



## Lesson 1

Welcome to the Double Your Income By Working Less Crash Course. You've made a wise decision to invest your time in this course. So what is it all about? It's about you and your business and a unique strategy that you can apply to make more money by doing less so that you will have more freedom to enjoy everything in life that is really important to you.

I will show you:

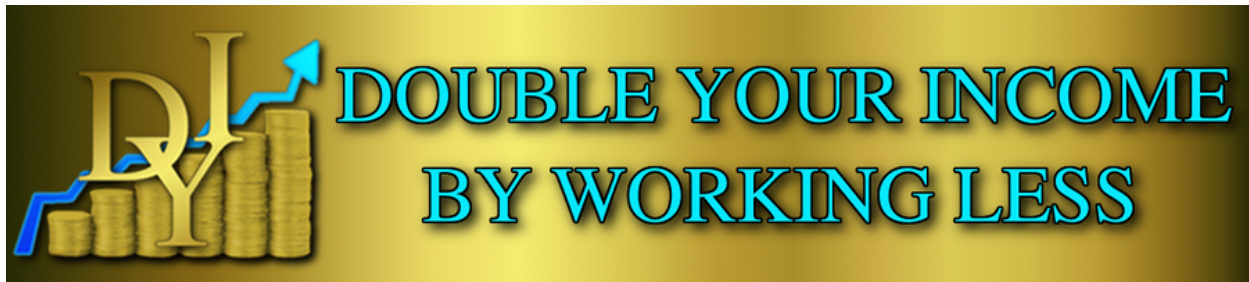
- How to eliminate confusion, uncertainty, and frustration in your business while:
  - o You will be making more money than you think is possible.
  - o By actually working less and less.
  - o So that you will have a lot more freedom to enjoy everything in life that is really important to you.

And you will do it in the FASTEST – SAFEST - EASIEST and the best result centered ways that have ever been developed.

Before I get into the crash course material perhaps let me tell you how you can get the most out of this program.

**I want you to take notes. The more you participate the more value you are going to get from this course.**

This course is available in video as well as pdf format. In the videos I will introduce the lesson and then switch to Powerpoint. The reason is here in South Africa we do have an Internet bandwidth problem, so to solve this problem I am going to make the files smaller by doing most of the recordings on PowerPoint or keynote.



**By doing it this way you will have:**

- Smaller files to download or stream on your computer
- You will get faster downloads
- And it is going to cost you less for your Internet access

The added benefit is that you can focus on the material that I will present, so you can take better notes.

Now that you know what to expect and how I am going to present this crash course let me tell you how I discovered the Big Entrepreneurial Secret that can help with your transformational process.

**When did I discover the BIG ENTREPRENEURIAL SECRET?**

It was about three years ago that I, almost by accident, discovered this great breakthrough that I like to refer to as the BIG ENTREPRENEURIAL SECRET.

The reason I call this the BIG ENTREPRENEURIAL SECRET is that No One Else but me is talking about this and you will find out why during this course.

In just a while I will share with you how I stumbled onto this secret, but first let me tell you what this secret is all about.

**What is the big secret?**

The BIG SECRET that will transform struggling entrepreneurs into massively successful entrepreneurs is the ability to transform what I call opportunity seeking into a Wealth Creators thinking.

You see there are only two options. You are either an opportunity Seeker or a Wealth Creator THINKER!

Perhaps let me repeat it again because this is one of the most important things that you need to understand because it can change your life forever as an entrepreneur.



**The BIG SECRET to transform struggling entrepreneurs into massively successful entrepreneurs is to transform opportunity seeking into a Wealth Creator's way of thinking.**

The only way to do that is to adopt the Wealth Creators STRATEGY to run and grow your business and in the process you will double your income time and time again by literally working less and less.

So right now, during this entrepreneurial accelerated course I am going to show you how to stop working harder and harder and start working smarter and smarter by transforming opportunity seeking into wealth creators thinking.

This transformation process is a pivotal point to generate massive profits in any business or to get extraordinary growth on your investments without taking financial risks.

Before I go into how I discovered this secret let me tell you what to expect from this course.

Most entrepreneurs that I deal with are either starting a new business or are running a small to medium business.

Their main concern is to generate enough income from the business to survive.

They have also started the business to give them not only financial freedom but to have more time available to spend with their loved ones and to do the things that they love doing.

Instead of becoming free, the average entrepreneur unfortunately becomes more and more enslaved to their business.

So what was supposed to be their ticket to freedom has turned into a struggle for survival for most entrepreneurs.



The purpose of the training is to show you where and how entrepreneurs are getting it wrong. What causes them to struggle and then to provide them with a fail proof solution or strategy to turn from a struggling entrepreneur into a successful entrepreneur and business owner.

### **Why do you want to learn these strategies?**

The purpose of your business is to set you free.

