required.

There is a general assumption that those who have a strong desire for success may actually be suffering from a fear of failure. This hypothesis makes a lot of sense, as achieving success by definition is the opposite of failure. Entrepreneurs are success seekers and they typically go out of their way, taking uncalculated risks to achieve their success.



Both fear of failure and fear of success tend to respond well to treatment. Cognitive behavioural techniques are often used to help you learn new ways of thinking about your choices. If the fear is motivated by a feeling of not being in control of your own life, then exercises may be prescribed in which you are encouraged to make decisions independently. You will realize that for every failure, there is an alternative course of action that can be easily identified and acted upon.

Fear of failure is a complicated condition that can prevent sufferers from achieving their full potential. With professional help, though, both conditions can be successfully overcome. As an NLP (Neuro Linguistic Programming) practitioner, I have been able to help several of my clients overcome many success impeding phobias.

Oversights and Mistakes Happen

Most of us have made mistakes and committed oversights in the course of our working business life. They happen! Some are small and can be easily rectified. Others may seem larger, impacting our people and our business, and may cause huge losses, frustration and self-doubt. What do you do in order to rebound from an oversight and continue moving ahead entrepreneurially?

Success is how high you bounce after you hit bottom. – General George Patton

First of all, acknowledge the mistake or oversight

Take personal responsibility for your actions. If your mistake is called to your attention by others, or if you notice it yourself, don't try to hide it or assume it will go away on its own. Worse, do not blame someone else for your shortcoming. By acknowledging your mistake, you begin the process of recovering and resolving.

Learn From It

Ask yourself. What is good about this oversight? How can I solve it and learn from it? What will I do differently moving forward? How might I share what I've learned with others? Taking something positive from a potentially damaging situation shows your resilience and continued commitment to your work and responsibilities. You're choosing not to let this mishap stop your progress.

Stay Present

Focus on what you can impact. Damage control happens by fixing your oversight and planning for the future. Mulling over what you should have, could have, or would have been done, does not get you anywhere, except feeling dejected and depressed. Ask yourself, "What can I do NOW to resolve this situation?"

Take Action

Take action to fix the mistake and move beyond it. You can actually choose to make the resolution of your mistake an opportunity for yourself, your project or your company. Create something which not only corrects your mistake, but goes beyond correction to enhancement. Show that mistakes don't stop you, but actually compel you to greater contribution.

End it and move on.....

Finally, allow the mistake and the entire process of addressing the mistake to end. Regain your professional footing, move beyond the mistake and continue on your professional path. Or, in other words, what is done is done, forget about it and move on!

Make your previous mistake an opportunity to learn, move beyond and contribute fully to your business. Mistakes will happen, and sometimes they are not of your own making. They can happen due to factors outside your control and as result of misappropriation or environmental reasons. Correct them and move on.

This reminds me the story of a horse that made a mistake of stepping into a well;

One day a farmer's horse fell into a well. The farmer frantically thought what to do as the stricken animal cried out to be rescued. With no obvious solution, the farmer regretfully concluded that as the horse was old, and as the well needed to be filled in anyway, he should give up the idea of rescuing the beast, and simply fill in the well. Hopefully the poor animal would not suffer too much, he tried to persuade himself.

The farmer asked his neighbours help, and before long they all began to shovel earth quickly into the well. When the horse realised what was happening he wailed and struggled, but then, to everyone's relief, the noise stopped.

After a while the farmer looked down into the well and was astonished by what he saw. The horse was still alive, and progressing towards the top of the well. The horse had discovered that by shaking off the dirt instead of letting it cover him, he could keep stepping on top of the earth as the level rose. Soon the horse was able to step up over the edge of the well, and he happily trotted off.

Life tends to shovel dirt on top of each of us from time to time, even when we are down. The trick is to shake it off and take a step up.

The secret of entrepreneurial success

Several years ago, while running two large companies and trying to start a third! I was brought face to face with the very disturbing realization that I was trying to manage and direct the efforts of more than 150 people who were trying to achieve success, without knowing myself what the secret of success really was!

I suddenly had further realization that regardless of my academic, practical and professional knowledge, I was definitely lacking in the most important knowledge of all.

After considerable research and study, I have found out that success is having a **powerful purpose** in life and in business, and faithfully following the **Five Principles of Success** (noted on the next page). This lead me to the creation of consistent pleasure in my life, and caused myself and my businesses to grow with well placed passion and a positive mental attitude that gave me immense riches. It continues to provide me with the fuel that lights the flame that is my entrepreneurial spirit, and ever more guides me to the greatest heights of accomplishment.



