

THE **BUSINESS BIBLE**



**A 10-step
revolutionary guide
to conquering
your business**

ARMAN SADEGHI

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There is science behind success in business

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Chapter I

The CEO Behind the Business

The first thing to understand is that the most important aspect of any business will always be the mindset of the leader. As such, you are the most important part of your company. That means you will need to focus on the many aspects of yourself as a CEO and entrepreneur. This starts with knowing exactly why you are in this particular business, understanding the role you play within your organization, what your strengths are, and where you may have blind spots that need to be filled.

Once you recognize who you are in your business and exactly why you go into it to begin with, it is critical to be completely connected with your goals for this business and have a solid exit strategy in place, even if you think you never want to sell your business. Having all of these pieces together is going to allow you to thrive in your business in a way that most can only dream of doing.

Let's go on a journey together to discover the woman or man behind the business, so we can help you take your business to new heights.

Why did you get into business anyway?

Why are you in business, or why do you want to get into business?

When I ask the question of why, I am not looking for the answer on the surface, but a much deeper answer that comes from the gut and your heart. For an individual to perform at optimal levels, he or she must be completely connected with not just what they want, but why they want it.

In your case, you must take the effort to understand why you are interested in entrepreneurship and business ownership. Some would claim that they got into business because they want to make more money. But money is never truly the why. When you look deeper, you understand that people who want more money want it for many different reasons. Some high-level executives that I have coached have told me that they started their first business because they wanted freedom. After we both chuckle a bit, they have gone on to tell me that they quickly discovered owning a business was the farthest thing from attaining freedom. But it gave them a sense of thrill and variety unlike anything else they've ever experienced in their lives.

In fact, many entrepreneurs lose interest in their business when the thrill, excitement, and uncertainty is replaced with growth, consistency, and profits. It is in these observations that I realized people operate businesses for many different reasons. In speaking with the most successful business owners in the world, I realized that they had one thing in common: when I asked them why they were in business, they did not tell me what business they were in and they did not tell me what they wanted to accomplish with their business. Instead, in almost every case, they gave me an emotional answer that came directly from the heart and spoke to the basic human needs that drive us all.

In many cases, the most successful business owners I have studied gave me stories from their childhood that inspired and drove them to achieve greatness. Often they tell stories of their failures in life and in business and how what they do today is a result of those massive failures earlier in their careers. But in every case, it was simple to see that the driving force behind them as CEO came not from the mind, but purely from the heart.

If you want to have a good business that functions well and turns consistent profits, skip this chapter and start reading from Chapter 2, because the tools shared in this book, when implemented, will ensure sustainable success for any organization. However, if you strive for greatness and want to have a business that revolutionizes your industry and even the world, while giving you consistent fulfillment and a sense of being that goes well beyond any profit and loss statement, then focus on

reading and understanding this chapter.

In reality, upon completing Chapter 1 of this book, you could simply put this book on your shelf and it is very likely that you will see significantly better results in your business without learning any of the tools offered in the rest of the book. The most important and influential factor within your business, and by far the most valuable asset, is and always will be you.

So why are you in business? Why do you want the title of President, CEO, or Chairman? Why do you want to own a business? Why specifically do you want to own *this* business? What will you have if you achieve all of your goals in this business? If we wave the magic wand and gave you all of the things you've ever wanted to accomplish in your business, how will you feel? What specifically would you feel and what would you do with that feeling?

Take a few moments to focus on that concept and get connected with exactly why you are in business, and specifically, why you are in *this* business.

Resource: If you need some assistance getting more connected to why you got in this business, download the "Titanium Life" App and there are some useful audio files that can help you get more focused on various things. One of those is a closed-eye process for getting focused on why you are in this business.

Who are you in your business?

Once you know why you are in business and you therefore understand your driving force on a deeper level, it is now time to understand who you are within your business. When you look at a broad range of CEOs, presidents, or chairmen of a company, you can quickly see that the titles given to individuals rarely reflect what they actually do and their secrets to helping the business thrive. Some entrepreneurs and business owners have a title like Founder. Some refer to themselves as the CEO, president, or in some cases, the Chairman of the Board.

In reality, these titles mean little when defining who the individual actually is and what purpose they serve within the business. It's important to understand what you actually do for your company, and more importantly, what you do not do. Your duties will change what type of leader you are; in fact, while I will refer to you, the person at the helm, as

CEO throughout this book regardless of the title you use on a day-to-day basis, there are actually three types of CEOs. I use the title of CEO regardless of the fact that you may or may not be the CEO of the company, because even if you are a high-ranking executive within your organization, the key to maximum success is to think of yourself as a CEO. Therefore, throughout this book, we will simply refer to you as CEO.

