

33

Genius

Tips for
Entrepreneurs



Dr. Will Moreland

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33 Genius Tips for Entrepreneurs
By Dr. Will Moreland

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-Dr. Ken Blanchard

Ken Blanchard is a prominent, sought-after author, speaker, and business consultant. New York Times Bestselling Author of “The One Minute Manager”

"Nothing is more urgent than leadership, integrity and cause capitalism in our world, and few offer better perspective and action steps for successfully offering all three than Dr. Will."

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"Dr. Will is one of the most inspiring men of our time. And he has the rare ability to motivate every leader, employee and organization."

-Ken Jennings

**CEO and Founder Mr. ReKey,
The Nation’s Largest Locksmith Company**

Dedication

For the last 20 years my wife and my family have shared me with the world. They know and understand that I am passionate about the work I do and my genuine desire to help people live their best life. They make it extremely easy for me to do what I do. I hope I make them proud and the many sacrifices have been worth it!



My Wife



My Son



My Daughter

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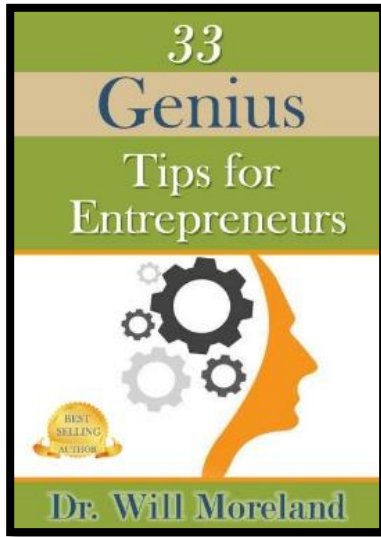
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Tip #33 Join A Mastermind

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Introduction

I absolutely love business and love being an entrepreneur. As far back as I can remember I have been an entrepreneur. From the first time I went down to the local Arco Gas Station to pump gas for money to selling candy out my book bag at school, being in business has intrigued me.

Not only do I love business, I love to help others succeed in their business and passions as well. That is one of the major reasons I write books and conduct seminars each year, in hopes to help someone else realize their dream of operating a successful business.

This tip book was designed to give you some quick insight on some key thoughts and ideas I have learned over the past 30 years as an entrepreneur. I'm sure many of them you are familiar with, so allow this book to act as a reminder or quick reference tool.

I wish you nothing but Genius Success!!!

Dr. Will Moreland

Tip #1

Be The One!

For most entrepreneurs and small business owners, you will service a small percentage of the market.

However, you should have the mindset that you are going to “**BE THE ONE.**”

What I mean by this is, you should strive to provide your market segment with the best possible service. You may not be the market leader, but in the eyes of your “*Market Base*” you should “**BE THE ONE.**”

How Can You Implement This Tip More?

Tip # 2

Be You

Your business is an extension of you, so really be YOU. Let your true colors shine through. When dealing with a small business, most customers support the owner. They feel as though they have a connection with you, so be you. Your business should have your fingerprint and your DNA all over it!

How Can You Implement This Tip More?

Tip #3

Really Think Marketing

You can have the best product, make the best cake this side of heaven, and sell the fountain of youth, but if no one knows, no one can buy your product.

You must become the best spokesperson for your product and service.

Only if you believe in it!!!

How Can You Implement This Tip More?

Tip #4

Build With the End In Mind

At the end of the day, what would you like your business to provide for you? This should be one of the first questions you ask yourself when you start your business. Build a business that you can be excited about showing up for every day. If not, you are wasting your time. Life is too short!!!

How Can You Implement This Tip More?

Tip #5

Master Your Ideas

As an entrepreneur you most likely get hundreds of ideas in a week. Learning how to decipher the good from the bad and implement the right ones at the right time will serve you well. Come up with a filtering system that allows you to implement the best ideas.

How Can You Implement This Tip More?

Tip #6

Systems Create Success

Implementing the right systems in your business will save you time, money, resources and frustration. Systems are the hidden secret of the most successful companies. Systems should be:

Simple- They shouldn't be complicated

Yielding- Flexible to changes in the market

Smart- They should make sense to everyone that has to use them

Teachable- Everyone in the office should be able to explain the system

Empowering- They should empower you to do more with your time

Manageable- They should create freedom

Simple- Systems should be simple, can't over emphasize this point

How Can You Implement This Tip More?

Tip #7

Speed Kills

This tip will have you ahead of the game if you embrace it and act on it. If you know anything about gaining market share, you know the first to the party wins the game. The same is true for you. When you get an idea, ACT on it and get it to the market fast.

How Can You Implement This Tip More?

Tip #8

Partner Up to Go Up

Building key relationships and strategic partnerships have proven to be one of my best business moves over the years.

Working with others to create win-win opportunities will help you build your business faster.

How Can You Implement This Tip More?

Tip #9

We Beats Me Every Time

Build a strong team and trust them to help you build your business. The faster you learn to delegate *EVERYTHING* that doesn't need to be done by you, the more time you have to grow your business.

Teamwork makes the **DREAM WORK!!!**

How Can You Implement This Tip More?

Tip #10

Love What You Do

Many times, people get involved with products and services they really don't love and in many cases don't even use.

I truly think you should enjoy and believe in what you do if you are going to experience fulfillment.

How Can You Implement This Tip More?

Tip #11

Forget About Perfection

This tip goes hand and hand with Tip #7 Speed Kills. Don't worry about getting it "**PERFECT.**" Apple and other fortune 500 companies always release products that are not perfect and they **KNOW** it's not perfect. They rely on **FEEDBACK** to make their product better. You can do the same thing.

How Can You Implement This Tip More?

Tip #12

Share Don't Sell

When you believe in your product or service then you should share the opportunity of the result. You don't have to push it down anyone's throat. You believe in the benefit and want others to benefit as well.

How Can You Implement This Tip More?

Tip #13

Plan It Out-

Maximize Your Day

As an Entrepreneur or Small Business Owner, it's easy for your time to get away from you. Taking the time to plan out your day the night before will help you maximize your time. My mentor taught me years ago to always finish my day before I start my day.

How Can You Implement This Tip More?

Tip #14

Have Fun

I try to surround myself with people I enjoy and can have fun doing what we love. Life is too short to hang out with people you don't like and do things you don't like. If you are always stressing out or frustrated by the people you work with, **CHANGE** it now.

How Can You Implement This Tip More?

Tip #15

Know Your Weaknesses

I believe each of us have genius potential on the inside of us. But at the same time, we also have weaknesses.

This is not a bad thing; no one can do it all. Many entrepreneurs and business owners think they can do it all, and because we are tenacious people, we will make it work.

But this limits your growth.

How Can You Implement This Tip More?

Tip #16

Master Your Market

Listen to the market. What is the problem they want solved? This is how you can adjust your service or product to meet market demand. If you become a problem solver you will dominate the market.

How Can You Implement This Tip More?

Tip #17

Create A Movement

People love to be a part of something big. So, if you can figure out how to create a movement with your service or product, you will have a loyal Client base. They will become brand ambassadors for you and help you spread the word about your service or product.

How Can You Implement This Tip More?

Tip #18

Think Big

You may be a small company, but that doesn't mean you have to think small.

When you meet with your team, have brain storming sessions that help your business come up with over the top ways you can serve your Client base. Make doing big things a part of your marketing.

How Can You Implement This Tip More?

Tip #19

Innovation Is Not An Option

Create an environment of innovation. Never be afraid of new ideas, fresh ideas, and ideas that go against the norm. When Google first came out, everyone thought the name was crazy.

Now we use the word in so many different ways. Never be afraid to be out front.

How Can You Implement This Tip More?

Tip # 20

Leverage Your Resources

Two heads are always better than one. 1+1= Power! Tap into your wealth portal through your team. Ask for their input.

Always challenge the old way.

If there is a better way, go with the better way. My friend Jeff Dousharm taught me that “Leverage Is Power.”

How Can You Implement This Tip More?

Tip # 21

Competitive Advantage

Each person and company has a competitive advantage, it's your uniqueness, or what I call your genius. Tapping into your C.A. will allow you to stand out from the crowd. It becomes your signature or go to move. In the hotel industry, some go for luxury, value, service or location. What is your C.A. that will cause you to stand out?

How Can You Implement This Tip More?

Tip #22

Vision Attracts

Everyone wants to be a part of something big and meaningful. Your ability to cast a compelling vision will attract skilled and worthwhile people to your business. The clearer you can make the vision, the better your team will be able to carry it out. Invest a few days to ensure your vision is clear to you before you try and communicate it.

How Can You Implement This Tip More?

Tip #23

Fail Fast & Often

Warren Buffet said it best, “You must develop a tolerance for failure.” If you are going to succeed in business, you have to know that failure is a part of the process. The goal is not to avoid failure, but to be prepared for it. No one wants to fail, certainly do everything possible to succeed, but if you fail, learn and move on.

How Can You Implement This Tip More?

Tip #24

Free Is Your Friend

When you are building your business, capital will be limited. Find all the free tools, resources and help that you can. Find ways to cut costs without cutting excellence. This tip ties in with learning how to leverage your talents, gifts and resources.

How Can You Implement This Tip More?

Tip #25

Build Your Brand

Your brand is the overall experience that a Client has with your business from the first time they encounter your brand, via business card, website or in person.

You should continuously work on improving your brand. How can you continue to add value to the Client experience?

How Can You Implement This Tip More?

Tip #26

Bigger Is Not Always Better

Slow and steady growth is always a better business model. Many companies have destroyed their companies by growing too fast and not having the proper infrastructure in place. Everyone wants to be the big fish, but sometimes we need to be content with being the goldfish. Plan your growth out.

How Can You Implement This Tip More?

Tip #27

Think from the Client Perspective

What is the Client's number one need? When you think from this perspective it helps you create the right marketing message and taps into the Client's psychological reason for buying your solution. When the Client knows up front that your product or service will solve their problem, they are more inclined to make a purchase.

How Can You Implement This Tip More?

Tip #28

Focus On Revenue Generating Activities

Many business owners and entrepreneurs get entangled in doing busy work and not productive work. We create long to do list that really don't push our business forward. What has worked for me is to identify 4-6 key **“Revenue Generating Activities”**

(RGA)

for my business each day.

These 4-6 task help grow and expand my company.

How Can You Implement This Tip More?

Tip #29

Your Network Determines Your Net- Worth

Building strong strategic relationships will be one of the most invaluable things you do for your business. I can't tell you how my life and business have been impacted by the relationships I have developed over the last fifteen years.

How Can You Implement This Tip More?

Tip #30

Develop Negotiating Skills

My mentor Dr. Peter J. Daniels taught me the power of negotiating many years ago. When done correctly this skill will propel your business to the next level and give you staying power in the market. Understanding your value to the marketplace is key to being able to negotiate well, this allows you not to under sell your time and talents.

**How Can You Implement This
Tip More?**

Tip #31

The Fortune Is In The Follow- Through

Follow through is the sister of networking. If you are not disciplined enough to follow through, networking is useless. Networking starts the relationship but following through helps to establish the relationship. Having a system in place that allows you to automatically follow through will keep you ahead of the game.

How Can You Implement This Tip More?

Tip #32

Match Your Message to Your Market

Very few business owners put thought into the message they are sending out.

Your message should be directed to your target market and address their needs. Sending out blanket messages is a waste of time, energy and resources. Identify your market and speak to them through your marketing.

How Can You Implement This Tip More?

Tip #33

Join A Mastermind

Being a part of a mastermind and conducting a few throughout the year for my premier clients has been a blessing in disguise. I knew the initial benefits of joining a mastermind, but you get so much more. The relationships, accountability, the rewards, the corrections and so much more come by being a part of a mastermind.

How Can You Implement This Tip More?