You can keep the flame alive well deep inside your Entrepreneurial Core, and harvest its wealth by charting the following *Five Principles for Success*:



1. Knowing your outcome

Before embarking on a particular project or business venture, it's imperative to know what you want the final outcome to be. What is the time frame? And, how much it's going to cost? Often people are not sure of what they want. In our Goal Setting Program we elicit the entrepreneur's desired outcomes by asking questions such as;

- What specifically do you want to achieve? For what purpose?
- Where are you now, what will you see/feel/hear when you have achieved your goals?
- How will you know when you have it?
- What will this outcome get for you and your business?
- Where, when, how and with who do you want to achieve it?
- What do you have now and what do you need to get your outcome?

The best way to discover what you want and why you want it is to take off the automatic pilot and seize control of your life and your business.

2. Taking positive action

Take positive action to cause your desired outcome to happen – nothing is going to materialize regardless of how much knowledge you have, unless you take the first step towards achieving your goals. The upshot from whatever you do will provide you with a useful learning experience. I remember a wise man said, "Those who don't take step one never take step two."

3. Having sensory acuity to notice what's working for you and what's not working

Observe the results you get from your actions. Determine if your actions are taking you closer or further away from achieving your outcome. Develop exquisite sensory awareness to gauge if you are being effective in producing profitable results.

4. Having behavioural flexibility to make change as required

Successful entrepreneurs are legendary in being flexible. If whatever they have been doing isn't working, they do something else. If they do not know what else to do, they do anything else and go on changing their strategy until they find what works.

Flexibility increases your choice – rigidity and sticking to an adverse strategy, not only will limit your choices, but will also negatively impact your business and your life.

One of the biggest limitations to the progress and the future of business owners and their businesses is getting locked into a static strategy or a troubled business venture. They may have big goals and dreams, but if they are pursuing them while maintaining the same kind of a strategy with tunnel vision, they are not going to succeed.

5. Operating from a physiology and psychology of excellence

Human beings have certain physiologies intimately linked to certain emotional states. Entrepreneurs can employ this phenomenon to maximize the results that they can produce.

Adopting a positive physiology has positive impacts on both the entrepreneurs' emotional state and resulting behaviour. When you act, feel and propel positive vibrations, you produce positive outcomes.

Get yourself in the best possible state – physically, emotionally, and mentally – and then take action.

Are You Now On Your Success Path to Wealth and Freedom.....?

The definition of success path for entrepreneurs is a business life that brings personal fulfilment and lasting relationships, and makes a difference in the world in which they live. The on-track successful entrepreneur is somebody who has impressive record of achievement, especially in gaining wealth, freedom, fame or power.

The entrepreneurial path is littered with immense challenges and dead bodies. Success may never come without a compelling personal commitment, talent, skills and enthusiasm.

Successful entrepreneurs have peripheral vision and thinking, enabling them to see an idea from many angles and think about it from numerous new dimensions, even when they are not looking directly at it. This is the secret of brilliant entrepreneurs who graduate to become multimillionaires in a short span of time. The peripheral thinking unlocks their passion and allows them to think strategically with innovative behaviour. That is their secret talent. They are master builders, interested in building success that lasts with vision, plan and resources, focusing most of their attention on where they are right now and their very next step.

“The basic model for success that lasts is built on knowing two things; first to realize where you are now on the path, where you are going, how to complete the next step, what you expect from yourself, your team and your business. Second to align all the signals and incentives you are sending throughout the system for the attainment of growth, wealth and better life” - Michael Yacoub

Business Success Model - Test

There are Five Main Stages the entrepreneurs move through on their path towards growth, greater wealth and freedom.

Where Are You NOW On the Entrepreneur's Path?

The following assessment will help you determine where you are on your path.

For each question, tick which letter (A, B, C, D or E,) is most accurate for you or your business:

1. My business/company structure is:

- ☐ A. Sole Trader
- ☐ B. Business Partnership
- ☐ C. Pty Ltd Company or Incorporated
- ☐ D. Franchise; Company or Sole Trader
- ☐ E. Non for Profit Organization

2. I have been in this business for:

- ☐ A. Under one year
- ☐ B. Two years
- ☐ C. Between two and five years
- ☐ D. Between six and fourteen years
- ☐ E. Over 15 years

3. My business' financial situation:

- ☐ A. We are in constant overdraft with the bank
- ☐ B. We are still struggling to turn profit. I'm definitely not generating cash flow the way I know is possible.
- ☐ C. We are doing OK. Our cash flow is up and down. I would like more consistency and to increase profits and/or revenue.
- ☐ D. We are successful and thriving. I always generate enough income to take care of my personal financial needs as well as the business.
- ☐ E. We have generated enough cash to expand our operation

4. My average business revenue per year:

- ☐ A. I am below six figures
- ☐ B. I am consistently making six figures
- ☐ C. I am high six-to-seven figures
- ☐ D. I am over ten million
- ☐ E. I am over fifteen million

5. My confidence as a professional entrepreneur and business owner:

- ☐ A. I am overwhelmed and do not know what to do next
- ☐ B. I am in constant fear of going bankrupt
- ☐ C. I struggle with lots of fears and self doubt but see light at the end of the tunnel.
- ☐ D. I have good days and bad days, but overall I'm pretty strong
- ☐ E. I am on fire! Everything I touch turns to gold. I'm ready for the next opportunity!

6. In my day to day business dealings:

- ☐ A. I am not sure about my current business, and do not know which way to go
- ☐ B. I have multiple businesses and projects. I get distracted easily by different ideas, business opportunities, projects, and fun creative ventures. I usually have a Plan A, Plan B and Plan C in case I need to generate more money.
- ☐ C. I am pretty clear about my business and niche but I still find myself interested in a lot of different ideas and possibilities. I get distracted and don't focus as well as I should.
- ☐ D. I am very successful in a few select areas but still drive myself and my team to do more.
- ☐ E. We are going great our business is expanding!

7. My support environment (i.e. home life, business associates, personal friends, etc.):

- ☐ A. Are not supportive of my work, vision and dreams.
- ☐ B. Are a lot of talkers and dreamers but don't really create results.
- ☐ C. I have a close friend giving me some advise, but on and off
- ☐ D. I have joined a network group that gives me some support
- ☐ E. Are movers and shakers. They are thought leaders with big thinking.

8. The people who work for me (either as a contractor or employee):

- ☐ A. What team? It's just me.
- ☐ B. I've outsourced the basics. One to two people support me such as:
 - a business partner
 - administrative assistant
 - bookkeeper
 - web designer/internet marketing support
 - consultant or coach _____
 - other _____
- ☐ C. I have a small team in place that handles the business but I know they could be utilized better.
- ☐ D. I have a great team but silos exist due to the nature of our team
- ☐ E. We are a big team with big dreams and successful outcomes.

9. The strengths and skills I need for my industry/trade:

- ☐ A. I Know my trade but have no idea how to grow the business within my industry
- ☐ B. Needs a lot of work, There is so much I still don't understand or feel competent at.
- ☐ C. I am very good at what I do and I could refine more to be one of the best in my field
- ☐ D. I am in the lower 40% of my industry and need more skills to advance.
- ☐ E. I am in the top 5% of my industry and want to broaden my skills

10. My competency level in running a business is:

- ☐ A. I am new and learning everything about running a business as I go
- ☐ B. I have a few strong areas but a few weak areas too. *Mark your strength:*
 - Leadership (Identifying the vision and setting the pace of success)
 - Management/Operations (Business structure, plan, process, systems)
 - Marketing/PR (Brand, marketing plan, visibility to target audience)
 - Lead Generation/Sales (Prospecting, follow through, managing sales pipeline)

- Lead Conversion/Closing (Prospect to client closing, client relationship management)
- Client Fulfilment (Supplying product or service)
- Resource Development (Developing and leading team members)
- Finance/Revenue (Financial systems, controls and reports)
- Quality Controls (Tracking quality of product, customer satisfaction, process improvement)

- ☐ C. I am ok with most competencies but need to focus on financial literacy
- ☐ D. I am pretty strong in most competencies of running a business
- ☐ E. I am very strong in leadership and direction, my team run the business.

11. My habits and actions in relationship to my professional success are:

- ☐ A. I am constantly running in circles, trying to figure out what to do next. I forget appointments, find myself failing behind in meetings and projects, and have to-do-list a mile long.
- ☐ B. I know what I should be doing for my success but I don't do it. It's like I forget. I often feel overwhelmed and burned out
- ☐ C. I have good personal and professional success. I just want to do and be more.
- ☐ D. I posses great personality but need some work on my executive presence.
- ☐ E. I am an excellent person, well liked by my friends , my people and associates, but need to sharpen my decision making process.