The three types of CEO are entrepreneur, manager/operator, and artist/technician. The word *entrepreneur* is often generically used to talk about those who start a business, but in reality, individuals who start businesses are rarely entrepreneurs. You see, the founder of a company or the CEO might be an entrepreneur, but they may also be an artist/technician or a manager/operator. While most individuals have some aspects of all three roles living inside of them, you'll always have one that is dominant in your business, a second one that you can adapt to and learn with persistence, and a third one that can potentially be learned but is not who you are in your nature. It's critical that you find an individual to fill that gap for you within the high ranks of your organization. As you read through the next several paragraphs, notice what you are and what you are not; attempt to see who you truly are when you are in your natural state.

The Entrepreneur

The entrepreneur is the leader who enjoys taking risks. This person pushes the envelope of what is possible within a business, and is focused on growth, innovation, and reaching the maximal potential at all costs. The key here is the phrase "at all costs." You see, that's what separates the entrepreneur from the artist/technician and the operator/manager. The entrepreneur sees the business as just that: a business. While entrepreneurs can have many things that drive them and multiple reasons why they start and grow a business, the key with an entrepreneur is that he or she is focused on growing a business no matter what it takes. The typical entrepreneur will take risks that artists and operators would never dare take. He or she will be focused on the growth of the business above all else. Entrepreneurs are often the ones who push their business to be the biggest or most innovative within their industry.

The Operator/Manager

The primary focus of the operator is typically on systems, sustainability, organization, teams, management, and controlled growth. The operator is interested in seeing the business function as a unit and seeing a business grow in a manner that will be sustainable in the long haul. Operators often spend time creating or overseeing the creation of standard

operating procedures that organize various aspects of a business. Additionally, operators are hesitant to make changes that are not systemic and do not consider all aspects that relate to that change.

The Artist/Technician

The artist is the one who is consumed by doing things the right way and ensuring the highest possible quality of work in the business. Artists are obsessed with ensuring that the products or services delivered by the organization are impeccable. He or she will spend hours and even years to overcome even the slightest flaws in the recipe of the business. The artist is focused on growth only as long as the quality and consistency of the results delivered can be maintained.

While all three have advantages, each also carries negative qualities. The artist/technician often stays true to the art for too long at the risk of customers not being interested in the product being offered. They limit themselves in the marketplace to only those who agree with them and their style of doing things. Additionally, artists rarely build procedures that others can easily follow because they see what they do as an art form that cannot be replaced with a system. While the artist is the one who allows the business to thrive early in the lifecycle, he or she is also the one who often impedes the growth of the company.

The operator often stays the course for too long, and in the case of many large companies that control their sector one day and are bankrupt the next, it is almost always the operators at the top of the company who felt they could keep the business going in exactly the same way and did not see the changing of the tides. Or, perhaps they saw the change and because there wasn't enough entrepreneurship at the top, they did not recognize or feel the need to make drastic changes.

Entrepreneurs are the ones who people credit for most of the businesses that take off, but in reality, entrepreneurs are far and few between and are not necessarily the most successful ones in the business world. While some entrepreneurs do succeed, many spend most of their careers growing businesses and then watching them quickly crash because they pushed the envelope too far, spent too much money, and took too much risk.

Regardless of what you are at the core, to succeed, you must surround yourself with at least one or more people who bring the missing pieces to the table. Once you have successfully hired or partnered with the missing pieces, the key is to truly treat them like a confidant or part-

ner, instead of as an employee. Allow them to rein you in from time to time so you are not always running the business your way but rather in the most intelligent way.

In the end, the answer is not that you should abandon whatever your natural self is and change to something else. In reality, the CEO, president, or person at the top of a company is going to have a small piece of all three of these styles with them. Everyone is an entrepreneur, operator, or artist/technician. But everyone favors one of those three, second one that is medium in terms of development, and a third one that is often quite undeveloped. The most successful CEOs in the world are those who know and embrace what they are best at, while also acknowledging and understanding the piece they have the least of inside of them.

If you are an artist and lack the entrepreneur, then perhaps you can find an entrepreneur that can come into your business and help you push the limits and meet the demands of the customer, even when those demands don't directly meet your art. Perhaps you are an operator and you need to bring on that artist or entrepreneur who contributes the missing piece. Either way, regardless of what you are at your core, find the piece that you have the least of and bring that individual into your organization. Work to develop the parts of you that are less developed so that you can be more of a well-rounded CEO.

What is your dream with this business?

