

Chapter Five: Elementary School

“Everyone reacts to the world around them from their unique position at the center of their OWN universe.”



The long stretch of the elementary school years can give parents a badly needed sense of assurance that growth has settled into a routine and that maybe they're not incompetent after all. There's still the unblemished idealism of childhood, when a child is enchanted by fairy tales one moment yet mastering set theory and French the next. But every day brings new crises and expenses for parents, and every month is a struggle to make ends meet.

What 'fairy tale' expectation did you have at the beginning that you now know isn't such a fairy tale? What is the most important thing this taught you?

REMEMBER: Running a successful business does not just come down to you. While it's nice to imagine that we are in total control, without capital, profit cash flow, or inventory there is no way to move forward. Like any machine, all of the elements have to be in tune for maximum performance.

Chapter Five Challenge: Understanding Your Role.



If you're at all curious as to why I've titled my new book, **The Birth of a Brand**, instead of something more along the lines of, say, How to Build a Successful Business Overnight, or 10 Easy Steps to Becoming Stupid Rich, it's because I truly believe that any, and every business, undergoes phases of maturation much like we, as people, do.

That means there's inevitably a fussy infancy and toddler stage that we must power on through before it begins to stand on its own, and carry its own weight. After all – you don't expect your newborn child to obtain a college degree and begin earning his/her own income overnight, do you?

There's a process to these things. It is absolutely crucial during these early stages that you tirelessly tend to your business – much as you would an infant child – in order to nurture it into fruition.

This means a lot of personal sacrifice; it means having to rethink what you thought you knew about business and entrepreneurship, and rolling with the punches. Business is definitely a Darwinist field.

You have to adapt to each and every situation that presents itself.

Your Challenge Think about how you contribute to your business every day. I want you to identify the top 3 tasks you spend the most time on and write them here:

- 1.
- 2.
- 3.

Now, next to each task I want you to come up with at least 3 ways in which these tasks benefit your business and the direction you would like to take your business.

After you've completed this challenge, think about these questions as you look over your answers: Is your time spent well? Are you focusing on what is crucial to growing your business? Or could your time be better spent? Do you understand the role you play?

**“Success doesn’t always
come from the big
actions we take, but from
the sum of all the small
actions we repeat.”**

-Unknown