12. What is your big stretch goal for the upcoming year?

13. What is the single greatest challenge you have in reaching your goals (in other words, what is getting in the way?)

Your Test Score

Now, add the total for each letter

A _____ B _____ C _____ D _____ E _____
A = Stage 1 B = Stage 2 C = Stage 3 D = Stage 4 E = Stage 5

Whatever you scored the highest on, indicates the possible stage you need to work on most

Refer to the Five Stages of Entrepreneur's Path, in the following pages, and make the effort to get back on track



Please Complete for your *FREE* Business Mastery Coaching Session:

- ☐ I have already invested in my Business Mastery Session on-line
- ☐ I have received a Business Mastery Session as part of this package
- ☐ I need a Business Mastery Session with an Advantex Coach. (Please contact me)

NAME _____ **PHONE** _____

EMAIL _____ **WEBSITE** _____

Fax pages - 14 - 18 to 07 5538 6887! We will contact you within 72 hours to book your session.

The Five Stages Of Entrepreneurs' Path

Stage One: Start up and Inception

Most Exciting, a Lot of Energy & Passion

Moving from Confusion to Clarity

Is your Passion Well Placed?

- Do you wander from business to business not knowing what you really want to do?
- Do you struggle with your confidence?
- Do you suffer from lack of results – even though you are really busy?
- Do you procrastinate doing what it takes to be successful?

In Stage One, you may have a new and exciting business idea but you lack serious commitment, focus, and discipline to carry out the **one idea** that will truly make you rich. What is the *one business idea* that is aligned with your strengths, values and passion? Have you identified what is most important to you in your life? Do you have vision, a plan and a team to get there?

This Stage is usually characterised as the innocence stage, as nothing has gone wrong. Entrepreneurs often jump right into business – without the crucial foundation. It's like building a two story house on sand without foundation. Identifying your passion and power will help you connect with results – fast. We can help you build your foundation to move from confusion to clarity.

The First Step Is Not Your Last Step.....Take Action Now

- Know what business to focus your time and energy on
- Get clear about your long term vision, core values, strengths and passions
- Identify what you product/service strategy is, and how to get paid for it
- Create the business brand that best suit your product/service
- Determine your target client and niche
- Learn how to overcome any personal blind-spots (challenges) that may have prevented your success in the past
- Determine the team that you surround yourself with
- Define what success means to you, and by the way it's not only about the money!

Resources.....

Learn the proven strategies for six and seven figure success from the people who are themselves millionaires: in the ULTIMATE WEALTH & SUCCESS ZONE. (A three-month program that will teach you how to build wealth and create great lifestyle)

Get coaching, support and resources that will help you uncover your high payoff opportunities and how to capitalize on them quickly from Michael Yacoub the Ultimate Wealth Generator

Stage Two: Growing or Stagnating; Are You Leveraging Yourself Effectively?

Moving from Distraction and Overwhelm to Direction

Are you being the finder, minder and grinder?

- Do you Know what you should be doing – but don't?
- Do you suffer from burn out, frustration and overwhelm?
- Do you get so excited by what's possible...but you forget you're human?
- Do you have so many dreams to play big but you never get passed the day-to-day grind?
- Are you still in the revenue's ups and downs?

In Stage Two your business is growing. It's an exciting and fulfilling experience, you are too busy to look at the challenges that you might be facing or even to stop and smell the roses. You may have fairly successful business, but it's taking all your time and energy. You are trying to do it all because you just can't let go of control. You get distracted by other business opportunities instead of **mastering** the one you are in.

Working **On** your business not **IN** your business is the hallmark of Phase Two. It's the essential step of working smarter not harder. It's where you should be focusing on releasing control and building systems and leveraging your team. It's the keystone of your triumphant arch and the gateway to wealth and prosperity. Advantex International helps you become more masterful with running your business.

Realizing the vision.....Take Action Now.

- Master your time instead of it mastering you
- Learn how to release control and knowledge
- Leverage other people to handle the tasks you don't need to be doing
- Create systems to get things done the right way – with or without you
- Manage your business and people with ease
- Focus your time on what makes money – now

Resources.....

Get more insight on how to build systems and team with **Advantex Business Development Program**
Accelerate your profits and results with **Advantex Fast Track Pathway to Success Program**

Stage Three: The Dark Phase; Are you Gripped by Uncertainty and Self Doubt?

