



Why 95% of Businesses Fail, and How Yours Can *Succeed!*

A must read if you're thinking of starting a business, or are trying to grow your existing business.

Edison R. Guzman

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Are you thinking of starting a business? If you're procrastinating, it's because you fear failure. It doesn't have to be this way.

Are you already running a business and are about to throw in the towel? If you've tried just about everything and nothing is working...it's not you, it may be your mindset, tools and strategies you're using.

Hi, my name is Edison Guzman and I've shown thousands of people how to start a business from scratch and grow it to successful levels they only dreamt about.

How?

I focus on three areas:

1. Mindset
2. Strategies
3. Tools

Let's start with your mindset. You may have already heard that ***if you believe you can, or believe you can't, you are correct.***

Most individuals thinking about a business, or took the plunge and started the business, forget to do one simple thing that helps create the successful mindset necessary for success.

They forget to properly **Plan**.

The right plan has **seven** very important parts. The **three** parts most business owners get wrong are the following:

1. They don't set SMART Goals
2. They don't do the right research
3. They think it's all about the money

You can create an unstoppable mindset of achievement very easily with a simple technique called ***SMART Goal Setting***. (Google it, it's a real thing)

SMART is an acronym for **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imely (or time sensitive).

When you create SMART Goals, your mindset shifts from a ***fear based mindset*** that holds you back, to an ***achievement based mindset*** that propels you forward.

If you're starting a business, ensure to fortify your mind with a proper plan that includes a SMART Goal and you're on your way.

Part of your plan is also about **Research**. Many individuals don't do their research. They believe that their idea will sell because they are excited about it. How could it not sell, right?

This is why researching properly, will solidify that the product or service you're thinking of selling will be consumed by prospective customers.

Not just that, but are there enough people willing to buy it?

Just because your friends, family and a few social media followers bought it, it doesn't mean that enough people will buy it.

Do your research and see how many people may be interested in purchasing your product or service to make enough money to live the lifestyle you wish to live.

This brings me to the next thing...**It's not about the money**, it's about **Lifestyle**.

So many people start their business with an idea of how much money they want to make. I hear a million dollars being thrown around all over the place. "I wanna make a million dollars."

Creating a mindset of success requires you to stop "lying to yourself."

If you aim for an unrealistic income, your subconscious will not believe you and create doubt, which will hold you back.

Here's what I mean...If you're used to making \$100,000 per year, every year for the past ten years, and all of a sudden you're shooting for a million, what are the odds that your subconscious will believe you? Not much of a chance.

Instead, aim for your income gap. Your **income gap** is the amount of money you're currently earning compared to the amount of money you want to earn to **live the life you wish to live**.

Simply put, if you're making \$10,000 per month, but you want to vacation 4 times a year, put your 3 kids through college, put enough away for retirement, pay all your bills and buy all the toys you and your family want, then that number could be \$30,000 per month. The gap is \$20,000.

You can then create a plan that will earn \$20,000 in addition to the \$10,000 you're already earning.

If instead of supplementing your income, you'd like to replace it all together, you must plan accordingly.

Regardless, you should **plan based on your lifestyle**. Your lifestyle will dictate the amount of money you need to generate.

Lifestyle based thinking propels your subconscious into a positive mindset because your mind specifically wants the income to achieve the things you want in life.

Read that last statement a few times because once you've internalized it, your mindset will start shifting rapidly towards true success. It's all about what your subconscious believes.

Let's talk about **Strategy** now.

Strategy is the second focus you should consider.

Here's an example: If your plan is to get from New York to Florida in the fastest way possible, you'll consider many strategies within your plan.

One strategy is to drive. You have the most freedom because you simply start driving and eventually, you'll get there. However, it doesn't meet the criteria for getting there the fastest way possible.

Other strategies may be to walk, run, bike, ride a train, ride a bus or get on a plane.

All of these are strategies for getting to Florida, and they can all be part of your plan. However, only one will get you there the fastest.

What if you wanted to go to Florida, but wanted to enjoy the journey instead?

What if it wasn't about getting there as quickly as possible. What if it had to do with watching the scenery by traveling through different states so that you enjoy the journey.

Would this change the strategy? Yes!

The plan is the same; you want to go from New York to Florida. The strategy, however, must change.