How your business does is going to be the biggest indicator to determine whether you are going to be rich or poor, whether you are financially free or continuously struggling.

Your business success will be the single biggest factor in the money that you make and the overall level of wealth.

It is also going to determine whether you are going to be free to enjoy your life or being shackled to your business - constantly having to work.

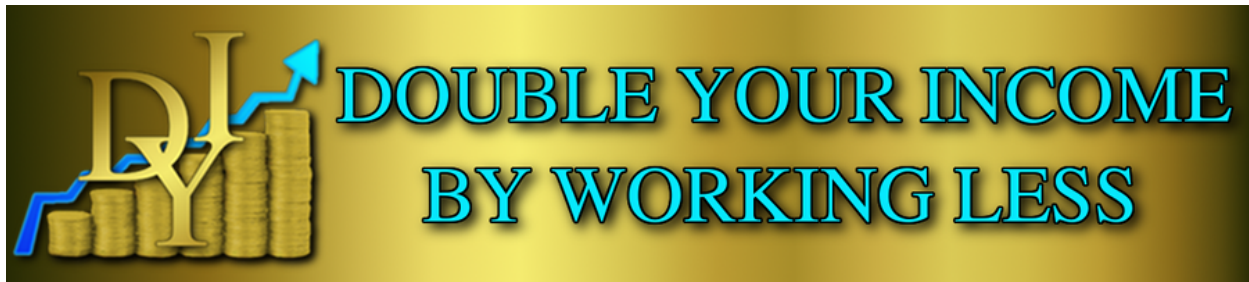
Your business is also going to determine the amount of time you are going to be able to spend with your family, besides all the things you can provide for them.

So my question to you is, don't you want your business to do so well that you can spend your time with your loved ones and give them what they want without having to worry about time and money and bills that must be paid?

### **So why is it so important to learn the right entrepreneurial strategy and skills?**

Let's have a look at some reasons:

- You income depends on it.
- Your self esteem is influenced by it.
- Your lifestyle is determined by it.
- Your family relies on it.
- Your free time is controlled by it.
- And your happiness is derived from what you are doing in your business.



In other words your wealth, health, happiness, freedom and family are all impacted by your business performance, if this is the case then doesn't it make sense to approach your business the right way - the way of a wealth creator?

### **So what is the purpose of this crash course?**

In short it is to provide you with the different strategies and systems we as Wealth Creators use so that you can use them too in order to double your income, work less and enjoy your life more as an entrepreneur.

### **How did I discover the Big Secret?**

Let me share with you how I discovered this pivotal point that will change your life forever.

I did my doctorate on Applying the Formula for Wealth Creation to Develop Successful Entrepreneurs and Investors, but in my thesis I missed this secret, you see I had to go through a suffering process myself to discover what I am going to share with you.

I applied the ways of Wealth Creator Entrepreneurial thinking for most of my business life and because of that I was financially free at the age of 37.

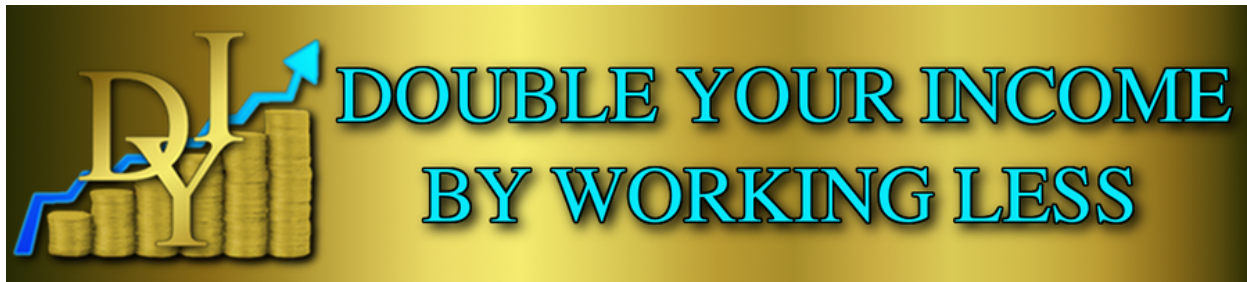
Now I am 53, but about three years ago I decided to investigate how I could, in a very practical way, incorporate the Internet into my teachings.

But I can not incorporate any teaching unless I have tested them myself and made at least a million in a year, only then will I start to teach what I have experienced and what has worked for me.

Most of the GURUS out there do not follow this strategy. They make their money out of what they teach and not through doing what they teach you to do.

And it was during this 6 months or so struggle period that I stumbled onto this difference between the two kinds of entrepreneurs.

You see I thought it would be easy to make lots of money very quickly on the Internet, at least that is what I was tricked into to believing by the Internet GURUS.



I read a couple of sales letters, you know those long endless sales pages. I did my “homework” and then invested in my first Internet Marketing Coaching Program, which cost me \$8,000.00 at that point to get the “best” Internet Marketing training on the planet.

