

“What” Makes Money Grow On Trees

The Instruction Manual - Revised -

A

Suited Marketing

Coaching Guide to Success

By

Shane Russell

**This book is the second book in the series
*“What” Makes Money Grow on Trees***

First book, Money “Does” Grow on Trees... You Just Have to Believe

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Special thanks to the important people in my life for giving me the strength, knowledge, support, power, inspiration, and determination to become the successful person in life I've always wanted to become.

Family & Friends: Mom, Dad, George, E.T., Desirae, Eric, Mike, Joe and everyone else in the friend & family category.

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INTRODUCTION

This is the second book in the series “Money ‘Does’ Grow on Trees.” In the first book I discussed “Why” I do the things I do and what drives me to do those things. I gave you the foundation, the peaks, and the pitfalls to my success. My goal was to motivate and inspire you.

In this book I am going to share with you “What” will assist you in becoming successful using the same techniques I use on a daily basis. When you are done reading this book, you will be fully equipped and well on your way down the road to success. The most important task I ask of you is that you share my series of books, my website, and any other work I’ve done with anyone you know who may be interested in greatly enhancing his or her life.

The foundation of my success is built on helping other people. I love helping others and don’t ever want to stop. My time on this planet is short and I want to make an imprint so that I’m remembered for generations to come.

In return, I will give you all the tools necessary to become successful! I will teach you everything I know. It’s a simple step-by-step process and once you have mastered the techniques, there will be no stopping you. I am going to be your coach and your mentor. I am going to help you accomplish all the goals you have set out for yourself. And, I’m going to help you have the life you have always dreamed of. There’s only one thing you must remember and that is “**I can only show you the door; you have to walk through it.**” I can’t guarantee your success; only you can. Your success is up to you. You have to have the strength, desire, and will to be successful which lies deep within you. I can guarantee you one thing: - my techniques are proven methods of success and if you follow them properly, you will be successful.

OUR CONSULTING SERVICES

Although this eBook will teach you the basic principles of creating a successful business, there are only 24-hours in a day and you must leverage your time wisely. We are the professionals and we are here to assist you. ***You focus on what you do best. We focus on your success.*** Whether you are an individual who just needs a little guidance, or someone who needs help with each step in the business-building process, we are here for you. We have multiple services to fit anyone’s budget.

We combine traditional with new-age marketing techniques. Our consulting will help you to think critically and outside the box, as well as to

heighten your productivity and creativity skills. Our consulting will also give you the extra nudge whenever you need it and encourage you to be the very best you can be! We will be holding you accountable each step of the way to ensure you have the best possible experience and success! We're in this for the long-haul.

Please visit our website and contact us to get started on your journey today. We look forward to coaching you to the top!

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STEP 1 – GETTING STARTED

1. LOOKING FOR AN AREA OF OPPORTUNITY

Whether you already own your own business or are looking for an area of opportunity, I will be able to help you. My goal is to help you become successful no matter which field you choose.

I will be teaching and mentoring you on techniques which will allow you to be successful in any field.

Being in the middle of the technology boom, I have seen many opportunities come and go. I have wished time and time again I had invested in Google™, Yahoo!®, MySpace™, or YouTube™ when they were still on the ground floor. If I would have known 10 years ago what I know now, I'd be a very wealthy person. Unfortunately, life doesn't always work that way but my vision for the future is very bright because I know I have created an amazing business.

I presently see life through a set of eyes unlike most people. I woke up from a dream and a different set of eyes were placed on my head. When going through my day-to-day activities, I am always looking for areas of opportunity and ways to help others. The secret to my success has been to come up with a way for me to serve as many people as possible. It took a very long time to accomplish, but I know now I have found it.

I am an Entrepreneur and a Mentor – As I mentioned before, I enjoy teaching, helping, building, entertaining, and partnering with others to create a better life for them as well as myself and my family, which is why I'm going to share with you the best opportunities available today for FREE! All you have to do is send me an email at the address below. I look forward to hearing from you!

2. PURSUING YOUR OWN BUSINESS VENTURE

Once you have found an area of opportunity you can be passionate about as well as devote all your free time to, you will need to come up with a plan. I will be providing you with insight, direction, and resources to make that happen for you.

Starting from scratch can be very difficult and time consuming because there is no proven system already at work. You may want to consider

purchasing a franchise with the systems already in place, but if you’re the daring type, the following is what you need.

SWOT Analysis – Your number one priority will be to create a **SWOT** Analysis (Strengths, Weaknesses, Opportunity, and Threats). This information is crucial to ensuring you are making the wisest business decision possible. Basically, you need to know you will be able to make money in your chosen field not only now, but for years to come.

- **Strengths**: The areas of expertise you have to offer the company.
- **Weaknesses**: The areas you need most improvement and/or support.
- **Opportunity**: The areas you will be most able to make money.
- **Threats**: The areas competitors can steal business from you.
 - en.wikipedia.org/wiki/SWOT_analysis

Business Plan – Your second priority will be to come up with a business plan. This is a very important level of planning. It was once said, *“People don’t plan to fail; they just fail to plan.”*

While writing your business plan, you will have to lay out everything you intend to do with your business, including the SWOT analysis previously mentioned. This plan will not only be your roadmap to success, but will also be used to show to potential future investors and/or business partners. There’s only two items an investor cares about: the bottom line (how he will make money from investing in your business) and how long it will take him to make his money back. Without a well-thought out plan, he will never take a look at what you or your business has to offer.

Eight Key Points to Writing an Effective Business Plan –

- 1) Strategic Planning
- 2) Essential Elements of a Good Business Plan for Growing Companies
- 3) Writing the Business Plan
- 4) Business Plan Workshop
- 5) Using the Business Plan
- 6) Finding a Niche
 - Discussed later in the book
- 7) Business Plan FAQs
- 8) A Business Plan: The Roadmap to Success
 - sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html

Coming Up With a Business Name –You must come up with a very good business name because it can make or break your company. It all goes back to the saying, “You can’t judge a book by its cover.” Although that may be true, it’s human nature to judge by appearance. If your business name doesn’t stand out from the rest, and is not memorable, you will quickly be forgotten!

1) *Make your business name catchy and unique* - People enjoy saying catchy names and phrases. (i.e., Hulu™, Ebay™, Facebook®, Google™, Yahoo!®). None of these names have anything to do with the business but are extremely memorable and unique.

2) *Keep it short and simple* - A long, difficult name to say is oftentimes easy to forget and/or may be changed by people, which you don’t want. (i.e., “Tammy’s Hair and Nail Salon” might be changed to “Tammy’s Place” or “Tammy’s.”) With so many similar businesses, it would be difficult to tell whether someone is talking about Tammy as a friend, Tammy’s house, Tammy’s store, or Tammy’s Hair and Nail Salon. No one will be able to tell what Tammy does without explicitly saying, “Tammy cuts hair and does nails.”

3) *Research unique words and business names online* - Search engines are a great place to start. In the search box you can type in key phrases such as “unique words” or “unique names” and you will instantly have thousands of sites at your fingertips to help you come up with a catchy and unique business name.

4) *Combine words together and/or abbreviate* - There are many businesses which have combined the meaning of two separate words or used abbreviations as a way to make them memorable and unique. (i.e., “FUBU” – For Us By Us; “Verizon” – a combination of the Latin word *Veritas* (*truthfulness*), and the English word Horizon (apparent junction of earth and sky). These two words were put together to label the company as ‘reliable and visionary.’)

- wiki.name.com/en/Verizon

5) *Have some meaning behind the name* - Just like the name Verizon, you may want to create a memorable name with meaning. This tends to build instant trust between your business and the clientele. I chose Suited Marketing because I wanted to be known as the man always in a suit -- Always professional and always ready to do business. I also wanted my company to be considered “Suited” for any job. You catching on yet?

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3. ENSURING YOU HAVE THE BARE ESSENTIALS

To get your business started you will need a list of specific items. There are some you may need more than others, which is why I will be telling you what is pertinent and what you will need at a later time to continue to grow your business.

Cell Phone – In today’s fast paced world and many consumer options, clients or potential clients want to get in touch with you at the drop of a dime. If you receive a phone call from a number you're unfamiliar with, make sure to answer the phone, even if it's just to tell the person you will call them right back. In general, people feel good when speaking with a person rather than an automated machine because it makes them feel important. If you choose not to answer the phone, it could cost you a lot of money over time and may even cost you your business. Most people won't leave messages and will end up shopping elsewhere.

Laptop/Tablet and Mobile Broadband Internet – Having the world at your fingertips is another necessity to creating a successful online business. Once your website is up and running, and the flow of traffic increases, you will begin to get phone calls and/or emails from potential advertisers, investors, partners, and clients. It will be imperative that you have instant access to your email, the Internet, your online store, customer documents, and any other business-related uses.

- Customers will ask you questions or voice their concerns about your products or services and will greatly appreciate having the response from you immediately, rather than a few days later. This will highly increase your level of customer service, customer loyalty, and customer appreciation. This is all more money in your pocket!
- If, for the time being, you only have a desktop computer at home, don't be frightened. You will still be able to grow your business, but make it a priority to get a laptop as soon as possible. They are very inexpensive.

Business Cards – This is the best tangible marketing tool there is. Your business card is an extension of you. This is the item people will look at most when you aren't around and will, or will not, remember you by. It's highly recommended you invest a little extra money into getting the highest quality

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