

Introduction

“After several highly successful businesses, and a couple epic failures, this book was written to share with you not only the step-by-step strategies on turning a business into a cash cow, but also share the secrets of the most successful entrepreneurs in the world. No matter your age, the industry you’re in, or your current level of success (or failure) in business to date, this book will provide the resources, insights, best practices, and ultimately, the step-by-step road map to become the #1 most successful business owner in your industry.

Mr. Hanes, who has personally worked with and coached several hundred highly successful business owners in virtually every industry, has one of the most successful businesses in his own industry. In this book, he teams up with Kevin Weir, his own mentor and business coach for more than 15 years, to provide business owners 7 Proven Strategies that give a business predictable cash flows, leverage their resources,

and deal with the uncertainty, economic volatility and unprecedented changes in today’s business climate.

In these pages, in plain English and from inspiring, true stories, you’ll discover...

- How to effectively increase revenues through customer acquisition and nurture.
- Strategies from the world’s top experts on how to market your business successfully
- The simple to follow core principles on how to streamline your business into a smooth, operating machine
- The simple and fastest ways to manage cash flows.
- The #1 thing to Avoid in order to be the #1 Success in business
- How to master the processes of hiring the right people, and building a powerful team
- How to create a highly profitable business that runs without you.

It's now time to look at your business through a different lens. Open your eyes to new possibilities. Whether you are new to business, or a seasoned professional, as you read these pages, look at your business through the eyes of a business coach from this point forward. Think of this book and the resourced contained herein as the most correct map of the territory available today, and as you are now the coach of your business, draw from it every possible strategy, tool, idea and paradigm you can to turn your business into the most profitable enterprise in your industry.

As an entrepreneur, you are the master of your fate! You ultimately get to choose massive success or a dismal failure in your business. This book is the road less travelled, the journey upward to massive success. Few business owners get to call themselves a highly successful business owner. You now embark on this road less travelled.