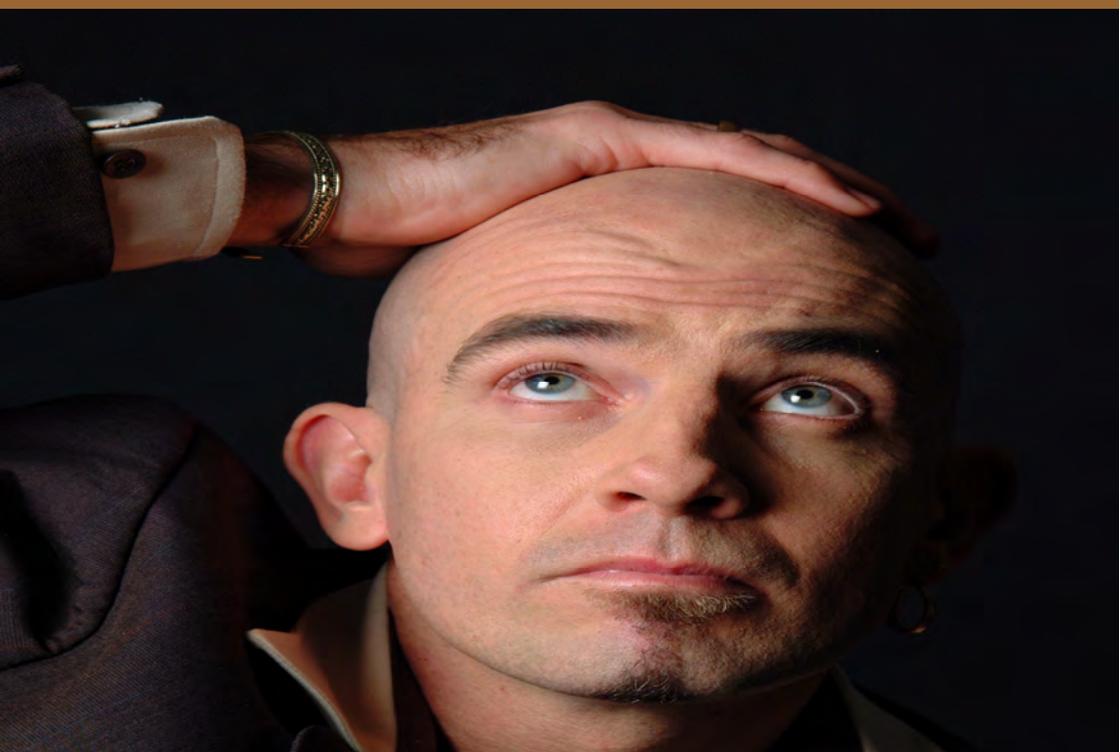


# The Survival Trap

Why some Businesses Thrive and  
Others Struggle to Survive in  
Tough Economic Times



By Paul McCarthy

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Thrive and Others  
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**By Paul McCarthy**

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*Your seminar was 'life changing'. You are very gifted as a motivator and visionary. Thanks for the invaluable insights and information.*

**Phoebe Hutchison, Apexhost.com**

*We found the advice provided was fantastic. We immediately applied some of the suggestions made, with results seen within the week. Paul, your session potentially saved our business.*

**Greg & Laretta, Beyer Photography**

*Paul's program demands action whilst providing very comprehensive and inspiring theories on how to maximise your potential.*

**Amanda Freeman,  
Kaizen Financial Services**

*The session was absolutely terrific. I have been to a lot of seminars and think this was the best I have ever seen.*

**Lee Hughes-Gage, Maroondah Milk.**

*Paul's coaching methods, research techniques and attention to detail has helped us to significantly improve our business. I would highly recommend to anyone who is serious about achieving success and surviving in business today, to have Paul as part of the team.*

**Craig Yeoman, Aqua Wash Technologies.**

# About the Author

## Who is Paul McCarthy?

Known as Australia's RockStar Marketer, Paul McCarthy is one of this country's most respected & innovative marketing specialists.

Author of the acclaimed book, '**8 Steps to a Remarkable Business**' and creator of the phenomenal audio program, '**Ready Fire Aim**', Paul is an award winning speaker on the topics of sales, marketing and business growth. Paul is also the co-founder of the Entrepreneurs Alliance Inner Circle (EAIC), a membership program dedicated to helping business owners create more Wealth, Freedom and Connections. Recognised as a leading authority on small business marketing success strategies, Paul is hired regularly by small and large businesses alike to help them improve their ability to attract more clients and generate greater sales.

Paul's clients include:

- Heinz
- First National Real Estate
- Metricon Homes
- Australian Psychologists Society
- Queensland Rail – to name just a few...

## Welcome

Hi there, this is Paul McCarthy. I wanted to thank you for choosing to invest your valuable time in reading **The Survival Trap**.

You may be wondering why I have written this book. The reason is simple—I want you to succeed. I whole-heartedly believe that the primary reason so many businesses fail, particularly during tough economic times, is because they move into what I call 'survival mode thinking.' As a result of this type of thinking, they inadvertently turn off their focus on attracting more clients and as a consequence, their business begins to slow and steadily grind to a halt.

**The Survival Trap** is an easy to read, practical guide to help you avoid the most common causes of business failure during tough economic times. I have written this book and am giving this information away, free, because I want to help you navigate your way through the challenges you face in the ensuing months. By adopting and applying the ideas and strategies laid out here, you can actually grow your business, while those around you fall victim to **The Survival Trap** and flounder.

If you are like most people in business, you have spent a great deal of time, energy and money to build your company. It makes perfect sense then to invest the time to ensure your business not only continues to survive, but also thrives

This book came about as a result of the enormous response a newsletter article I wrote created. Based on the feedback that article (of the same name) produced, it was clear to me that people were desperately looking for a positive message among the barrage of negativity and wanted a proactive way to run their business despite the grim economic forecast.

If you have ever read my articles or heard me speak, you will be familiar with some of the core principles covered here. However, this publication goes into specific detail about what you need to do to grow your business in the new economy and why it's so important for you to avoid the deadly Survival Trap.

In my role as a speaker, coach, mentor and marketing specialist, I have had the good fortune to work with, and witness firsthand, what can be achieved by committed business owners who are prepared to focus on what really matters.

And what matters most is not to bury your head in the sand or batten down the hatches and hope you can make it through the storm. You must be ready to focus your efforts, become extremely proactive and take action to market and promote your business. If you had the courage to start a business, I believe you deserve to enjoy success. You can significantly diminish the risk of losing what you've built by applying the principles you find in this book. My hope is that you will not only use this book to assist yourself, but make sure you share its wisdom with everyone you know in business so that they, too, can ensure their business continues to thrive during the current economic climate.

To assist you further, you will find additional resources to help you build your business and massively increase your profits at our website [www.paulmccarthy.com.au](http://www.paulmccarthy.com.au). Wishing you great success and big profits!