In business, strategy is everything.

Your business strategy can be totally different from your competitor's based on your Plan.

Let me ask you this: As a business owner, should you implement the same business strategies for **starting** a business compared to **selling** a business?

Obviously, some strategies will be the same, but MOST will be totally different.

Most people in business follow their competitors. They do as they do, hence why so many fail. Their business strategy may be totally different than yours based on their overall plan and business cycle.

Your strategy must be your own. There are so many to choose from, and it's as simple as implementing the right business and marketing strategy that fits your overall business plan.

A few years ago, I wrote a book called *How To Attract Customers*. In it, among other things, I describe 119 different strategies any business owner can implement in order to get more customers.

There is no deficiency in the number of strategies you can implement for your business.

Unfortunately, most business owners implement the wrong ones because they don't **focus on the end result**.

What is it that you're trying to accomplish? Which strategy fits best according to your time, budget and other factors? These are the things you need to consider when choosing a strategy.

Naturally, having a great Mindset and the perfect Strategy are just two small pieces of the puzzle.

The third component is the **Tools** you use to reach the levels of success necessary to live the lifestyle you want to achieve.

If you're considering starting a business, you'll need to know which tools will help accomplish the business start up process. This, of course, depends on the type of business you wish to start.

If you're starting a retail bakery business, you'll need totally different tools than starting an ecommerce business. If you are offering a service, you'll need several tools that you will not need if you are selling a product. As with any business, the baker will also need some of the same tools that the plumber will need.

You need to know which tools fit your business best. By tools, I just don't mean a wrench, hammer, or blender.

I also mean the tools necessary to run the three basic parts of any business:

1. Operations

2. Finance
3. Sales/Marketing

Operations is how you run your business. From the minute you turn the key to unlock the door of your retail location to start your business day, to the last minute of the day when you turn the key to lock it.

If you're running an online business, the start of your day may be from the time you wake or power up your computer, laptop, tablet or smartphone, to the minute you power down these devices.

Your tools for the operations of your business can be anything from your cash register to the software for a merchant account.

Your **finance** tools can be the software used to keep the books, to the app used for depositing checks to your bank account.

Sales/Marketing tools will vary based on the strategies implemented. There are tools for email marketing, social media marketing, pay per click advertising, SEO, direct mail, cold calling, etc. Each strategy has a tool. How to keep track of it all needs the right tool as well.

If you have employees, you'll need different tools than being a solopreneur.

The right tool for the right type of business is crucial. Yet I see so many entrepreneurs using the wrong tools to scale up their business, that instead, they falter.

I've seen so many small business owners hire the wrong personnel and lack automation, which eats away at their profits.

If you're thinking of starting a business, or are already in business and want to know how to grow it to levels you can only imagine, there's one thing you can do that the 95% of failed business owners and entrepreneurs have not done...

Learn from the best of the best in these 9 areas of your business.

1. Business plan writing
2. Marketing/Sales
3. Copyrights and patents
4. Human Resources
5. Federal and State Taxes
6. Choosing the right legal entity for your business
7. Business Networking
8. Traditional and Alternative Business Funding
9. Sales Psychology

You'll need a **business plan** whether you're planning on self-funding or borrowing to start or grow your business. Writing the best plan will encompass everything banks and investors are looking for.

If you're self-funding, and are not looking for outside financial help, you need to write a business plan that will increase the chances of business success.

If you're looking to borrow from a bank or investor, having a business plan is a must. You will be turned away until you have a business plan that shows them how their investment in your company will be repaid.

Your business plan needs to contain a well thought out **marketing plan** with strategies that will ensure a higher degree of likelihood for success.

Your marketing plan needs to make sense and fall within your budget for starting or growing your business. This is where you outline your marketing and sales strategies that best fit your ultimate goals in business.

To protect yourself, you need to know **copyright and trademark** laws. Not just how to protect your intellectual property, but also how not to infringe on another's property to avoid lawsuits.

This is such an important topic, but so many entrepreneurs and small business owners don't know enough to ask about it.

If you're thinking of hiring employees, you need to be familiar with **Human Resources**. Do you need an employee handbook? What's the minimum wage? How often should employees break? How do you deal with sexual harassment or employee theft?

So many small business owners close their doors due to employee theft and lawsuits, just because they were not aware of properly handling staff.