Moving from Uncertainty to Confidence

A set back, but for how long?

- Are you being reactive and all over the place?
- Do you suffer from the dreadful self doubt and lack of confidence?
- Are you paralysed by the fear of failure?
- Has the penny dropped on your inability to prioritise and time manage?
- Are you wondering what to do next?

Invariably and unfortunately every company goes through a setback. It's just a question of magnitude and duration. There are no words that I can use to describe the pain, the self doubt, the disappointment and disillusion that the entrepreneur faces when disaster strikes.

Stage Three could be the ulcer generating process for ill prepared entrepreneurs. They have no idea why this happened and how long it will last. They are oblivious to circumstances surrounding them, while they wait for the light at the end of the tunnel to shine...if ever!

It doesn't have to be this way; entrepreneurs can spare themselves the ulcers, the cost of medication and the lost revenues by being proactive. The impact of this stage, which at times occur due to circumstances outside their control i.e. economical (GFC) environmental (Tsunami, floods) Political (Government Policies), can be mitigated by strategic planning and risk management.

Maintaining the momentum.....Take Action Now

- Drive healthy growth while navigating your business through obstacles and challenges. Build self confidence
- Obtain a strategic direction that will allow you to reach your ultimate goals
- Achieve the required finance from your lender
- Align your business incentives to the desired objectives
- Rejuvenate your marketing, sales and branding
- Develop stronger leadership and gain insight into your management competencies

Resources.....

Advantex International provides **Turn-Around strategies** and guidance for companies in difficult situations, with the introduction of **breakthrough Business Systems**

Be proactive and prepare your business for future growth with **Advantex' Strategic Planning and Business Analysis**

Michael Yacoub is an **NLP Practitioner & Coach** and can bring out your hidden talents!!

Book your Coaching Session with Michael today and have a Breakthrough and a Life Changing Experience!

Stages Four & Five: Rejuvenation, Rebirth & Transition;

Moving From Exertion to Excellence

Are You Ready For Your Ultimate Freedom?

- You made it through the storm, you came back with more passion and self belief
- Congratulations! You have worked hard to achieve success and you've got it
- You are financially successful but you are restless and under stimulated in your work
- You are realizing how few people there are at your level and crave access to other powerful leaders in your position
- You are ready to focus more on enjoying your life and want to simplify your business dealings
- You have made the shift from being the doer/manager to being a true leader
- You might even consider selling the business and making the transition

You had started your business venture by knowing your outcomes. You took the right positive actions towards achieving your outcomes. You had tremendous sensory acuity that allowed you to sense what's working and what's not working. You showed behavioural flexibility, agility and self belief in the face of adversity and setbacks. And finally you operated and lead your business and your team from a physiology and psychology of excellence.

It's time now to make excellence a habit – an integrated way of leading your life and your business. You want to leave behind a legacy, you want passive sources of revenue, you want to work less and make more money, and you want to take on new opportunities in life. You are ready for the next stage of moving from exertion to excellence and beyond.

Leaving a legacy.....Take Action Now

- Maximise your systems so that you can make money – without being there
- Prepare your company for your departure by pre - emptying the due diligence process
- Put in place a proper succession (Exit) plan
- Position your company for growth, selling or leadership transition.
- Create and implement your legacy
- Live your desired lifestyle

Resources.....

Graduate to the top leadership league by joining our **STRATEGIC ZONE PROGRAM**

Join our VIP lifestyle mastermind with Michael Yacoub at **The Fast Track to Wealth Creation**

Visit our web site: www.advantexinternational.com.au, and choose the appropriate coaching, consulting or training program that suits your company.

Action Step

It's a New World "If your business is going through a rough patch then make some different choices to improve it." The answers lie within. You can't change others but you can make choices, which will change not only your life but also the people around you.....it's your call.

Pick an area from the "Take Action Now" lists, according to what stage you are at, and commit to focus on at least on action in the next 90 days. Turn it into a goal below. Be sure your goal is achievable, realistic, positive, specific and for you. Also write it as if it has already happened.

What did you choose from the list?



When do you commit to have it completed by?

What are the steps you will take to achieve the goal?

Whenever you see a
successful business, someone
once made a courageous decision

Peter Drucker



What Separates the Truly Great from the Mediocre?

