



“How to Build A Beautiful Business Without Stress, even if you have no money, have no clue, and couldn’t run your lemonade-stand for a profit!”

By Daniel Batten

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About The Author



Daniel is an inspirational results-based business mentor and author.

He has helped hundreds of people from prisoners to top corporate leaders to transform their lives using tools you find in this book.

His reputation as an expert trainer on *authentic influence* is well known:

- one investment pitch netted a 6-figure investment within 3 weeks
- one job-interview re-training resulted in 4 job offers from 3 interviews
- one CV re-write resulted in a job offer within 24 hours.

How does he do it?

Find out when you:

-- get his book [The Six Secrets of Authentic Influence](#)

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Daniel has published too many articles on business, influence and goal-setting to list here. To find out more about his Beyond The Ceiling programs ...

Email: daniel@beyondtheceiling.com

Website & Blog: www.beyondtheceiling.com

Follow on Twitter: @dsbatten

Linked In: www.nz.linkedin.com/in/danielsbatten

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Where it all started

It was late summer in San Diego, September 2003.

I caught a taxi from the airport direct to UCSD. I had been sent to give a pitch at the University's special *Connect* program that trained people in the art of securing investment capital for their startup company.

If you had been with me that day, you would have seen in front of me in a small auditorium seated in a U-shaped formation of beige office tables, were a collection of venture capitalists, field experts, lawyers, and angel investors.

In short, the crème de la crème of San Diego's Dragons Den who between them had seen over 1000 investment pitches.

But they had never ever seen one as bad as they were about to see.

The first foreboding sign you would have seen on this sweltering day – was that every man in the room was dressed in board shorts and Hawaiian shirts except me.

I was overdressed, over warm and roasting at the front in a fine-knit woolen black suit, complete with high-buttoned jacket.

But the roasting didn't stop there.

When my pitch finished, I heard this rustling sound and I thought "Is that the sound of a check-book being extracted from a board short back-pocket?"

But no, it was Jay Kunin, principle at Finistere Capital Partners, inching his elbows forward on the beige desk as he peered over his specs to ask "is that it?"

Helen Schmidt, venture capitalist, a petite woman in an understated blouse and blue skirt, was the next to speak.

"If your product is so great, what's to stop a local firm here getting investment backing and getting to market before you?" It was a good question. Deserving of a good answer.

She wasn't about to get one from me. My reply was evasive and incoherent.

I was starting to realize there would be no check-books taken out of board short pockets or handbags today.

But it didn't stop there ...

Jay Kunin continued: “Your marketing plan was sketchy, the market size assumptions were wrong, the cost-of-sale was too high.” were the first 3 of 7 faults he listed – **but it didn't stop there.**

- Then the scientists, “What is so unique about the science behind what you have done?”
- Then the lawyers, “What have you done to secure your IP?”
- Then the program director, “What is to stop anyone copying what you have done?”

40-minutes later, they gave their solitary two compliments: the first from program-director Greg Horowitz, who said

“Despite what anyone else says, I'm impressed ... that you are still standing”.

They all laughed, and as they tapered off, Jay Kunin smiled, and offered:

“I like you ... but I really didn't like your pitch”.

The return home ...

When I returned to my home town in Auckland, New Zealand, my cousin greeted me at the airport.

He said “so how was the big opportunity?”

I shook my head and told him how I blew it. I never forget what he said next. After he finished laughing.

It was one of those moments that can change your life. I know it changed mine.

... but more on that later.

I open the book with this story just in case you had some illusion that what you are about to read will only work if you have some inbuilt talent as an entrepreneur.

I want you to know with certainty that the principles in this book work for anyone.

Even someone who bombed as badly as I did! All it takes is your commitment to apply what you are about to read.

Congratulations

I want to acknowledge you and congratulate you on purchasing this e-book. You have done something that many talk about but few do: you have taken the first step towards your dream.

- Step Two is to commit to reading it.

I am amazed by the statistic that 90% of people, having purchased a book or online learning tool, feel comfortable once they've made the purchase, and never finish it.

- Step Three is to take action.

Most people never say "I'm not going to do that". They say, "I'll do that one day". Be sure that if you say "one day", what you really mean is "one lifetime ... probably not this one!"

To get the most out of your investment, my suggestion is that you make a commitment right now not only to

1. Complete this ebook, but to
2. Follow up and take the actions that you realize you need to take through reading it.

Have you committed?

Great! ... Then read on.

These three simple steps, **purchase, read and apply**, which you have just committed to take will give you an advantage that few people get to experience: **unstoppable momentum**.

Maybe you have a company you've had for many years, but it hasn't taken off to the level you would like. Maybe you've recently started a company. Perhaps you are working for someone else, and are thinking about starting your own venture.

Whether to you a beautiful business means one that

- Is valued at \$1Million, or better
- Turns over \$1Million per year, or better

How To Build a Beautiful Business Without Stress

- Earns \$1Million per year profit, or better
- ... or simply one that runs smoothly, turns over a nice profit, and that you love working in,

the tools and strategies in this book have helped people and companies achieve these goals and more.

The tools you will pick up in this book are tools I used to start a company worth \$1.5Million just 326 days after incorporation. They are the tools I used to create a balanced business that gave me the chance to do what I loved every day, and work no more than I would have in a 9-5 job.

They are the same tools that many other company owners have used, to create their own million-dollar enterprises within record time.

What you will get when you read this

This book is the result of over 10,000 hours running businesses myself, mentoring business owners and interviewing successful entrepreneurs.

This is the book I would have wanted when I was starting out in business.

*****Warning: this book has side effects*****

As well as laying down the blueprint for your successful beautiful business, in this book you will also discover how to spend more time doing what you love, in a state of no-stress.

If you are currently in a 9-5 job, this book will show you how to make the transition easily and profitably.

If you have a business already, this book will show you how to grow it and – if required – how to get investment fast, and at the valuation you want.

How This e-Book is Different

Unlike other books on starting a business, this book addresses both the critical aspects you will need in order to create your own beautiful business

- The mindset and
- The mechanics

Think of this book like your virtual coach, helping and guiding you through what would otherwise be like trying to climb the Himalayas without a guide.

So **are you ready?** I mean are you really ready

- For some blunt truths in plain-English about business that lay down a formula you can follow for creating a successful startup business?
- For some myth-busters that will save you months – sometimes years?
- To apply what you read?

If you are, then this will be the most invaluable resource you could have purchased at this time as you embark on your startup business.

I firmly believe that if you use the information, tools and strategies in this book, you too will have your own beautiful business, having got there without stress.

Section 1: Mechanics

The 9 Steps to Building a Beautiful Business



1. Intention: How to plant the right seed

Recently I was asked “but how do I know if my idea is any good?” It’s not the first time someone has asked me this.

One of the best gauges of how good your idea is comes from Jim Collins, author of

[*Good to Great*](#) (Use <http://amzn.to/bct4Zf> if you have printed out this e-book)

Jim says your business focus must be at the meeting point of three things

- What you are passionate about
- What you are an expert at
- What you can make money doing

Most people think there are only a few ideas that can make money. The amount of ideas that can make money are in fact infinite. Why? Because any time you hear anyone complain, there is a potential product waiting to be made.

If someone complains, they are feeling pain: solve that pain cost-effectively and profitably and you have a potential business.

Choose an area with a global market that is bigger than \$1Billion and you have a potential business that serious investors could put money into.

But if you are not the expert at it (or no-one on your team is) and you are not passionate about it, this idea is not the one you should be pursuing.

The road to entrepreneurial success is not always an easy one, and when the going gets tough, your passion will get you through.

Choose something you are not passionate about, and you will not get where you want to go.

And you will not enjoy not-getting-there!

If you still think you can get away with not doing something you are passionate about, this next section is for you.

Why it is dangerous to put your passion on hold

In one of the audio-programs I created to help people set and get goals, I coined a phrase that applies to this section

“Your feet can’t move when your heart stands still”

Have you ever tried to literally walk around while keeping your heart in the same place? It’s impossible. You can shuffle a little bit forward; enough to kid yourself for a moment that you are “moving”. But that’s it.