Conclusion

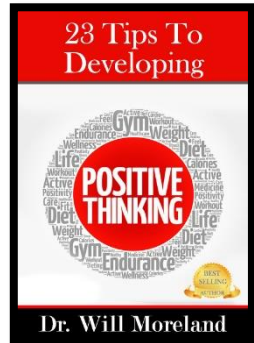
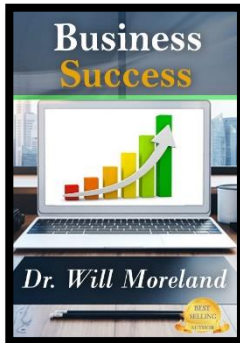
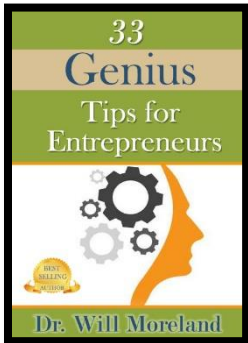
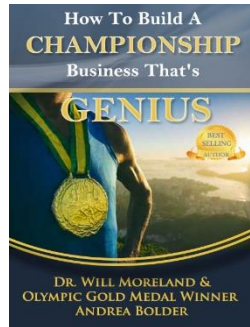
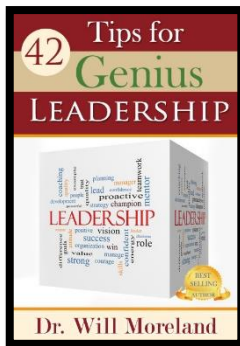
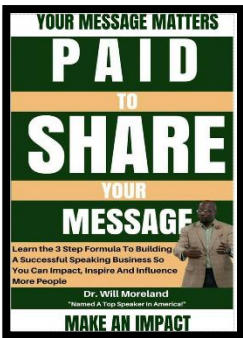
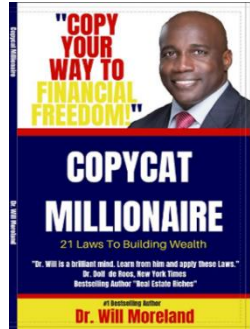
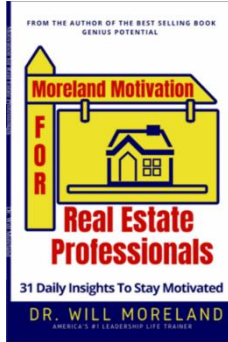
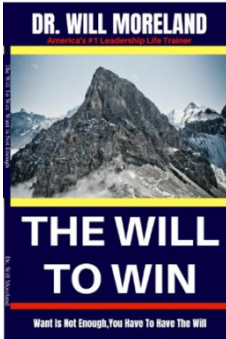
Hopefully these **33 Genius Tips** will help you lead and grow the business you love. I am passionate about helping Entrepreneurs achieve the success they desire through Business Ownership. I try to create products that cut strait to the chase and give you instant actionable steps you can implement today.

These **33 Genius Tips** have allowed me to build several successful businesses over the last decade. When you commit to growing as a business leader, your business grows as well. Your team cannot outgrow you, so it's imperative that you continue to grow.

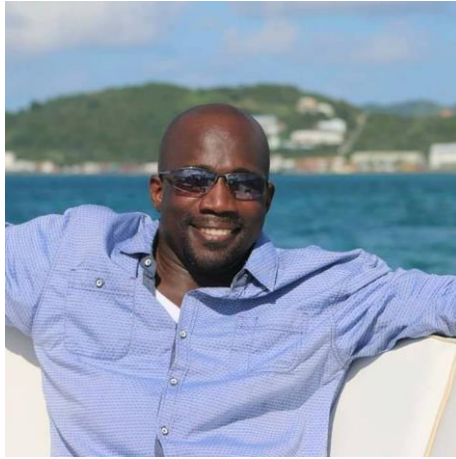
Take two to three tips a week to work on and implement into your life. Before you know it, you will have a pretty good handle on them

and then you just keep improving on them and making them better.

Other Books By Dr. Will



About Dr. Will



My Bio is simple... I sum myself up in 6 simple statements:

- 1. I am LOVE**
- 2. I am CONTENT**
- 3. I am CREATOR**
- 4. I am ABUNDANCE**
- 5. I am HAPPY**
- 6. I am the #1 PERSONAL DEVELOPMENT TRAINER IN THE WORLD**

I have one mission, to IMPACT, INSPIRE & INFLUENCE the World!