What is it that drives certain people on to splendid success while others stifle bitterly in their trail? The answer is obvious. The mediocre watch from the sideline and point out other people's failures but never really commit to anything. The great stay in the arena, and strive to do the deeds valiantly with great enthusiasm and devotion; Winners don't cut and run because they have a purpose and they know that if anything worth doing it's worth doing wrong until they learn how to do it right. The great do what the mediocre are not willing to do and are prepared to fight to the end. In the words of Sidney Sheldon "The foolish think the Eagle weak, and easy to bring to heel. The Eagle's wings are silken, but its claws are made of steel."

Do you want more wealth, freedom and prestige in your life? Are you ready to play the great game of business?

Virtually every highly successful person has a coach or mentor who asks them provocative questions, who elicits their greatness and who challenges them to play at a higher level. A coach is your champion, someone who believes in you and gets you outside your comfort zone where true success is a reality, not just a dream.

What Can A Great Coach Help You Do?

- ❖ **Coaching brings out the best in you and your team, and you will be able to:**
 - Create consistent, predictable high six or seven figure revenue.
 - Redesign the business you have into the business you dream about.
 - Work smarter not harder.
 - Work on your business not in your business.
 - Improve your time and people management skills.
 - Attract more ideal clients.
 - Get back on track quickly.
 - Achieve brilliant lifestyle goals.
 - Create powerful well trained team.
- Avoid costly mistakes and accelerate profits.
- Pursue your desired outcomes with renewed enthusiasm and impetus.
- Become the leader you deserve to be.
- Grow your business without pain.
- Learn the principles of success and wealth creation.



Your Partner in Success

Discovering the New YOU!

It's like climbing a mountain, gaining new and wider views" Albert Einstein

"Climbing the mountain" is what you are doing by reading this publication and booking a Business Mastery Session. Your mental climb will be rewarded by an open and exhilarating view of your potential.

Harnessing the forces of the universe and actively participating in the creative process of making your goals happen is an invigorating experience. No longer can you afford to stand on the sidelines and watch things happen to you. You are part of an open and dynamic universe and your mind play a decisive part in constructing your reality. You just need to unleash it...!

That's why 90% of all change happens at your unconscious level!

It's not enough to know your goals and follow a plan. You must be clear of any negative unconscious beliefs and limiting thoughts that you may have. Otherwise you may be spinning in circles.

Your inner conscious is a powerful force and its influence is felt in every aspect of your life. It is in fact the most important part of who you are, and is the main cause of your success... And it's waiting to be unearthed.

Are You Ready for Positive Change...to Shape Your New Reality, to Stop the Old Cycle of Overwhelm, Frustration, and Undesirable Results So You Can Finally Create the Lifestyle Business You Deserve?

If you know you are ready RIGHT NOW to jump-start your success, virtually eliminate any obstacles in your path, and make more wealth and take more time off, then schedule a **Business Mastery Coaching Session** with Michael Yacoub.

In just one session, you will have clarity with a set key (ROIs), **Return On Investment strategies** that will help you get on the fast track to success.

To Book Your Session:

Email: michaely@advantexinternational.com.au

Or call Michael Direct on 0418 868 868

"Clients often call me when they feel they are losing direction and control, when their business is overwhelming them, instead of them leading their business. I frequently find that the solutions to their problems usually rest within them. I help them work through the hard part and take control of their business again."

- Michael Yacoub



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About The Author

Michael Yacoub is **The Entrepreneurs' Success Coach**. He is the CEO and Founder of Advantex International, and experienced business consultant & coach, human behavioural expert and business building catalyst. Michael has extensive experience

in strategic and operational planning, marketing and leadership development, both in Australia and across the Asia Pacific.

Michael has a Bachelor of Architecture (BA) and Master in Business Administration (MBA); he is an international speaker, NLP Practitioner and a Certified Business Consultant and Coach. He is a Telstra Business Award winner, ASX Enterprise Market Award winner and Author. He has Over 25 years experience in business development, sales, marketing, real estate and turn-key retail operations. Founder and managing director of several highly profitable enterprises, Michael owned and operated a number of multimillion dollar business ventures, ranging from wholesale and retail chain, property development, manufacturing, and investor alliance group, business-to-business corporate sales, to call center and business & leadership development companies.

Michael is the author of over 35 books and Publications including; The Strategic Zone Program[®]. The Rite Of Passage to the Top, The Business Mastery Protocol, Creation & Invention Modus Operandi, Foot in the Door, Who is Counting?, Failure is the First Step towards Success, Who wants to be an Entrepreneur. He also authored books in Building, Architecture and Real Estate.

