

# Free Enterprise Warriors: the Path of Courageous Entrepreneurs

**DEDICATION:** To the FEW who serve the many.

**INTRODUCTION:** Why This Book Matters

The Promise We Make to the Reader

A Life-Long Journey of Discovery

Becoming a Warrior: student to apprentice to artisan to master

**NOTES:** Anybody can, not everyone will.

The 8% who serve the 100%

You will know in your heart that you can do this

It is worth the risk, the effort and the pain.

**PART ONE:** The Mindset of the FEW

**CHAPTER ONE:** The Warrior Ethic

Spirit, Character, Purpose, Service

Commitment, Willingness, Vision

Discipline, Skill, Practice, Mastery (time on the task)

Teamwork, Synergy, Partnership

Focus, Mission, Intention

**NOTES:** It is a sense of self and a role model for others

It is creative, inventive and artistic (self expression)

It is about persistence, and beyond that tenacity

The ability to deal with defeat and disappointment

In yoga there is the warrior pose, in Buddhism, the warrior mind

Think Big, Aim High, Act Bold

Being proactive not reactive

It is giving yourself permission to ask for what you want

The warrior believes that success is not accidental

It is a tough-minded commitment to "do the work"

The will to do the difficult, the uncomfortable and the inconvenient

This chapter is inspirational, energetic and positive - it sets the tone

**CHAPTER TWO:** The Free Enterprise Arena

Free to Choose

Free to Succeed or Fail

The Free Market System - human freedom and democracy

Free Agent Nation - a powerful trend

Autonomy, Creativity and Control - the key motivators

Self-reliance and Accountability

**NOTES:** It is about abundance, options and opportunities

Three phases of growth: I do it - we do it - they do it

The opportunity to call your own shots

The opportunity of ownership - passive income and assets

Competition: the consumer votes and determines the winners

**CHAPTER THREE:      The Journalism of Enterprise - Telling Your Story and Activating the Venture**

Your Own Lemonade Stand

Your Interests, Passions and Pursuits

Your 10,000 Hours - skills, wisdom, and mastery

Build From Strength - Doing What You Do Best

Know Thyself: Assessments - StrengthFinders, DISC, Kiersey, Caliper

Your Track Record - how you got here and what you achieved

Your Voice and Your Song - the gifts you have to give

NOTES:    It's about expanding your comfort zone - increasing bandwidth

What have you mastered? What do you want to master?

Mastery comes from time on the task and deliberate practice

Release the warrior in you - become the person you want to be

Overcoming barriers and bad influences

Laurie: Silver dollar mindset and "self-self"

Dave: Let fear be your compass - Dale Carnegie instructor training

**PART TWO:            The Skills of the FEW**

**CHAPTER FOUR:      Missioning: Visioning, Goal Setting and Planning**

Find a Need and Fill It

Law of Reciprocity - get what you want by helping others get what they want

Who Else is In the Game

Understanding the Dynamics of Competition

Seeing the Vision - foresight, clarity and manifesting

NOTES:    Who do you listen to? What do you look for?

Being on-trend, an early adopter and ahead of the curve

Due diligence - looking with eyes wide open, not being naïve

Constant improvement is better than delayed perfection

Knowing the other players in the game - strengths and weaknesses

Building a dream list: What would the world look like if . . . ?

How do you get there from here?

Foresight - seeing what must be done before it's too late

**CHAPTER FIVE:      Targeting: Acquiring New, Repeat and Referral Business**

Who Are They?      Where Are They?      What Do They Want?

How Do We Reach Them?

What Will Get Their Attention?      What Will They Respond To?

