

Business For Superheroes

Introduction

Get attention

- Most important question in the world: why? (signposts chapter 1)
- Reader's biggest problem: growing their business
- What my reader wants: better clients, more money, more time

Make a connection

- Frustrations: swapping time for money is finite
- Reason to get up and work hard: why
- Why are you reading this book?
- How I accidentally started a business
- Lack of experience --> lots of mistakes
- Charging way too little
- Big problem: feast and famine, stress, misery

What are the benefits?

- Stop being stressed about money
- Get better clients and customers
- Have more time for yourself and your family
- Enjoy your business more
- Be appreciated by great clients
- Make more money!

Ideal reader

Who this book is for

- Freelancers etc.
- People who don't have a plan
- Good at what they do but know little about running a business
- Struggling to grow
- Hard workers
- Willing to invest time, effort, and cash
- Looking for no-nonsense practical guide to business

Who this book is NOT for

- People after a quick fix or magic pill
- “My business is different”
- Big successful business owners
- Askholes
- Freebie seekers and cheapskates

How to use the book

- Best results: read chronologically
- Work through exercises and action points
- Follow my “blueprint”
- Ask “how can I use this in my business?” often
- Step out of your comfort zone
- Change your mindset about what success and failure are
- TAKE ACTION