One of the biggest culprits for business shutdowns however, has to do with **federal and state taxes**. Whether you're a sole proprietor (dba), LLC, S-Corp, C-Corp, etc, you need to know things like payroll, employee vs independent contractors, forms 1099, 990, 1040, W4, W5, etc.

While we're on the subject, do you know which **legal entity** is best for your business needs? Most business owners opt for the easiest way to be a business, which is a dba, sole proprietor. They do this because it's the easiest and least expensive way to go.

However, they're not aware that as a sole proprietor, all liabilities rest 100% on you as the owner. You can lose your house, nest egg, equipment, etc., if you're sued. This doesn't mean that you should change your business' legal status immediately. It just means that you need to decide based on your needs.

You also need to know about unemployment insurance, workers comp, etc.

There's so much information you can view online that will drive you bonkers. All of which only creates more questions for you.

It's not easy to get the right information to create a successful business, but here's good news for you.

There's one course you can take, that will show you everything you need to know to run a successful business.

Introducing...

The **Entrepreneurial Success Program**.

ESP is a 10 week course that meets twice per week on Mondays and Wednesdays from 6pm to 9pm. (20 sessions altogether)

It is a course that is open to only 10 individuals at this time. You and nine other individuals will meet to discover everything there is to know about succeeding in business.

The Entrepreneurial Success Program has been responsible for helping people starting businesses that have grown from scratch to millions in revenue. It has also helped existing business owners with years of business experience, catapult their business to levels they never thought possible.

The curriculum for this program has been approved by New York State to meet grant requirements for small business owners and entrepreneurs.

Now, this program is available for a select few who can devote the time and financial commitment to ensure the success of their business.

Is this you?

- If you're thinking of starting a business, this program is for you.
- If you're already in business, and want to ensure its long-term success, this is for you.

ESP is different from any educational course you've ever experienced.

For starters, there are 9 different instructors for your 20 sessions. Each instructor is currently in the trenches running their business in the subject matter they are teaching.

This education is **NOT theory**. It's backed by many years of successful experience per instructor.

I personally created the curriculum for this course and have been teaching it for well over fifteen years.

My experience is in advertising, marketing, and business psychology.

I currently own a digital marketing firm and create online courses for business owners everywhere.

You will learn as much as I can share with you from my over 30 years of experience. I promise to teach you the **good, bad and ugly side of business**. I, along with all the instructors have seen it all.

Your instructors will be your shortcut to success. Our combined knowledge and experience will ensure that your business is in great hands.

Want to join us and ensure that your business ends up in the 5% of successful businesses?

If you'd like to give your business idea the best chance for success, click on the link below and register in this course right now.

<https://threevillages.org/esp-registration>

When you register, there is a tuition fee for this course. When this curriculum was originally approved, NYS allowed us to offer this course at \$1,500, which is well below any business course you can take at any NYS College or University.

However, we want to ensure that tuition is not a factor for you and have reduced it to only **\$399 for the full 10-week course**. That's a steep discount, but don't let that small price tag discourage you.

This is NOT one of those, "you get what you pay for" situations.

Let's put it this way; if you try and hire each instructor for the amount of time you will learn from them in this course, your cost will be about \$150 minimum per hour. Multiply it by 60 hours and you'll end up paying a minimum of \$9,000.

This is not your typical course, and no other organization offers anything close to this program as we're offering it.

So, decide now to register, or discuss it with whomever you need to discuss it to get in this class. I would register sooner, rather than later, just in case the class fills up quickly as it did last time.

Here's the registration link again.

<https://threevillages.org/esp-registration>

I look forward to helping you start a business or grow your existing business.

To your continued success,

Edison R. Guzman

PS: Thanks to a COVID-Relief grant specifically for *Town of Montgomery residents*, you are eligible for full **tuition reimbursement** upon meeting the course requirements.

BONUS: Every Town of Montgomery student gets one-year free membership at the Orange County Chamber of Commerce (valued at \$457) and the Business Council of Greater Montgomery - BCGM (valued at \$245). Existing members get an additional year added to their membership.

Business Networking is pivotal to your success. Being part of these two great organizations will ensure you have access to plenty of networking opportunities and a whole lot more.

This program is a collaboration between these great organizations:

