

From

Tradesman

To

Businessman

3 Simple Steps

To

Building Your

Business

NEW



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A WORD OF THANKS

To Tradesmen & Women all over the world, I firstly would like to give thanks to you for downloading my ebook. I have taken great care to give you meaningful content that I hope will help you in the pursuit of your business dreams. It is not an easy road you have chosen, but I assure you, if you pursue your dreams with abandon and fire in your heart you will realise them. This I know.

Love what you do every day. Give thanks to the greater power at work in this universe that you have the ability and skill to do what you do. Deliver value to your customers and believe absolutely in your own intrinsic worth. Do not court arrogance or ill-full thoughts. Set your prices and stick to them! Look forward to every day and dread none. Be fearless in your pursuit and KNOW that very soon you will receive your hearts desire.

All the best to you...

- Larry G. Maguire

The Millionaire Tradesman

DEDICATION

I dedicate this book, to my parents Larry Snr. & Phyllis Maguire for bringing me into this world, and to my sister Laura who left this earth at the tender age of 7 years. You give me inspiration and strength every day in the pursuit of my dreams.

Larry G. Maguire

The Millionaire Tradesman

FOREWORD

A POINT IN ONE'S LIFE

There comes a point in one's life where, how things have always been no longer satisfies. A new desire is born from within to pursue a higher goal or purpose. Alas, many disregard the inner impulse to move forward and spend a lifetime playing small and ordinary in spite of the dream of better.

Mere wishful thinking, and belief that the power and resources required are simply not available to them prevail. The thought of personal disadvantage and poor circumstance is the hand that keeps them down, and the dream from ever being realised.

The desire for personal freedom and the impulse to create is at the heart of human instinct, it is what we all seek from the time we are born. Just look at children how they are naturally drawn to adventure and excitement. They have little or no boundaries and are in creative mode almost always. It is our natural state.

MOMENTUM

Now as an adult engage with the world which brings about a desire for change. But nothing ever changes in our world until someone has an idea and exercises the will to see it through. The world is how it is by virtue of the things human kind has created and it is the momentum of these things that keeps our world the same.

Momentum has the effect of keeping you where you are. Your habits of thought and the program presented to you by parents, teachers, peers, media and those who surround you does not encourage growth of unique ideas, it wants to maintain the status quo.

You were brought up in a society where the majority worked for the minority, and the majority believed there was little choice or chance of it being any different. You were schooled into the belief that you must be educated to a sufficient degree and the minority would look favorably on you and give you a job. This is such a hugely flawed thought process.

If you are reading this book, whether you realise it consciously or not, you wish for this to change. It is fair to say that the program you have been given by the people around you is not the one for you. You have a driving force within you to have things the way YOU want. You wish to have things by way of your design!

YOUR OPPORTUNITY

And so here lies your greatest asset and opportunity. You have the urge from within to create. You believe your life should be lived on your terms and by your design. You wish to spend your time here doing the things you love. You wish no longer to simply be a part of someone else's idea, you have your own.

This is a very exciting and also a very disruptive time for you. You have a lot of new skills to develop and it won't be easy. It's a simple process, but not an easy process. If it were easy to change oneself everybody would be doing it. However the process should be energizing and exciting.

You may be starting in business for the first time or you may be operating on a small scale with the wish to scale up to a corporation or limited company, it doesn't matter much, change is disruptive so you'd better get comfortable being uncomfortable.

THE TRANSITION

Tradesmen & women, and other skilled, technical people who have been trained at a particular thing and have become very proficient, generally find the transition to business person very challenging.

In the course of our apprenticeship we are afforded no business training whatsoever. We are certainly not encouraged to pursue skills that business requires. So we simply "have a go" and make mistake after mistake along the way, to the point where we look in our pockets to find that being in business was not all it was cracked up to be. Many small business owners give up after a few years and go back to being employees.

But I believe things can be different.

KEEP ON KEEPING ON

The secret to your success is to keep going no matter what. Once you have a dream of creating a business and it sets you on fire, never ever give up, until you realise that dream. Failure is only realised if you give up.

This book is written to help you, to give you a start, to afford you some tools to get you moving. Allow it be your entry point to a new way of thinking. It is by no means THE solution, but it is born from my own personal experience and identifies the elements as I understand them, to aid you in your journey.

So without further delay, lets get started....

*“Keep on keeping on,
no matter how hard
the going may be”*

Napoleon Hill

A NEW SELF

GOING FROM WHO YOU ARE, TO WHO YOU WISH TO BE.

In the pursuit of a goal we effectively change who we are. The challenges we experience and the road blocks that we encounter, are so by way of this change.

In order to realise your goal you must see the new you. You must find a way around, through, under or over the road blocks you meet. This can be a very difficult time and your success will be built on the foundations you create here.

If you are to realise your dream you must plan & create the new you. Above all else this is your challenge.

*“Dream lofty
dreams and as
you dream, so
shall you
become” - James Allen*

WHO ARE YOU?

WHO YOU THINK YOU ARE WILL FORM THE BASIS OF YOUR SUCCESS.

CONTENTS CHAPTER 1 SECTION 1

- ★ THE SIGNAL YOU BROADCAST.
- ★ THE POWER OF IMAGINATION.
- ★ THE PRIMARY THOUGHT.
- ★ FEAR & ARROGANCE.

Q. So who are you?

Q. Are you “just a tradesman”?

Q. Do you believe yourself to be less than others?

Q. Are you missing vital skills and believe yourself to be at a disadvantage?

THE SIGNAL YOU BROADCAST

These are very important questions and you will need to be brave enough to answer them honestly. This section is about establishing a positive, concrete sense of self, one that will be at the core of your business and will permeate everything you touch.

Did you know others unconsciously pick up on this sense of self that you broadcast? Despite your best efforts you can not hide this. Others form their opinions of you and consequently either support you or not, based on this. Customers, staff, suppliers etc are all attracted to, or repelled from you based on the sense of self that you carry.

This is really important stuff. It is an element of success not many business people ever fully recognise. All the very best and successful, happy people in the world carry with them a rock solid sense of self and disregard the opinions of others, well wishers or not.

THE POWER OF IMAGINATION

You were once a tradesman working on site with your hands, with your tools and you were likely working for a “boss”. Modern conditions in the work place are generally good between workers and their superiors however, in this relationship you were answerable to your “superior”.

In the order of superiority you were way down the pecking. The mindset held by those in this position is not conducive to business success, however if your are reading this book then it's likely you've moved beyond this mode of thinking, or are close to it.

YOUR HIGHEST IDEA

When you imagine yourself in business, you must picture the highest idea of yourself. When you do this you take on in imagination, a very significant level of responsibility. Do not belittle your imagination as it is the birthplace of the greatest (and worst) things in your world.

Whatever you picture in your mind with emotion and desire, you will eventually out-picture in reality. Everything that was ever made was first and idea in someone's mind. Your imagination is a very powerful tool! Be mindful when and how you use it.

Imagination is the birth place of the greatest things in this world. All great things were once merely an idea held in the

mind. When intention to create is applied wonderful things can occur for you.

THE PRIMARY THOUGHT

You can not get anything else from an apple tree but apples. If your primary thought is that you are incapable in some way then that is what you will experience. The construction industry is a tough business, so if you feel intimidated by others you believe are in a higher position to you you're in trouble. You must fix this.

You must do whatever you believe it takes to become more self confident. Educating yourself in new skills and acquiring qualifications is a great way to achieve this. Affirmations are another way to change habitual thoughts of insufficiency.

THE IDEAS OF OTHERS

Creating a new version of you takes time, but with a sustained effort you can and will do it. This is the beauty of being human, we can create what ever version of ourselves we wish. It merely needs a concerted and sustained effort.

Don't take the ideas and systems of others verbatim. Try new things and adopt new practices based on the experience you have. If you gain benefit from certain systems then apply them. Take no one at their word. Always use a healthy level of scepticism and take 100% responsibility for your own decisions.

FEAR & ARROGANCE

Arrogance is fear masquerading as courage. It is a symptom of a person who secretly fears being discovered as incapable or inadequate. Arrogance tells a double lie about you, the first being “I am inadequate, and the second being “Others will think less of me if they find out”.

Fear is a great human motivator, however it can never bring positive outcomes. If your motivation is born from fear you need to reassess. I guarantee it, you’ll never make the correct decision for yourself or your business if you are fearful of a particular outcome.

Fear is the most poisonous thought you can hold and once you identify it you must break through it without mercy. Fear will destroy all chance you have of success. Once you take the first step towards your dreams, the next one will appear. when you know something is right, feel the fear and do it anyway.

TOOL TIP - DO THE OPPOSITE

If you are presented with an important decision to make and you feel a knot in your stomach at the prospect of a particular outcome, then it’s not the time to make a decision. Imagine the outcome you want then take time to “sleep on it”.

“People are never more insecure than when they become obsessed with their fears at the expense of their dreams.” - Norman Cousins

WHO DO YOU WISH TO BE?

WHO YOU WISH TO BECOME MUST BE CREATED FIRST IN YOUR MIND.

CONTENTS CHAPTER 1 SECTION 2

- ★ FOLLOWING THE INSPIRATION.
- ★ FORMING THE NEW YOU.
- ★ MAKING “I AM” STATEMENTS.
- ★ PRACTICING THE NEW YOU.

FOLLOWING THE INSPIRATION

For some reading this it may appear that so far, what I’m asking you to consider is somewhat pie-in-the-sky. I can understand that. There’s a lot of mis-information out there. Business advice for this, books and systems for that. How is it possible to filter through it all?

The information that’s within these pages is my interpretation of an age old concept that says we are creators of our own reality. When we take complete and absolute responsibility for our lives and hold fast to our picture then we see it form into reality. We must break the the forms of normal thought that prevail around us in order to realise our business dreams.

REMOVING DOUBT

I can assure you, if you take on board what I am telling you, and you are willing to put 100% into what I offer, you *will* see the results that prove the concept within these pages. Do it, and you’ll be the evidence you need to witness.

Whatever idea you have previously held of yourself, in order to realise your dream of building a successful business, you’ll need to change it and remove all doubt. The critical thing for you at this point is to trust and follow your inspiration.

The majority of people don’t follow their inspired ideas when they come, because they’ve been conditioned into working for others. Breaking through the layers of doubt in your own abil-

ity is vital, and trusting that the way will appear for you is the safe deposit box around your inspiration.

FORMING THE NEW YOU

Ok, so to begin...

You've got the urge to move forward, to build this business. It may be to make more money, it may be to bring some good into the world, it may be to achieve greater freedom. Whatever the reason you have is not important here, only that you take the step.

Go buy a good quality leather covered notebook. This is important because when you do, you are showing the highest regard for what you will write inside those pages. A regular cheap notebook just won't cut it. If you value your dream you'll afford it the best you can. What you are doing here is expressing your ideas into form. What was once just an idea is now taking physicality in the form of words on the page. My notebook is a **Moleskine** and I write all my ideas and plans in this.

Writing in the present tense and with the thought of who you wish to become, describe yourself in the following ways;

1. *What you are wearing.*
2. *Where you live and what's your home like.*
3. *How old you are.*
4. *The friends you keep.*

5. *Where you socialise.*
6. *What Car you are driving.*
7. *How much money in your bank account.*
8. *How much money you make.*
9. *What investments you have.*
10. *Whether you are married with kids or not.*
11. *How you spend your work days.*
12. *Where you holiday.*
13. *How you are received by your peers.*
14. *How you are received by you employees.*

There are many elements to this and you must decide what ones are important to you. Put into words in as much detail as possible "who you are". Don't worry if you don't have all the details yet, they'll come in time.

TOOL TIP - DON'T STRESS IT

Take care not to stress about the detail initially. If you don't have the detail then go general. The key is that this process feels good to you. If it's stressing you out then it's counter productive. Nothing is more important than you feel good, that you're excited during this process.

IT TAKES TIME

This process takes some considerable time to complete. It takes a while to perfect the new story. In fact it's never finished and always evolving. The idea is that you get the first draft to paper and continually refine it over the subsequent days, weeks and months.

The content of the "New You" story may initially even seem unbelievable to you, even foolish, but you must stand firm and accept that breaking those old ideas takes time. Habits of thought and action are incredibly powerful. Your current habits have taken many many years to develop and will take a determined effort to break them.

MARKETING TO YOURSELF

Marketeers know this. They know how important it is to sustain their message to the buying public. They know that if they keep delivering the same message over and over via the media, it eventually sticks in the minds of the buyers. People are bombarded with product adverts for weeks and months until buying becomes automatic.

You must do the same, only you are the marketer working on yourself. You are preparing your marketing strategy on yourself and eventually your brain will get the message. You'll begin to see the changes almost like magic. You are now leaving a mode of unconscious creating and moving into a mode of conscious creating.

You are beginning to take control of your future experiences. Instead of being like a robot in the world where others deliver the script to you to carry out, you are writing your own script.

MAKING "I AM" STATEMENTS

When **Napoleon Hill** began to first spend time with **Andrew Carnegie**, the Billionaire steel magnate from the early 1900's, Carnegie told the young Hill to declare to himself every night, into the mirror, who it was he wish to be. In Hill's book **Think & Grow Rich** he recalls declaring the affirmation of his new self into the bathroom mirror and feeling like a liar. But he trusted the process and kept it up until such time as it came into his experience.

You see belief is simply a thought you keep thinking over and over. The messages you've been receiving over your life to date have formed beliefs in your mind of who you are. If you are to succeed in your business ambitions you must stay the course in spite of your current pre-programmed beliefs.

Declare who you are using "I AM" Statements and write these in a dedicated section in your notebook. They should be formed around what you wish to experience and written in the present tense. For example;

"I am a wealthy business man"

"I am a successful businessman"

"I am attracting to me all the resources I need"

“I am getting paid on time”

“I am delivering great service to my customers”

“I am attracting to me only the best customers”

“I am happily married with 3 children”

“I am driving a black 5 Series M BMW Touring”

You can construct these statements to match what ever you wish to experience. The key is to write them in the present tense and stick at it. Please note that this is not some kind of hocus-pocus, fairytale stuff. This is a practice to change your thought processes and is scientifically proven to effect behavior.

The greatest of Olympic Athletes use this very technique in preparation for their events. They decide who they are in advance, they see themselves on the podium, they practice the victory before they arrive, they feel their event in the finest detail in their minds before they even get to the track. You must do the same. You are literally practicing your future before it arrives.

TOOL TIP - KEEP THINGS PRIVATE

Write these statements in your notebook and keep it private. Every evening and morning in your quiet space, repeat these statements to yourself without interruption. Reveal it to no one, for they will not understand and you risk attracting their negative commentary.

PRACTICING THE NEW YOU

Every day you must read your story to yourself. While you are reading, if you find there are parts that don't quite fit, or you feel uncomfortable with them, then go general. Stand further back from things a bit until your line of thought feels good to you. Re-write the part of the story in a little less detail so you feel better about it. You can refine it further later.

Remember that your story must be written in the present tense and excite you. You know you are on the right track when it makes you smile. Your emotions are a powerful indicator of where you are, so follow them and adjust accordingly.

Also read your “I AM” statements out loud. If you've recorded them on your mobile phone then listen and repeat. It's best to do this early in the morning before the rest of your house is awake.

A QUIET SPACE

Early morning is a great time to carry out this practice. When the rest of the world is still asleep you have the space to make it count. If you are getting up at your normal time and you expect to fit this process in, you won't. The demands of the day will drag out of you and your mind will not be still enough for it to be effective.

At night before you retire is also a great time to carry out your practice. You are filling your mind with your plan before you

retire giving your mind a wonderful opportunity to digest the information you are feeding it.

Practice, Practice, Practice, and when you're finished practicing go back to the start and practice some more. Finally when you've practiced to the point where you can practice no more, go back and practice again.

A BIT OF SCIENCE

What you are doing here is creating new neural pathways in your brain that form the basis of your new habits. What happens is you'll find, things begin to occur in your experience almost by default. You will begin to notice things you didn't notice before, things that bring you into alignment with favourable circumstances.

Remember this is NOT some kind of hocus-pocus. Studies of human behavior and brain function have proven that consistent focused activity around a new skill, develops new connections in the brain that weren't there before. These neural links literally bring new experience.

TOOL TIP- REMAIN POSITIVE

Remember to remain positive in your expectation. This doesn't mean you get stressed out about things. If you do feel negative emotion then go-general. Tell the new story in such a way that makes you feel good. YOU MUST FEEL GOOD while rehearsing this. Forget about "making it happen" because if your trying to "make it happen" you won't.

“Repetition of the same thought or physical action develops into a habit which, repeated frequently enough, becomes an automatic reflex.” - Norman Vincent Peale

THE BUSINESS

DESIGNING & BUILDING THE
FRAMEWORK FOR YOUR BUSINESS

Now we get to the meat in the sandwich. In the same way as you designed the blue print for your new self in the last chapter, in this chapter you will do the same for your business.

You are the key to your business success, that is why it's vital to build you first, then build the business around it. Once you build a steady foundation within yourself and maintain it, you will succeed.

“Disneyland is a work of love. We didn't go into Disneyland just with the idea of making money.” -

Walt Disney

PRODUCT & MARKET

WHAT ARE YOU OFFERING AND WHO ARE YOU OFFERING IT TO?

CONTENTS CHAPTER 2 SECTION 1

- ★ YOUR PRODUCT OR SERVICE
- ★ YOUR CUSTOMER
- ★ YOUR PRICING
- ★ YOUR BRAND
- ★ SALES & MARKETING

YOUR PRODUCT OR SERVICE

I write quite a lot on themillionairetradesman.com of how important it is for you to specialise if you want to make good money. There are much too large a number of guys operating in the construction industry all doing the same thing and slitting each others throats for business. It's a race to the bottom.

Focusing on a particular skill or product within your trade is an excellent way of raising the impression of value in the minds of your buyer. What's rare is wonderful, and what's wonderful people will pay more for. If you can find a niche in your area of expertise and focus on it, you can command a higher rate for your services.

A SPECIALIST PRODUCT

Finding a specialist product and negotiating an arrangement with the manufacturer that gives you preferred, or even sole installation rights is a good move. It will need quite a little bit of research of the market by you, and a few trips to international trade shows to find the right product.

If you decide to go this road, then it will be a real test for you. It means adopting the businessman mindset and a significant level of determination to make it work. Bringing a new product to the industry is difficult because there is no trust and no familiarity amongst buyers with new products.

There is no "taking a punt" on this. You must be absolutely certain about the products viability.

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