Have you noticed how people who are doing things they don’t enjoy often say something like “I’m just doing this for a short while, and then I’ll be able to...”

That is true for up to one season in duration.

... But if you are still doing things you really don’t enjoy after three months of becoming conscious that you don’t enjoy what you are doing, then chances are you have what Zig Ziglar calls “*a chronic case of stinking thinking*”.

Examples:

1. An entrepreneur starts a business because she loves “x”, and wants freedom. Three years later, she is operating the business (which she hates), doing very little of “x”, with less money and less freedom than she had as an employee.
2. An employee says “I’ll do this job *for now* to pay off the mortgage”. Twenty years later he still doesn’t really enjoy work. And he still doesn’t think he has enough financial buffer to leave.
3. An artist takes the plunge and “does what she loves” but doesn’t earn much money from it, so carves 30-40 hours a week to do itinerant work to support what she does until she “makes it big”.

Each person is living life from the standpoint of “I will be happy when”

It could be “I will be happy when ...”

- I get the house paid off
- I get a boyfriend/girlfriend/husband/wife
- We have won this big account

- As soon as our company has had its IPO

But even if the entrepreneur does “make it” – so what?

For 10 years, she has practiced putting on hold what she loves – and so this is what she’s become an expert at.

Even if she decides to give-back by becoming a business mentor, she will only be able to mentor other companies in “how to stress out and eventually get there.”

Have whatever you want in this life – but know that the minute you say “I will be happy when” ... you are fooling yourself utterly.

Rather than “follow your heart” I would say “move with your heart”.

Your feet can’t move when your heart stands still.

The critical first step most people never do

Before you even choose an idea, there is something even more important than this that most books never talk about.

That is your intention.

If your idea is the seedling, then your intention is the seed.

And everything starts from a seed.

And whatever is contained in that seed – the good and the bad – will all grow.

Are you beginning to see how important your intention is and why this is the first chapter of this book?

Planting the wrong intention is like planting a lemon seed and then expecting peaches.

Intention means: “Why you are doing it in the first place”.

Every successful business I have seen started with a clear intention. So before you read any more of this book, write down your

1. **Objective:** what you are going to do?

2. **Intention:** why you want to do it?

Get Specific With Your Intentions

For some people, the intention will be “to have financial freedom”. For others it is “to make a difference in the world”.

Others may want “to have freedom and flexibility with my own time”. In each case, get clearer than this. If you want financial freedom – how much, and by when? What does it look like?

If you want to “make a difference” – what sort of difference?

And how will you know if you’ve succeeded?

If you want time-freedom and flexibility, what does this mean? Does it mean you want to work 60 hour weeks, but get to choose when you work these 60 hours?

Or does it mean you work the same hours you work today, doing just the things you love doing, when you want, so you have more flexibility with your family?

There is no need to be too “goody goody”. Write down the *real reasons* you want something.

** Do this now **

Take a break for a few minutes, then come back and read the next instruction.

Don’t worry about getting it perfect, yet. The process of writing will start to clarify a lot of things in your mind, and you can tidy it up later. Just write it down.

***** Stop reading and write down your intention and objective now**

What did you discover when you wrote down your objective and your intention?

Do you feel clearer about what you are doing and why? There is a saying “if you don’t know where you are going, any road will get you there”.

Now that you know clearly where you are going and why, you have a map and a compass. This will prove invaluable, because you are about to go into territory that is uncharted and unfamiliar to you.

It is remarkable how few people do this. And here is the secret of why it's so important...

The Secret of intentions: Not all intentions are equal

In other words, some intentions will be weak motivators that crumble like chalk when the going gets tough, whereas others will be titanium-strong.

For example, at one point in my business I had the intention "to get a significant pay rise from my board."

It was a strange process. I was on the board myself, and had appointed each and every board member. And I'd paid myself well below market-rates so the company needed less investment.

But one year later, my circumstances had changed: I had a father who was dying of cancer.