Paul McCarthy  
RockStar Marketer

## The Survival Trap

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*“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”*

- Charles Darwin

## Introduction

We are creatures of habit. Most people dislike change and find great comfort and safety in dealing with the familiar. It is for this reason perhaps more than any other, that when we encounter sweeping change in our lives, so many people begin to feel afraid.

The trouble begins with our thinking, the mental pictures we create and with the nature of the questions we ask ourselves. In the face of change, our primary concern becomes 'How will we survive?' We seek to find ways to minimise the amount of change required and stay within our own comfort zones. We tend to make only the changes we see as absolutely necessary for us to reduce the potential damage, loss, pain or negative impact we believe the ensuing storm of change may bring. Instead of seeking to adapt, we seek to survive - and this is the great trap.

Sport provides us with examples of survival type thinking on a nearly weekly basis. Consider the team who is winning comfortably, aggressively attacking their opposition and scoring with relevant ease, when suddenly, and often for no obvious reason, they change their approach.

They switch their strategy, becoming defensive and focus on the protection of their lead. By withdrawing from attacking, it opens the opportunity for their opponents to get on the offensive. Quickly the opponent begins to generate momentum and often will come from behind to win.

You cannot hold at bay the changing winds of business by applying survival thinking. The concept of survival is an illusion, and once you begin to place your energy and attention on protecting what you have built, you immediately begin to lose the very momentum that created your success in the first place.

Stepping onto the slippery slope of survival puts you on the road to almost certain disaster. The truth is that while major changes in the economy may cause many of your competitors to begin battening down the hatches and crossing their fingers in the hope of survival, it also opens up the opportunity for you to actually grab market share and grow.

The decisions you make over the coming weeks and months about how you will market your business, attract new customers and

shore up your current client relationships will carry far greater consequences than they have in the past. In the new economy where discretionary spending is highly scrutinised, you must become a more skilled and savvy marketer of what you do.

**The Survival Trap** looks extensively at the mindset required to prosper in any market, but particularly in a tough economic climate. Regardless of the external conditions you face, the mindset required for perpetual success remains unchanged.

This book provides you with the philosophy, attitude and practical ideas you will need to shift your thinking from survival mode to thriving mode.

As Darwin suggested, it's not about how strong or intelligent you are. Your success comes down to your willingness to adapt to the changing environment, to apply new strategies and approach the challenges in front of you with renewed vigour and commitment.

In short, when you choose to adopt survival type thinking, your business's chances of survival actually decline.

As the saying goes, 'When the going gets tough, the tough get going.'

In this case, being tough means being mentally strong enough to withstanding the temptation to shrink and play it safe. Never has it been more important to promote what you do, to step into the spotlight and make things happen.

If you truly want to survive the bumpy road ahead, then you must commit yourself to thriving, for it is only those who are committed to thriving in the new economy that will be guaranteed survival.

Avoid The Survival Trap and start to apply a thriving mentality to your business today.

*“Worry compounds  
the futility of being  
trapped on a dead-  
end street.*

*Thinking opens  
new avenues.”*

*- Cullen Hightower*

## **Survival Thinking is the Trap**

To be able to create a thriving mindset, we first need to understand what is The Survival Trap and how can you avoid it?

Let's start by defining the two key words:

"Survival" and "Trap".

The Cambridge dictionary describes the word survival as:

**noun**

**1 when a person, organisation, etc. continues to live or exist;**

**2 something that has continued to exist from a previous time.**

The term trap is defined in the Cambridge dictionary as:

**noun**

**1 a dangerous or unpleasant situation which you have got into and from which it is difficult or impossible to escape.**

For our purpose, I will define **'The Survival Trap'** as a business owner, entrepreneur or sales professional who applies old or outdated thinking to manage the impact of a current negative event, experience or environment, causing a downward spiral in their results.

The truth is most businesses are not trapped by the economy or any external conditions so much as they are trapped by their own limited thinking. It's been said that, 'You can't solve a problem with the same mind that created it.' That also means you cannot continue to do business in a slow economy in the same way you did in a buoyant one.

**'You need a different strategy, you need an alternative mindset.'**

If you are going to avoid the negative impacts of survival thinking, you must begin to look at new avenues of marketing and securing your client base. It's your thinking that drives your actions and therefore your results. Once you allow yourself to develop a negative mindset, you substantially reduce your capacity to innovate or think creatively about other possibilities and approaches to the new challenges

Instead of buying into the pervading negative messages being reported and discussed, you must avoid the temptation to become defensive and move into survival mode.

Survival thinking is based on holding on to what you've got and maintaining the status quo. By nature, this type of thinking is defensive, with the primary concern being about losing what's been established. So while it is always prudent to manage risk, becoming completely defensive and over reacting to outside influences is usually a big mistake.

In sporting parlance they say the best form of defence is always attack. Unfortunately, many business owners get so trapped in their predominant thoughts of survival that they fail to see the different ways they could attack the problems in front of them. As a result, they substantially limit the volume of positive outcomes they could produce.

One strategy to help you avoid falling into The Survival Trap is to steer clear of reading newspapers and watching news programs which constantly bombard you with headlines and stories that tell you the sky is falling.

I'm not suggesting that you bury your head in the sand and pretend that if you click your heels together you'll be back in Kansas. What I am suggesting is there simply is no value in you filling your mind with negative images and doomsday stories.

Rather, you want to use this time to be generating new strategies and fresh ideas that will help you stimulate consumer activity and draw more customers to you. (We will cover this in more detail shortly). If you have been having conversations with your family or peers about how hard it's going to be for you over the coming months, how the problems you face are too big to overcome, or that there's simply nothing you can do to change the situation - stop! This type of negative talk is survival trap thinking in action, and it is not going to help you change anything. All that you can hope to do by speaking this way is talk yourself into a painful self-fulfilling prophecy.

I want to point out that I'm not talking about deluding yourself here. There is every likelihood that you and your people will need to work harder over the coming months. But before you start working harder, you need to first consider how you can begin working a little smarter.

You are facing new challenges. You may be hearing new objections to buying your product or service, people may be stalling or deferring their decision to purchase.

If any or all of these things are true for you now or become reality in the months ahead, what are you going to do? The answer is relatively simple. Do something different than you were doing; in fact, something very different.

*“The bend in the road is not the end of the road unless you refuse to take the turn.”*

*- Anon*

## **Applying Yoga to your Business**

Okay. I know you're probably thinking this is getting way too new-age now. I mean, how is yoga going to help you? Well, you can relax. I'm not going to ask you to pull out your mat and climb into the lotus position. But what I do want to demonstrate is the value of looking in unusual places to find fresh ideas and inspiration for transforming your current thinking.

Yoga is described as a complex integrated system. I would describe business in much the same way. Yoga practitioners, as well as business owners, can be easily overwhelmed by the vastness of the skills that are needed to be mastered if they are to be deemed successful.

The truth is I know very little about yoga. What I do know, however, is how to grow and build a business. When I started researching a little about yoga, I was struck by the correlation between yoga principles and the essential principles of a successful business. Above all, master yoga practitioners and successful business owners share one thing in common - great flexibility.

We must be able to stretch ourselves and liberate ourselves from our historical limitations of whom and what we are, if we are to become something greater and better. If you are to overcome the challenges of a slowing economy, you must pay attention to the ideas behind attracting people to your business. This requires you to be more innovative and to be disciplined enough to apply what you learn.

For instance, it is likely that you will need to increase your levels of contact with your customer base. Increased customer contact is an important initial step in the development of an effective strategic marketing plan and is vital if you want to maintain a healthy business even in tough times.

No matter how simple your business model may be, all marketing approaches require a true commitment. If you fear change and cling to your old habits, you will not successfully navigate the challenging road ahead.

Being an entrepreneur, business owner or sales professional today calls for considerable personal effort, which involves great self-discipline.

Your success requires both a positive mental attitude and the dedication to implement effective business strategies. To sustain a healthy mindset we must let go of old behaviour patterns, habits or attachments that hold us back. To ensure momentum, we must follow a well thought out sales and marketing plan and take regular action to implement agreed tactics.

Focus is the key to making improvements within your business. With focus comes control and power. In many respects, the first step in advancing your business is getting back to basics. The more you let go of the negativity surrounding you, the better off you will become.

Success thinking is a progressive process of replacing your unconscious thought patterns and behaviours with new, more beneficial patterns that help you move towards a better business and lifestyle.

One of the greatest benefits a small enterprise has over a big business is its ability to adapt quickly to changing circumstances. You can be, and need to be, very flexible, especially as people take a closer look at their discretionary spending habits.

Your ability to be flexible allows you to apply solutions to problems that other larger businesses could never even consider. Part of being flexible means the ability to stretch. And if you want to grow your business through an economic slowdown, you will certainly need to stretch out and do some new and exciting things.

The key with stretching your business model or stretching anything for that matter, is to be aware how far you can go before you snap. My advice is don't attempt to stretch yourself too far too fast. It will only end in tears.

Think about it like your very first yoga lesson. Be realistic. If your muscles haven't been worked this way before, you can't expect to be a yoga master immediately. It's going to take time to learn how to stretch and where to stretch in order to get the best results in your business. You need to take it slow, and each day with practice, you'll be able to go just a little bit further until you've stretched yourself into a new more profitable dimension. To become a truly flexible business requires one essential ingredient, the willingness to adapt to change.

You must be like a giant oak tree, strongly rooted to your core principles but with the ability to bend in high winds. If you are resistant to the changes around you, as the force of the shifting economic winds blow harder and harder, you will eventually be snapped. Even large businesses with a powerful root structure will not survive the winds of economic change unless they learn how to become more flexible and bend.

Flexibility is one of your greatest advantages. Use it to ensure you continue to thrive.

*“If you have time  
to whine and  
complain about  
something, then  
you have the time  
to do something  
about it.”*

*- Anthony J. D'Angelo,  
The College Blue Book*

## Stop Complaining

Let's be clear. Complaining about the economy, your customers, the government, the tax department, your partner, mother or kids is not going to help you improve your business. The truth is, whinging, whining, pointing the finger or blaming other people does nothing to progress you in a positive direction. All complaining does is hold you where you are.

In my seminars I talk at length about negativity and how important it is to avoid it. I explain that my wife and I made a decision some time ago that we would not have the news on when our kids were around because it scared them. Based on watching the news, you could be forgiven for wondering if anything positive ever happens in the world. It seems that bad news is all we want to hear. But all this negativity has a serious impact on the way we think and act.

The more time you spend discussing negative thoughts and ideas, the more paralysed you can become by them. You begin to doubt that there is any point doing anything new, that all your efforts will be futile anyway. So you simply surrender, join the growing chorus of people who simply throw their hands in the air and say there was nothing I could do.

But there is something you can do, immediately, that will help your business get back on track. Stop complaining and start taking some positive action.

You cannot solve a problem by placing your focus on it. When you put your attention on what you don't want, you only get one thing - more of what you didn't want. What you focus on expands, you get what you expect.

Instead of placing your attention on the negative, why not focus your energy on what you can do about it. There is an almost endless list of proactive strategies that you could apply that would give you a significantly better result than sitting around complaining about it.

In my book, '**8 Steps to a Remarkable Business**' I set a challenge for my readers. It's the same challenge I took when I was a student working part time as a furniture removalist. The challenge was to go 24 hours without saying anything negative, to anybody, about anything. Being a pretty positive sort of guy, I went to work one Saturday morning confident that I could go the day without being negative.

Around lunch time one of my work mates tapped me on the arm and asked "Are you okay Paul?" I said, "Yes sure, why?" He said, "Because you've hardly said a word all day."

You see, when you become aware of it, you begin to realise just how easily you slip into a negative mindset. Some of the most valuable advice I ever received was when you see two negative people walking towards you, introduce them to each other and walk the other way. Why? Because what do they want to do? They want to suck you into their negativity and relive all the things that have been going wrong.

Small business owners can be notoriously bad for this, getting together and sharing all their war stories. The truth is, they would be far better off sharing new ideas about innovative strategies they've applied and the results they produced.

In this new economy, success will require working smarter. Small business can be hard work at the best of times, and today, without a fresh approach to attracting clients, many people may become overwhelmed by the workload required to maintain past results.

That's why it is imperative that you approach the client attraction and marketing of your business in a new way. Simply trying to do more things in the same old way with limited time will lead to only one inevitable outcome, burnout for the business owner.

In the new economy, business owners will need to spend substantially more time on their marketing strategies than they have in the past. You must stop complaining that marketing doesn't work and accept that perhaps the marketing strategies you previously employed didn't work but now you need some new ones.

As you explore new ways to attract clients, you undoubtedly experience some that don't work. This is not a reason to give up, this is what's required. Only action can produce results. And while the results you produce may not always be what you had hoped for, it provides you with invaluable information that helps propel you forward and moves you ever closer to the ideal outcome.

The easy thing to do when faced with an obstacle is to join in with the crowd and start complaining. Alternatively, you can get proactive and take action to overcome your personal barriers.

One decision will lead you down an inevitable path to almost certain failure. The other, whilst challenging, will lead you to continued success.

Let me be absolutely clear here. I am not talking about being naively positive and pretending that everything is rosy. What I'm suggesting is you always have a choice about how you respond. You can take responsibility for your life and the results you produce, or you can surrender your control.

One will see you standing proud whilst the other will find you on a bar stool somewhere drowning your sorrows. The decision is yours. It always has been, and it always will be.

A great strategy to help shift your mindset is that instead of complaining, become grateful. At first you may feel you don't have a lot to be grateful for. But on closer inspection, I'm sure you'll find you do.

Do you have a phone that's still works? An active email connection? A functioning computer? Printer? A pen and some paper? Combine this with good health and an insatiable desire to achieve your goals and you have all the basic ingredients you need for success.

*“Planning is  
bringing the future  
into the present so  
that you can do  
something about it  
now.”*

*- Alan Lakein*

## Mapping your Success

Success doesn't happen by accident. You need to decide you want it, and then proceed to build a map to achieve it. Perhaps the greatest trap people fall into during a slowing economy is short range or survival type thinking. When this happens, the business spends little or no time working on moving in a strategic direction. Instead, the business becomes highly reactive and almost completely incapable of seeing past the immediate issues.

Often people are so inundated with fire fighting issues and trying to keep things moving, that they lose sight of where they're moving to. During a strong economic period, a business follows one type of roadmap to maximise success. But once the landscape changes, they must discard the old map and embrace a new one.

The challenge for many is they are so busy dealing with the day to day issues that they fail to register that their map is outdated. As a consequence, they continue along blindly expecting to see a familiar signpost until they suddenly realise they have been heading in the wrong direction.

Following the same old map got you to where you are, and it simply won't get you to where you want to go. You need a new map. One designed for these times, one that will guide you over the current terrain. If you hope to succeed in business, you must be able to recognise that different situations call for different tactics. You need to be flexible enough to adjust your approach. Becoming attached to any one methodology or strategy is dangerous. In a volatile market things can change rapidly, so you, too, need to be ready to change instantly.

Part of your planning should be to allow for quick changes to be made. These changes are not necessarily in relation to where you want to go, but are often in relation to the pathways that will get you there.

Never has it been more important for a business owner to be prepared to adapt quickly to the shifting sands. It is only those who are willing to take action and continually adjust their approach that can be sure of success. This is not a time to ponder for weeks or months the direction you should move in.

Dwelling for too long on the perfect course of action will inevitably lead to you being left behind by more proactive competitors. What is required in times like these is fast decision making. A willingness to test the market, receive the feedback and assess the results.

Your plan must be action focused. Now is the time to get proactive, grab the initiative and send out a new more compelling message to your market place.

In many respects, what is required is counterintuitive thinking. In an emergency what is the first rule? Don't panic. Unfortunately when you tell people what not to do, what happens? They panic, right! Once one person hits the panic button, it sets off a predictable chain reaction causing even more wide spread panic.

Amidst all this chaos and concern, however, there is always someone who needs to keep a calm head. Someone who takes control of the situation, reduces the fear, shows people the way and rescues those who need saving. These people are later often recognised for their bravery and courage in the face of difficult times.

You need to be this person. While those around you are screaming that they're never going to make it, you must remain calm, cool and collected. Losing your head and joining in the hysteria will not help you. As concerned as you may be on the inside, you must not show it.

Be the light for those around you. Shine with confidence and self belief and people will be drawn to you and seek you out to help them escape this scary place where they feel trapped.

Business is facing a new challenge and there can be little doubt that the road ahead is likely to be a lot bumpier than it has been for many decades. You have faced challenges before and you will face them again. What matters now is that you build a clear map of how you can make the necessary adjustments to your old approach to ensure your continued success moving forward.

Failure is not an option. If what you implement initially doesn't work, stop and choose a different approach. Above all, your map must be guiding you towards thriving - never just surviving.

There is a saying which I'm sure you are familiar with. 'Fail to plan and you plan to fail.' I suggest to you it should read, 'Fail to adjust your map and you will be lost.'

If you have been resistant to change in the past, you are going to need to learn to be a little more open minded and explore new possibilities. New challenges demand a fresh approach. As they say, 'There is no point taking a knife to a gun fight.'

You must arm yourself with the tools you need to communicate your message in a way that your prospect will hear and respond to. You need a new map that outlines how to attack your market in a new way, one that provides you with a pathway to standing out from the crowd.

It can be easy to avoid the step of building a new map. Let's face it, it takes time to do these things, and many people are so busy treading water they barely have time to grab the next breath.

Perhaps the best example of this philosophy can be found in the excellent book, *The Seven Habits of Highly Effective People*. Here author Stephen Covey describes it as "sharpening the saw".

To help people better understand this concept, he uses this analogy.

'Suppose you were to come upon someone in the woods working feverishly to saw down a tree.'

'What are you doing?' you ask.

'Can't you see?' comes the impatient reply.  
'I'm sawing down this tree.'

'You look exhausted!' you exclaim. 'How long have you been at it?'

'Over five hours,' he returns, 'and I'm beat! This is hard work.'

'Well, why don't you take a break for a few minutes and sharpen that saw?' you inquire.  
'I'm sure it would go a lot faster.'

'I don't have time to sharpen the saw,' the man says emphatically. 'I'm too busy sawing!'

You **MUST** make time to construct a new map. Fail to do this and you will be forced to tread water so long that you will almost surely drown.

“The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing.”

*- Albert Einstein*

## Get Proactive

No-one can guarantee a positive result every time they do something. But what you can guarantee is if you do nothing, you'll get nothing. If you have ever read any of my material or seen me present, you have likely heard my philosophy for life. **Ready Fire Aim.** If you want to succeed in business, you need to be ready to fire, not aim. You need to be taking massive action, not sitting around talking about what you'd like to do.

During the past few decades when things have been decidedly easier than they are now, or will be in the near future, business owners could afford to be more reactive in their approach to marketing. But for those businesses that choose to sit and wait for clients to find them, hard times await. The days of simply placing an ad, crossing your fingers and hoping that someone responds are all but gone. This type of reactive approach to building a business simply won't be sustainable moving forward. It has never been more essential that companies become proactive in their sales and marketing approaches. As markets shrink, as consumer confidence declines, it is only those businesses who have established proactive marketing programs that will enjoy real success.

As we discussed earlier, a proactive approach to improving your marketing begins for most businesses with increasing their customer contact. Most businesses simply don't talk to their clients enough. To shore up your client relationships and build a fence around your most valuable assets means increased communication.

You must find ways to add additional value and stay relevant in your customer's minds. Fail to do this and your clients will go off in search of a superior service offering.

To begin with, I suggest you generate a list of all the ways that you could quickly and easily begin to add more value to your client relationships. Speak directly to your clients and ask them what they would like to see you doing or supplying to them. Rather than guessing what people want, ask them. Engage them in the process, get them involved and make them feel important.

Over the decades the way businesses have communicated with their customers has changed significantly. Proactive businesses in the 80's started sending Christmas cards. In the 90's they started sending thank you cards.

Today, if you are not actively communicating with your database on a regular basis, you're going to get left behind. Being proactive means looking at every aspect of your business and all the ways you can improve it to further enhance the customer experience.

If you are to do as I suggest and adopt the philosophy of **Ready Fire Aim**, you are going to need to let go of one thing first - the idea of perfection. Being a perfectionist is the major hurdle people need to get over if they are to become decisive and proactive business owners.

Perfectionists are often perpetual aimers. They delay action and procrastinate while waiting to get everything just right. Unfortunately, the world doesn't stop turning while they do this so by the time they are ready to act, the need has changed or someone else has already solved the problem. Forget about perfection.

If you have a habit of procrastination, then I suggest you get a copy of my **Ready Fire Aim** CD program as it will get you moving and taking the actions needed to succeed.

You can find full details about the program at our website. Simply go to [www.paulmccarthy.com.au](http://www.paulmccarthy.com.au) for full details.

One key to being able to live the **Ready Fire Aim** philosophy and to letting go of the need to be a perfectionist is your willingness to accept that making mistakes will be part of the journey. In fact, mistakes are an essential part of your progress. The thing that stops the vast majority of people from taking action, implementing new ideas and becoming all they can be, is their fear that they will make mistakes.

History shows that some of our most revered figures were those people who accepted that mistakes were not only an inevitable part of progress; they are a truly valuable part of the process. Because of this type of thinking, successful people view failure not as a roadblock, but rather as a necessary stepping stone to success.

There is a Chinese Saying that literally translates to "Failure Is the Mother of Success!" In other words, failure precedes success. When people ask me about how I have achieved the success I've enjoyed in my life, I know what they really want is a list of the steps they should take.

The truth is, I could boil down the essence of success into two words – Fail faster. I know you might think it sounds crazy, but this one step can have the greatest impact on the sort of results you produce in your life.

This is especially true now in a tougher economic environment. Of course, your aim is never to fail, but if you fear the potential of failure happening, you become less likely to take the necessary action. What you need to do is ignore the fear of failure that prevents action. No one hits the target every time they do something. They just hit it faster when they are moving in the right direction. Remember, your aim is for momentum in the direction you want to go, and the fastest route to success is not by trying to eliminate failure, but by accelerating your failure rate so you get to the success point faster.

As you adopt new ideas, apply new strategies and follow a new plan of attack, you will almost certainly make mistakes. But we should never fear this. Mistakes provide valuable feedback, which in turn provides the pathway to success. When something doesn't work, we seek a better solution. Mistakes cause us to strive for more creative solutions.

The biggest error you could make right now is not making a mistake, or experiencing a temporary failure. The big mistake is playing it so safe that errors can't be made. Experiencing a mistake is a valuable step on the path to ultimate success. Making no mistakes usually means no successes either.

A powerful lesson for all of us is that failure provides invaluable feedback and within that feedback is the wisdom of how to achieve success. As Dr. Wayne Dyer stated, "When you change the way you look at things, the things you look at change."

As you face the challenges ahead, it is worth keeping in mind the words of one of the most revered minds of our time, Albert Einstein. He said that the most fundamental question we can ever ask ourselves is whether or not the universe we live in is friendly or hostile. He suggested that your answer to that question would determine your destiny.

I believe that given all that is happening in the current global market place, most people have decided that the universe is hostile. They expect bad things to happen and for things not to work out well for them. They hold negative pictures in their minds of all the terrible things that could happen.

They paint vivid mental pictures of the worst case scenarios and with those pictures blazing in their minds eye, they become paralysed. They are unable to take action because of fear.

However, the great minds always teach us that regardless of the problems we face, there is always a major lesson to be learnt if we are only willing to look for it.

The history of the world is literally the history of people who have broken through failure to reach success.

The definition of insanity is to do the same thing everyday and expect a different result. You need to ask yourself what you have been avoiding because you were afraid it might not work out. Become proactive, take a chance and trust in your own ability. You will be amazed at the sort of positive momentum you can generate when you start taking action. So don't waste another day aiming to improve things. Start firing and make something happen.

*“If we had no  
winter, the spring  
would not be so  
pleasant; if we did  
not sometimes taste  
of adversity,  
prosperity would  
not be so welcome.”*

*- Anne Bradstreet*

## **The Secret to Thriving**

For years I have been teaching my clients the secret to building a thriving business. Prior to meeting me, many clients were blind as to how important the application of this key skill would be to realising the results produced. If you want to grow your business and increase your profitability even in a slowing economy, then you must learn the secret to thriving.

The truth is it's not really a secret at all, but it is something that entrepreneurs and business owners often ignore. The secret to thriving is this:

**You need to become a better marketer of what you do.**

It may sound simple, even elementary, but until you truly embrace this philosophy, you will not significantly grow your business. Most people in business live under an illusion. It is a commonly held belief, one that has stifled the growth of many hundreds of thousands of businesses. The belief that, if they have a superior product or service, if they put all their effort into being the best, that this will somehow magically attract all the clients they desire. Of course this approach seldom works.

It won't matter if you have the best widgets in the country if no one knows you've got them. I have met many people over the years who felt they offered a superior product or service to their competitors, but their competitor was generating substantially more profits than them. Why? Because their competitors knew that being a better marketer of what you do is markedly more profitable than being the best doer of what you do.

This is not to say that quality is not important. Of course it is, but without the ability to effectively market your product or service, your business will suffer. Many people misconstrue this message assuming I am talking about the need to run an expensive marketing campaign. I am not. What I am talking about is proactively marketing your business and putting marketing much higher on your priority list.

In my experience, many business owners place marketing on the back burner, seeing it as something they will get to when they have time. Believing mistakenly that all that matters is getting better at what they're already good at. You must make marketing a priority in your business.

Fail to do this, especially in light of the economic challenges being forecast, and your business will fail to attract the volume of customers you need to continue to thrive in the future. The benefits of becoming a better marketer are also not limited to the immediate results the business produces. Research shows that businesses that choose to reduce their marketing and aim to simply survive a downturn can expect to experience growth of approximately 25 to 30 percent when the market becomes more buoyant again. However, businesses that choose to actively market themselves during a slower economy can expect to enjoy significantly higher returns, researchers believe as much as 250 -300 percent growth.

The secret to maintaining a thriving business is to review your message. The easy thing to do when your marketing efforts begin to become less successful is blame the economy or the media you are using to communicate your message. The problem is far more likely to be in the message than the media. Don't fall into the trap of losing faith in your marketing if your old message doesn't generate the response it used to do. Change the message and your marketing can once again begin to thrive.

*“I believe that I was lucky to have suffered. Some people don’t realise that in suffering there is great potential, because if you are deprived for any reason, politically, socially financially, or otherwise, and if you set your mind in the right direction, you will find that the only way to survive is for you to excel, by being better.”*

*- Talal Abu-Ghazaleh*

## **You need more than Luck**

Surviving the impacts of a global recession takes more than luck. They say luck is when preparedness meets opportunity. You need to be prepared to respond to the changing environment, to prioritise your marketing efforts and work much smarter than you have in the past. For those who are properly prepared, the new economy will not bring hardship, but rather deliver substantial opportunities to grow and advance your business.

If you were to draw a picture of your life, what would it look like? If it's anything like mine, it might look a little bit like a roller coaster. Few people ever move directly from a start point to some success point in a straight line. For most of us, life is filled with ups and downs, highs and lows, successes and failures.

So while we all strive to reach new heights, invariably we will at times fall. An important question to ask yourself is, from where in your life does the greatest learning come? Is it at the peaks or the troughs? In my case, the greatest learnings have always come in the troughs.

These were times that were incredibly painful and difficult, that at the moment it was happening I wondered if I could make it through.

Now I look back at these challenging periods and realise that without those difficult periods, I wouldn't be where I am today or indeed be who I am without those experiences. In truth, the tough times are a gift as they force us to grow and become more than we were. It's not always easy to see the positives in a painful situation while you're in it. But with time, we often look back and with the benefit of hindsight we recognise the value of what we learnt.

My father used to tell me, 'Son, things always happen for a reason.' But when you're first confronted by a challenging situation, making sense of why it's happening can be difficult. As a younger man I struggled with the concept that everything happens for a reason, because at times it just didn't feel fair.

Now, thanks to the benefit of a few more years under my belt, and hopefully a little more wisdom, I have come to recognise the benefit of a challenge. With every challenge we face we get a choice.

We can be beaten by it or we can overcome it. Often overcoming an obstacle takes more than one attempt. We may need to apply ourselves several times before we experience the result we want.

Doing this often means exposing ourselves to potential failure, at least in the short term. But few worthwhile goals are achieved without overcoming numerous barriers along the way. There is one thing for certain; breaking through your roadblocks will take more than luck. People who live their life based on luck seldom develop the mindset to sustain success.

Take for example those who win lotto. Statistics reveal that over 90% of people who win the major jackpots are broke or worse off than before they won within five years. How do some go from winning millions of dollars to dead broke in just a few years?

The answer is simple. To succeed you need more than luck. You need a success mindset. You need to have strategies to ensure your business thrives, a plan to attract more clients and then continue to build on your previous success.

If you fall into the trap of relying on luck to be the key to your survival, you are surrendering your personal power and control over your destiny. There will always be outside pressures and challenges for you to negotiate. But it will never be a case of whether you were lucky or not. It will be a case of, did you prepare yourself properly?

As my dad said, maybe things happen for a reason and the reason for the current circumstances you face are to help you become more than you are.

*“It's not your salary that makes you rich, it's your spending habits.”*

*- Charles. A. Jaffe*

## Smart Business

There are many people who have managed to build reasonably successful businesses despite themselves. These people may show little regard for customer service, have poor quality staff, do minimal promotion of their business or only offer an average product, yet they have consistently attracted a customer base. Perhaps you know people with these types of businesses? They are certainly not people you would term smart operators, but despite their apparent short comings, they have been able to make a good living.

As market places begin to tighten up, many of these types of operators will be exposed, perhaps for the first time, to the challenges of attracting and maintaining customers. Their old haphazard ways of doing business will prove far less successful moving forward. It is only the smartest operators that will come out on top in a more competitive marketplace.

So what do smart business owners do to ensure their ongoing success? When people fear a tightening economy, the first thing they do is examine where they spend their money. While this is always prudent, it is far from comprehensive.

Ensuring your suppliers are providing a quality product at the best price is something that a business owner needs to be doing on an ongoing basis. But the truth is, a business needs to do much more than simply shave a few dollars off their supplier bills if they want to save serious money.

Outside of reviewing your supplier relationships, there are three steps to building a smarter, more robust business.

One of the most common mistakes that a business owner makes in a tougher economic climate is they exaggerate the value of every customer. Motivated by the fear of losing customers, many business owners inadvertently promote the status of low value customers to high value clients. The truth is, not all clients are worthy of high value status. My advice to my coaching clients is to sack their bottom 20% of customers.

These are the people who are extremely demanding, have unreasonable expectations of what you should do for them, often pay late and complain about almost everything. Holding onto these types of customers during a difficult economic climate is a big mistake.

These people drain you of valuable time, time that needs to be spent with your true high value clients and in the pursuit of more top level clients. So the first smart step you can make to better manage your expenses is to sack your low profit, high demand clients.

The second of the three steps is to take a close look at your pricing. Again, believing all the talk about the economy means you need to drop your pricing is a mistake. What you need to do is look at your ability to raise prices, not drop them. Many people will be putting up their prices due to increased costs, so it is an ideal time to announce a price rise as many customers will recognise it as necessary.

To examine your ability to raise your prices, you should do a simple exercise. First draw a horizontal line on a piece of paper. At the top write the words 'Highest Price' and at the bottom write 'Lowest Price'. Now, fill in what are the top and bottom prices in your industry. Next, write down where you fit on this scale. If you are not the top in your industry, you need to ask yourself a question. Of all the companies currently charging more than you, how do they justify the higher price point?

If there is little or nothing they are doing differently, then why are you charging less? If there is a gap, can you close it? People are not always looking for the cheapest option, so don't be afraid to examine your pricing.

The final step in the smart management of your expenses is to invest more of your money on your marketing budget. You heard me correctly, I said spend more. Again, the tendency is for people to start retracting their marketing efforts as they seek to shave money off their expense line. This is a critical mistake.

While others in your industry respond in this overly cautious and extremely short sighted way, you will have the opportunity to swoop. The door will open for you to grab additional market share and while others begin going backwards because they reduce their marketing spend, your business will be growing and expanding.

One thing small businesses can learn from big business is they never stop advertising and promoting their products and services. Despite their size and market dominance, companies like Microsoft, McDonald's and Coke continue to market.

You must do the same. So to recap, the three keys to smart expense management are:

1. Sack your bottom 20% of customers
2. Look at increasing your prices
3. Invest more into your marketing

Follow these steps and you will be well positioned to out-perform your competitors and take market share from them. The most dangerous thing you can do is play it so safe that you stop marketing.

In the new economy what's needed is smarter marketing, not less marketing. You need to be refining your message, targeting your approach and maximising the value of your marketing dollars.

*“There would be no advantage to be gained by sowing a field of wheat if the harvest did not return more than was sown.”*

*- Napoleon Hill*

## **The Law of Sowing and Reaping**

A great deal of the marketing material that is distributed by companies to attract new clients actually violates the universal law of sowing and reaping. Instead of seeking to sow a relationship, businesses immediately try to reap rewards. If you want your marketing to be considerably more effective, you need to make sure you first sow before you attempt to reap.

Sowing a relationship means looking at what you can first give to a prospective customer before you ask them for anything. You need to demonstrate a willingness to give value, to offer something that carries a high perceived value. By assisting people to grow their knowledge or awareness, you enable them to make better decisions. You also elevate yourself in their mind as the experts in your field.

Top of mind awareness is the aim of all marketers. To be the first person, product or company to come to mind when searching for a specific solution is a powerful place to be. When you gain top of mind awareness, you have established trust and customers seldom examine other options safe in the knowledge they always get what they need from you.

To win this position in the mind of your customers and prospects, you need to be highly visible and provide people with ample opportunities to connect with you. This is again where the importance of sowing is so valuable.

By giving away what is perceived as valuable information for example, you ignite another powerful universal law - the law of reciprocity. Once people have taken from you, they automatically feel a sense of obligation to you. If they are going to spend money in your industry, the likelihood of them spending it with you is significantly increased because of their desire to repay the gifts you have given them.

I suggest you take a good look at how effectively you are currently sowing relationships with prospective and existing clients. If you are asking customers to buy from you without offering them anything, perhaps you should first ask what you can give them. The businesses that master the ability to positively sow relationships with prospects will be the businesses that come out on top at the end of the economic slow down.

## **Masterminding Your Success**

Napoleon Hill, author of the seminal book, 'Think and Grow Rich', wrote extensively about the incredible power of the mastermind.

It was Andrew Carnegie, one of the wealthiest men in the US, who encouraged and supported Hill in the writing of 'Think and Grow Rich'. Carnegie asked Hill would he be willing to spend 20 years or more capturing and taking to the world, the secrets of creating great wealth to men and women everywhere as Carnegie believed that without these secrets, most people would likely go through life as failures.

Hill agreed and the end result was 'Think and Grow Rich', arguably one of the most powerful and effective personal development books ever written.

Of all the information contained in the book, Carnegie attributes his entire fortune to the power he accumulated through this Mastermind.

He says, 'If you analyse the record of any person who has accumulated a great fortune and many who have accumulated modest fortunes, you will find that they have either consciously or subconsciously employed the Mastermind principle. Carnegie believed, as do I, that great wealth can be accumulated through no other principle.

Business ownership can be a lonely place with no-one to talk to or share ideas with. It can be extremely isolating and few people understand what it is to be an entrepreneur, to be solely responsible for creating the results they produce. While many business owners carry the responsibility of providing for their families, there is little understanding from family or friends about being able to meet those challenges.

That's why becoming part of a positive business network or mastermind group is so valuable. Some psychologists believe that the greatest influence over your success lies with the five primary people you wrap yourself around.

Some of us have been fortunate enough to have people in our lives that have provided constant love, support and valuable advice, but most have not been so lucky.

The majority of people are forced to battle against people – even those closest to them, as they undermine their ability, question their decisions and doubt their capacity to succeed. One of the critical steps to negotiating the new economy will be belonging to a community of dynamic ‘can do’ thinkers, where people understand and actively support one another.

Now is not a time to be isolated in business. The fastest path to building a thriving business is through the establishment of strong networks and support structures. You need to seek out other proactive business owners who are interested and willing to work with you to add value to each others client bases.

As the saying goes, ‘No man is an island.’ We need each other and never more so than right now. In the face of challenging times it is easy to slip into survival of the fittest mode.

We can easily lose sight of others when we become blinded by our own problems. As Carnegie discovered, the more heads you put around a common problem the better and more profitable for everyone the solution can be.

Establish some joint ventures, join some network groups, connect with others in business and explore how you can support each other.

I can promise you, if you approach this activity with a pure heart and your intention is to truly help those around you to grow and prosper, you will enable each other to maintain thriving businesses.

***“No one ever  
excused his way  
to success.”***

*- Dave Del Dotto*

## **Excuses or Results**

'You can have excuses or you can have results - but you can't have both.' You get to choose where you place your focus. You can put your attention on defending the reasons why the economy prevented you being able to do what you wanted to, or make excuses for why you're not taking action.

Alternatively, you can become results focused and view each challenge as a piece of feedback, a stepping stone in the direction of your goal.

In the midst of a poor performing economy, people can largely be divided into two broad groups. People who are excuse-focused and those who are results-focused. I meet people all the time who go to great lengths to try and convince me why its not possible for them to produce the results they want, and an ailing economy only provides another excuse for their results.

They often feel the need to go into intricate detail about all the roadblocks they have faced and how their inability to progress is due to circumstances beyond their control.

What I know to be true is if someone is investing a lot of energy into making excuses about why things aren't working, or can't work, that is energy that is not going toward producing a more positive result.

This book was not written to tell you that challenges, obstacles and roadblocks don't exist – they do. We all face these challenges and in a sluggish economy we may well have to face more than usual.

Where you can exert control depends on how you view these problems. Do you see the issues of the economy as temporary and possible to overcome, or as overwhelming and impossible to move past? You are the one in control of how you view a situation.

Where you place your attention is where you go. Just as a racing car driver who begins to lose control of his vehicle and starts heading toward the wall will tell you, they don't look at the wall. Instead they keep their focus on where they want to go – the race track. You move in the direction of your dominant thoughts.

The big question is, are your thoughts on surviving or thriving?

When you place your attention on excuses, there is only one thing that will happen - the size of the problems around you grow. The more you think about a problem, the bigger it becomes until you now see a barrier so large you truly believe it is not even worth trying to progress, and as a result you give up.

A group of psychologists in the US conducted an experiment with a group of ice hockey players. The psychologists gave a test group of 100 players a picture and asked them to describe in as much detail as possible what they saw. The picture was of an ice hockey goalie standing in front of a goal in a defensive pose. About 90% of the players described the picture literally, listing things like who the goalie was, the team he played for, the stadium he was in, his number, uniform colour, etc.

Approximately 10% of the players, however, described the picture very differently. Their focus was not on the goalie. What they saw were all the places where they could score; under the arms, between his legs, above his shoulders. What the researchers found especially fascinating was the fact that these players were also the highest scorers in the league.

To thrive in tough economic times you must keep your attention on what you want, not on what you don't. Every time you defend an excuse, you make it stronger, bigger and make overcoming it even more challenging. We all face challenges; no one sails through life without having to overcome obstacles. When you are next confronted by a problem, acknowledge it is there and then switch your focus to finding a solution. You cannot eliminate a problem by focusing on it for you will only make it bigger. Instead, move yourself to solution mode as soon as you can.

Your time on this planet is short, so don't waste another minute of it making excuses and defending your position. Get moving, get excited, get focused and start producing the results you know you are capable of creating.

The economy is only a barrier to your success if you allow it to be. There is always an alternative, another path to take. Seek a solution, and keep your attention on generating results, not excuses.

*"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."*

*- George Bernard Shaw*

## Invest in You

You have a gift. You have talents and abilities that are unique. There will never be another person quite like you. You're one of a kind. You're special.