When was the last time you thought about the reason you're in business? What is your dream with this business and where do you intend on taking it? I'm not quite talking about your exit strategy just yet; that will come up later. But for now, I want to know where you want your business to go. How much growth do you foresee having in the next 12 months? Three years? Five years? Ten years and beyond?

What is your dream in terms of the products and services you want to provide? What kind of revenues do you want to have? What kinds of profit? How many employees do you want to have? How many offices or branches? Do you see yourself as being involved in the day-to-day on a regular basis or is your goal to sit on the board of your company and allow others to run it?

In order to find ultimate success in your business, it's important to remind yourself of exactly where you want to head. It is very difficult to get yourself to where you want to be if you don't exactly know where it

is that you want to be. Focus on taking just a few minutes to write down your ultimate vision for your company. Document what you do what you do and where you see the business going. Once you know where you want to be with your business, take some time to think about how that will make you feel and what that will give you. Is it freedom you are after? Is it financial abundance? It is power? Significance? Certainty? Is it the fact that you will be able to contribute immensely to the people you love and even people you don't know? Is it just one big challenge that causes you to grow and that's why you're in business?

We all have different reasons for being in business. While many of us share some of the same factors, it is critical to get connected with where you see yourself going with this company and what your ultimate goals are within this business. It's important to get as specific as you possibly can by using numbers, metrics, facts, figures, and anything you can document on a piece of paper or a computer. It is those reminders that will keep you going when the days get long, the economy takes a turn, and the times get tough.

Take the time to capture exactly where you want to get with your business and then focus on how it will make you feel to be there. It is then that you will have that rocket fuel to push yourself to an even higher level and to get you through those tougher days.

What is your exit strategy?

People start businesses for many different reasons and we all have different ideas of where we see ourselves at the end of the road. Now that you have a basic idea of where you want to see your business go, it's time to think of your exit strategy. I know that some of you are building a business and you have no plan of ever exiting it. But that in itself is an exit strategy, because if you plan on keeping a business for a lifetime, you are planning on exiting the business on the day you leave this planet. You better make sure that you set things up correctly or your business will soon follow you.

For most people, an exit strategy will be something along the lines of how big they want to grow the company and how they want to make an exit from a financial perspective. Let's consider some different exit strategy options.

EXIT STRATEGY



Establish and sell

In this model, you establish a business quickly, creating the systems, procedures, and establishing some sort of market share with an incredibly powerful idea behind your concept so you can sell the business to someone else - most likely a competitor who will want to purchase you to get the systems you have developed.

Build, grow, and sell

In this model, you are entering the business with the idea of creating the business, getting everything together, and then growing your revenues and profits to the point where the company is financially stable and has built enough credibility that someone will be interested in purchasing the company from you. This is typically a multi-year plan and is usually focused much more on establishing greater than the previous model. In order to maintain a viable business to sell later, you must establish sustainable profitability. As opposed to the previous model, whereas you have the concepts in place, someone may be interested in paying you for your business.

Grow and take public

In this option, your goal is to establish a business and grow it so that you can take the company public. Taking the company public can of course bring with it significant financial gains, but there is a lot that has to be done in order for this to happen. It is very valuable to know if you

plan to take your business public as early in the game as possible, so you can establish the systems and procedures that will create an ideal scenario for you.

Create a lifestyle business

In this model, you are getting into business and growing it in order to generate revenue with sustainable profits, with maximal focus on simplifying the systems and procedures in order to have the least amount of pressure on you, while still maintaining profitability. In this business model, the key is you want to create a business that allows you to travel and enjoy time off with friends and family, without being overburdened with a significant number of things that are going to take you away from the things you love.

Grow and hold

In the grow and hold model, you are establishing a business with the idea that you are going to grow the business. While you are not necessarily looking for a lifestyle business that allows you to take long vacations, long weekends, and times where you can work from a laptop on a beach for months on end, you are instead looking for a business that you can work in on a consistent basis similar to a 9-to-5 job with no intention of ever going public, selling the company, or significantly reducing your hours.

Family legacy model

In this case, you are building a business that can be handed off to family members, often your children. You are in business with the idea that you can grow the business and establish systems that will allow you to pass the business on to your family. In some cases, you have already identified the family members to whom you would like to pass the business. In other cases, you may not even have kids yet. But you have thought that you care about your business so much and you are so passionate about it that you see yourself doing it for a good portion of your life before passing it on to others in your family, with the hopes that the business and its legacy will long outlive you as an individual.