He needed monthly fees paid equivalent to more than my whole monthly salary to keep him in dignified care, and bring him to my home-country so the family could be together.

I had a very clear intention of doubling my pay within 2 weeks, so I could support my father through his illness, and bring the family together.

I achieved this, because **the intention was so strong**.

Compare the difference

Had the intention been

- *"To get a pay rise to buy a car that I will look high-status in,"* or
- *"To make sure I can afford my mortgage payments, because it's getting tight"*

then the result may not have been the same.

Think about the motivators. In the case of my dad, the motivator for my intention was love. In the case of the car, the motivator for my intention would have been "ego". In the case of a mortgage-anxiety, the motivator for my intention would have been "fear."

Behind any intention is one of these three motivators.

I am about to reveal a secret about how motivation works, based on my

investigation over a five-year period.

Using this secret, and finding a strong specific intention based on the highest motivator is the missing first step that most companies never do, and it is one of the major reasons that companies end up failing.

That's because when times get tough, companies with weak intentions do not have a strong enough motivator to pull them forwards more strongly than the headwinds of business push them backwards.

And here's how intentions rank in strength

1. Love
2. Fear
3. Ego

How to Turn a Weak Intention Into a Strong Intention

One of my clients had a business that was losing a lot of money when I started mentoring her. When I asked about her intention, it turned out she was trying to prove to her peers that she was "somebody". Because the intention was "ego," it was no wonder the business had been failing. The intention was too weak.

Had she needed the business to work so she could pay for a sick child and there had been no other options open to her, she would have found a way to make it work.

If you are thinking at this point "But I don't have a motivator as strong as a sick child" then it's time to ask yourself a very powerful question:

"What strong motivators could I have, based on what is most important to me in this world?"

When I asked myself this question before I wrote this book, this is the answer that came back:

1. *To help as many startups as possible become financially successful, by doing what they love, with people they love, in places they love.*
2. *To help startups avoid the easy-to-avoid pitfalls so they get to experience freedom as soon as possible.*

3. *To set aside a percentage of profits from the book to fund a school that educates children in holistic learning so they are honored for their own uniqueness, and innate entrepreneurial spirit.*

My three intentions are “love”.

I love helping entrepreneurs to win. I know that the tools in this book are invaluable and have already helped many people, and I want as many people to benefit as possible so others don't have to ride over the same pot-holes I did.

“You haven't got time to learn from your mistakes, so learn from the mistakes of others.”

-- Winston Churchill

My other intention is about helping children and improving education. These are two of the most important things in my life.

The thought that this book can serve both intentions together makes me feel overwhelmed with gratitude whenever I think about it.

That keeps me writing things that will help you, and stops me writing things that are not relevant to you.

My focus in writing this book is the question “what would I have loved to have read when I was doing this?”

So you have probably already worked out the second part of this exercise: if your intention was not really strong – strengthen it right now. Write down what your stronger intention could be: the one that is motivated by love.

Starting a business can feel like climbing a mountain.

Strengthening your intention is like trading in your old weak mountain-gear for the very latest, strongest, most resilient hi-tech clothing available.

By itself, good mountain-clothing won't get you to the top of the mountain.

But with the right preparation and conditioning, it will significantly increase your chances of getting there and back, in good time, and in good shape.

It simply does not make sense to miss out this step.

2. Team: How to build a dream one

Now that you have your intention clear – you are ready to start building a team.

There is a saying:

“No one is perfect, but a team can be.”

There are two things to consider when building a team – will they be corner-stone equity holders/founders, or employees/option-holders?

If they are going to be founders/corner-stone equity holders, you need to consider two additional things:

1. What are their *values*?
2. What are their *skills*?

Think about it this way: you are going to see your co-founder more than you will see your husband/wife.

Yet most people in business marry the first potential co-founder who looks vaguely promising.

This is like having a date, then deciding to get married.

It might work – but isn't it worth doing a bit of due-diligence on each other to see whether you are setting yourself up for a business-relationship of bliss or misery?

So here is the recipe for the magic co-founding partnership.

[Download the rest of the book now](#)