Søren Kierkegaard, the Danish philosopher, said, 'We all come to earth with sealed orders.' Our challenge is to discover what those orders are and then have the courage to live those orders to the best of our ability.

Far too many people have learnt to suppress their natural talents or skills. They have been taught, or sometimes forced, to abandon a direction in life because they or someone else saw it as impractical or threatening. This book aims to show you how you can unlock your potential and have the business success you desire, no matter the state of the economy.

This book is about potential and how you can unleash your potential and live a joyous and rewarding life. The ability to create a profitable business is not a matter of luck, and success and happiness are not concepts reserved for the fortunate few. They are available to any and all who are willing to ignore the negative messages that seduce so many and instead create their own success.

I wrote this book with one clear intention – to reveal to you that all you need to succeed, you already possess. This book is about an awakening. The greatest asset in any small business is the business owner. To be a successful entrepreneur requires you to constantly work on improving yourself, to never settle for simply being competent and instead to always strive for greatness.

As a human being your potential is limitless. The gap between living your potential and your current performance is what we call 'the interference factors'.

What interferes with your ability to live your full potential? Is it fear of making a mistake, fear of success, inability to delegate, time management, marketing, sales, recruitment of good people or lack of finances to realise your goals? Whatever factors you see as currently interfering with you maximising your potential, you need to eliminate, or at least mitigate, them as much as possible.

The closer you can operate to your potential, the better your results will be. Growing your capacity to perform at your best is the most valuable investment you can ever make in the growth of your business.

Your business will always grow in direct proportion to your growth in key areas. If you want to unleash your true potential and be all that you know you can be, you must commit to constantly improving yourself.

*“These economic downturns are very difficult to predict, but sophisticated econometric modeling houses like Data Resources and Chase Econometrics have successfully predicted 14 of the last 3 recessions.”*

- Anon

## **Recession Proof your Business**

In Western society we have a habit of putting a fence around the way we do things. We say things like, 'If it's not broken, don't fix it.' When someone asks us why we do it that way, we reply, 'Because we've always done it that way.' The question is, does that make it the best way? The answer is, of course, no. It's just one way.

In the face of a potential global recession, we need to be more flexible and open to change than ever before. If you want to seriously recession proof your business, you need to do one thing above all others. You need to innovate.

Innovate, adapt, adjust and change the way you do what you've always done. That's what's required if you want to recession proof your business. Now is the time to look for more creative ways to meet and exceed the needs of your clients. If you play follow the leader with your marketing initiatives, in a recession you will be left with only the scraps that are left after the innovators have grabbed most of the market share.

It is at times like these that you must look outside the bounds of your industry to other fields to find what ideas you can draw from.

By adopting a winning formula from another industry, you get the dual benefit of knowing it works and introducing innovation to your industry. Be creative and think laterally about how you can solve your customer's most burning problems. Don't focus on your problems; focus on those of your clients. It is the person who can most elegantly solve their client's problems who will be the one who will enjoy the greatest rewards.

To recap, recession proofing means doing a number of critical things:

1. Substantially increasing your customer contact. You simply need to be talking to your customers more often.
2. Know your numbers and have clear goals and targets.
3. Don't stop marketing. Make sure you keep getting your message out there.

Above all, however, the key to recession proofing your business starts with you and your mindset. Once you begin to become negative and apply a defeatist attitude toward the challenge of growing your business, you will fall into the same deadly trap so many of those around you will have already fallen victim to. You will be in The Survival Trap.

*“Once you choose  
hope, anything's  
possible.”*

*- Christopher Reeve*

## Conclusion

Being a great business owner during the good times, and being a great business owner during the tough times, is not the same thing. I have seen lots of talented business owners fail when the going got tough. Conversely, I have also seen business owners with far less skill establish a thriving business whilst those around them struggled.

Don't make the mistake of thinking, 'If only the economy was better I would be more successful.' You have to adapt and work with what you've got. In my opinion, now is a great time to build a strong business. To succeed you first have to decide that you will do what is required. Once you've decided you will not buy into the pervading negativity, the next step is to start marketing your business. Introduce innovation to your approach and sow positive relationships with your customers and prospects.

With your new look marketing approach in place, you next need to review your competitors and watch for the opportunities to win over market share. The old way of doing business is just that - old. Let it go and continue to build fresh, creative ideas into your customer experience.

Your clients will not invest in you, your products or your services unless you first invest the time and energy into sowing a relationship with them. Marketing a business in a slow economic environment is both a science and an art. Follow the information contained in this book and implement the ideas and thinking it contains.

I have written this book to assist you to realise your potential and to encourage you to avoid panicking about the new economy. As you implement the information in this book, you will need to measure the results you produce. Only by monitoring your performance, will you know if you are on target. As you begin to see your results improve and your profits increase, your confidence will grow and so, too, will your sales. I would love to hear about your results as you apply the learnings of this book, so please drop me a line and tell me your success stories. You can email me at [paul@bizsupport.com.au](mailto:paul@bizsupport.com.au)

Keep Firing.  
Best Wishes,



*“Everything we would ever need to become rich and powerful and sophisticated is within our reach. The major reason that so few take advantage of all that we have is simply, neglect”.*

*- Jim Rohn*

## Resources & Working with Paul

**The Survival Trap** was a gift; one I hope you have enjoyed reading. If after reading and implementing the advice in this ebook you are still hungry for more information and further resources to assist you to grow your business, then please go to our website at [www.paulmccarthy.com.au](http://www.paulmccarthy.com.au).

If you are serious about improving your business's sales and marketing activities, then I can help you.

Whether you are getting started in business or have been trading for thirty years, membership to our entrepreneurial community can help you to improve your marketing and sales to allow you to win more clients, more often.

To secure a trial Gold Membership with the Entrepreneurs Alliance Inner Circle (EAIC) simply go to [www.eaic.com.au](http://www.eaic.com.au) today.

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## What Others Say

*Paul was very impressive at a breakfast meeting I attended. His honesty and presentation was fresh, informative and it motivated the things I love about my business. I was fortunate enough to have a personal coaching session with Paul and it was enough to drive my ideas and business in the right direction. I look forward to seeing Paul in the future as an advisor, mentor and powerful contributor to the potential and growth of my business.*

**Cheryle Nye / Director,  
CResults Manuka Honey Skincare**

*We chose Paul as the opening keynote for our inaugural national conference and he was awesome. He engaged the 200+ small business owner audience, shared some wonderful tips and strategies and amused and entertained us all. We hope to get him back.*

**Robert Gerrish, Flying Solo  
- Australia's solo & micro business  
community.**

*Paul I attended your seminar and wanted to say thanks. I was looking for a "positive kick up the bum" and I'm glad to say I got one.*

**Zeke Huish, Branch Manager  
Credit Union Australia**