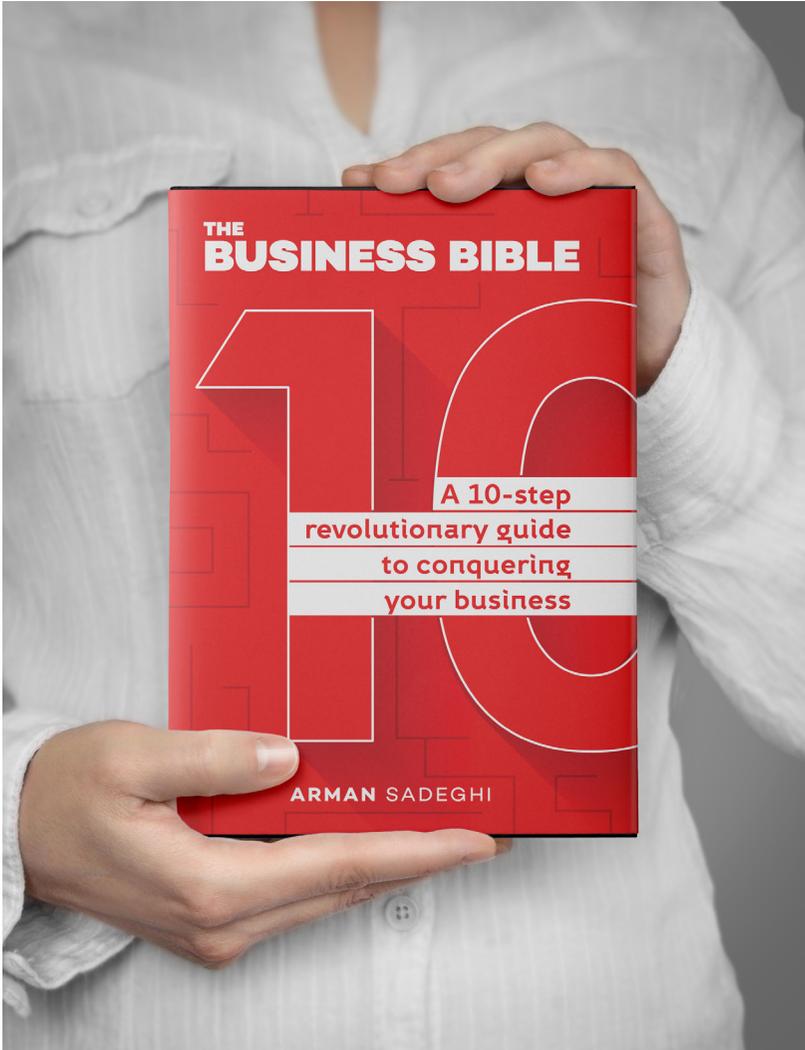
While these are some of the most common exit strategies, there are many more and there are combinations of these that can be employed. The key for you is to pick one of these or create your own exit strategy. Make sure you know exactly where you are going with your business, because, once again, it is hard to get to where you want to be if you don't know where you are trying to go. Take some time and document your exit strategy. Keep in mind that your exit strategy and your vision for the

company can change at any given time, but at least if you should have some sort of a documented exit strategy, you're not flying blindly.

Once you have a concept for your exit strategy, try to place as many numbers, facts, and figures on it as you possibly can. For example, if you plan on selling your company, document some facts and figures about exactly how big you want your company to be and how much you want to sell it for if you plan on taking it public. Consider what valuation you want your company to have the day it goes public. If you are going to have a lifestyle business, consider how many hours you want to eventually work and how much profit you want to have with that schedule. Focus on documenting as many details as possible so you can make this incredible dream of yours a reality.

Don't miss the rest of this book...

Purchase The Business Bible by Arman Sadeghi at:
titaniumsuccess.com or on your Kindle device or app.



Titanium Success, Inc. - [Business Coaching](#) that gets results!

A portrait of Arman Sadeghi, a man with dark hair, wearing a dark suit jacket, a checkered shirt, and a purple tie. He is smiling and looking towards the camera.

Arman Sadeghi

Arman Sadeghi's unique background in neuroscience and entrepreneurship allows him to see business in a way that is truly revolutionary.

After starting his first company at the age of fifteen, Arman founded twelve different companies in various industries including marketing, recycling, coaching, photography, wireless, consulting, and the restaurant industry. Not one to stick to one field, however, Arman got his degree from the University of California at Berkeley in molecular and cell biology, and he studied at Harvard Medical School as well. With this unique mix of business and science, *The Business Bible* combines a quarter of a century of business experience with an injection of neuroscience that results in a unique perspective few in the world can provide.

Arman is a peak performance speaker who speaks across the globe on various topics including business, marketing, health, fitness, motivation, sales, and balance in life. He lives in Orange County, California with his wife and two daughters.

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