Your Value Proposition - "name it and claim it"

Offer - Response Marketing - give them a reason to call, write or click

Viral, Purple and Tribal - the marketing wisdom of Seth

Building a Referral-based Enterprise

The Biggest Asset of Your Venture: it's the database of people

The 7 Circles of a Relationship Development System (RDS)

NOTES:    It's never their problem

Lead conversion: capture, connect and communicate

The pipeline of income - manage the process

Respond fast, customize and guide

High tech - high touch: systems with sensitivity

People do business with people they know, like, trust and respect  
Marketing is a key warrior skill

**CHAPTER SIX: Tracking: Financial, Resource and Production Management**

It's All About Value and Time - the silver dollar mindset  
Funding the Launch - run lean, limit obligations, don't lose control  
Feedback is the Breakfast of Champions - financial performance tracking  
KISS: Budgets, P&L's and Balance Sheets  
The Monthly Discipline of Financial Wisdom  
The Power of Human Capital Over Financial Expense - sweat equity  
Staying Profitable: now and forever - the Warrior's financial mindset  
NOTES: It's not about the money, it's about the value  
Dollars per hour and net worth are the warrior's standards  
Know where the money is - be there, attentive and mindful  
Laurie: Camp Keller Williams - a business in the dining room  
Know your economic model - how the money comes and goes  
Be an investor not a speculator, a shopper not a buyer  
Accounting: it's not the tools, it's the behaviors and habits  
Accountability: keep track and feed it back - performance improves  
The seven key numbers to track  
What are your "big three" expenses? They will be 80% of your costs  
The money is like health - it requires constant vigilance

**CHAPTER SEVEN: Timing: Building the Efficiency and Rhythm of Deployment**

A Warriors Sense of Time - precious, limited and key to success  
Calendars - Using a Limited Resource  
Time Blocking for Priorities - appointments with yourself to do priorities  
Your Ideal Day, Week and Month - target practice  
The Rhythm of Your Enterprise - planned, predictable and on purpose  
NOTES: Do what you say you'll do  
Have a "don't do list" along with your "to do list"  
Your own methods for time management - pragmatic and personal  
What energizes me and lifts my spirits? - spend more time on that  
What de-energizes and drains me? - remove more of that  
What launches my day? - begin with that  
The business has a beat - feel it, play it, dance to it

**CHAPTER EIGHT: Teamwork: Engaging, Empowering and Synergizing the Forces**

I Do It - We Do It - They Do It  
Seeking, Attracting, and Selecting Talent  
The Power of the Job Description and Missing Persons Report  
Building High Performance - vision, standards, collaboration and confrontation  
The Truth About Accountability - it's a ten minute, five step process  
Training, Mentoring and Coaching a Team of Warriors  
What it Means to be an Owner: Skills, Priorities and Mastery  
NOTES: The entrepreneurs first question: "Who can I get to do it?"  
The second questions: "Who will do it best?"  
Dave: the story of returning the bike - achiever vs. entrepreneur  
Your first hire - get it right and it will pay you big

Be a coach, not a boss  
The mentoring-training-coaching loop - time effective leadership  
Hire leaders first - teach others to hire and develop leaders  
An easy four-step hiring process  
The five questions to ask in the hiring interview  
The one question you ask at the final hiring meeting  
Trust your gut to warn you, don't trust it to attract you  
The plan for cashing out - why, when and who  
Building the culture - mission, vision, values and beliefs  
Building the culture - ceremonies, rituals, traditions and stories

**PART THREE:       The Gifts of the FEW**

**CHAPTER NINE:       Putting It All Together**

The Dashboard of Your Enterprise - the control panel that guides you  
The Five Systems that Drive It  
Finding the Right Mentors, Consultants and Guides  
An Environment that Supports Your Goals - the 5 questions to ask yourself  
A Great Library for Entrepreneurs - the books we recommend (on our website)  
Taking Care of Your Most Important Asset: YOU!  
NOTES: Gather a team of professional advisors: attorney, accountant, etc.  
Avoid the temptation of going it alone (be a warrior, not a renegade)  
Being willing to ask for what you want (or need)  
No one succeeds alone - warriors use the power of collaboration  
Avoiding burnout, rust out and blowout  
Health, wealth and happiness: fitness, balance and well-being

**CHAPTER TEN:       Making a Difference in the World - do well, do good**

The FEW Who Serve the Many  
Family, Friends, Partners, Colleagues, Clients, Customers, Community, Culture  
Synergy: the power of collaboration, connection, expansion and exchange  
The Legacy You Leave - how do you want to be remembered?  
NOTES: Cashing out - what do you do now?  
Blessed Unrest - making the world a better place  
The spirit of enterprise - sharing the opportunity, mentoring others  
The Warrior Code: Five principles to live by  
Leave it better than you found it

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