The first month or so everything went great, I learned a lot, I even bought more courses to understand what Internet marketing was all about and to learn the tricks of the trade but the more involved I became the more confused I would become as well.

My coach didn't help much, whenever I would run into a problem all he did was to suggest guess what, more and more programs to fix the problem.

That means not only more and more money but also more and more time to learn how the program, technique, solution, software or the tactic works.

Four months down the line things started to get out of hand.

As a Wealth Creator I wanted to see results and all I heard was promises and more promises and each promise meant more and more time and of course more and more money.

Now I was in a very fortunate position, you see I was financially free and I could afford to spend all of my time trying to understand and to study the internet business model according to the way the Gurus were teaching it.

All my other businesses and investments worked really well so I was free to invest all of my time to figure out how to make money on the Internet.

I could also afford to invest money (now that is just another way to say spend money) on the different courses, programs, techniques and different easy money making tactics that the different gurus would sell.

But the more and more money and time I invested the more and more confused and overwhelmed I became.

I was becoming a slave to the one thing that was supposed to help me and that was to help others.



It was becoming clear to me that the Gurus out there knew something that I did not know, so I put more and more effort and money into trying to figure it out.

And all they did, these self proclaimed GURUS, was to grin at my stupidity and then promise me something even better but also more expensive that would be the silver bullet to make millions on the Internet.

My goals have changed completely in less than 6 months.

Originally I wanted to understand how the Internet Business model worked so that I could make a couple of million and once I understood the model and had actually made the money I could go back to my students and share with them the shortcuts so they don't have to go through the discovery process which is normally an very expensive and time consuming way to learn a new skill.

I thought it would be easy!

Almost six months later and lots and lots of money and wasted time I was no closer to my goal than when I started.

I started to get depressed and I am sure as an entrepreneur you can relate to that.

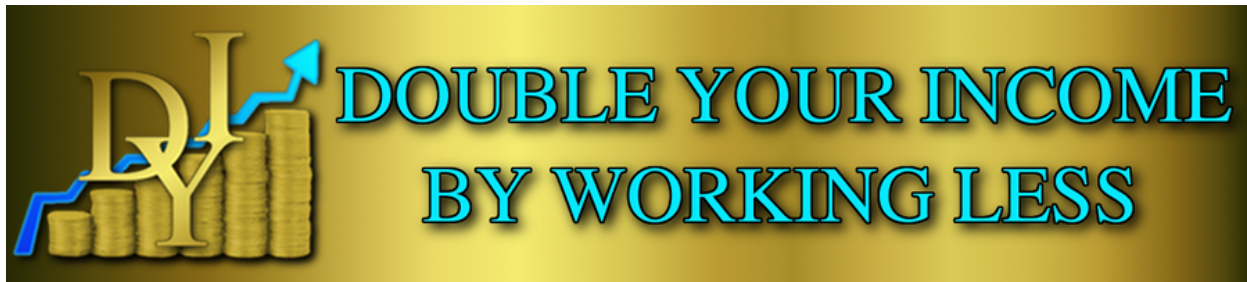
All that money, all that time and all that effort spent and absolutely nothing to show!

I also knew that thousands of desperate entrepreneurs or want to be internet entrepreneurs were wasting their life savings and their dreams on something that could not work.

I was lucky as I have said before, I could afford to buy the best courses, tactics, strategies and programs.

I could also invest as much time as I wanted to investigate and learn about Internet marketing.

But I know that most other entrepreneurs are not in a financial position to do that.



I also know that they are working extremely hard and do not have the luxury or sometimes the money to spend on doing course after course and literally hours and hours per day just to figure out how to make a bit of money on the Internet.

I was wasting more and more time online.

I was trying to figure out what would work, that one solution that would end my misery, but I could not find it. No matter how hard I tried.

I was getting unsure about myself and I started to doubt myself and my own abilities.

I was getting more and more unsure about which marketing tactics to use and I promise you by then I knew at least 30 different strategies that the Gurus would swear by as the ultimate Internet Marketing solution.

It seemed as if every GURU followed a different tactic that worked just for them.

The more I tried to figure it out the more overwhelmed I became!

Everything ends up more difficult and less effective than what I hoped it would be.

Tanja, my wife started to make comments about me not getting the results I promised her I would be getting because I made a deal with her.

I said to her when I started my internet ventures, just give me month or two to figure it out and things will turn back to normal.

That means, us doing the things that we want to do, when we want to do them.

But several months later she started complaining about the fact that I started to neglect her and our children, and our household and our friends.

Why? Because I was getting obsessed about finding the breakthrough I was so desperately looking for and that these GURUS were promising me.

I know that she was right and that I was spending far too much time in front of my computer, but I wanted to find the solution!



So instead of spending less time in front of my computer I started to spend even more and more time.

I started questioning what was wrong with me.

Was I too old for the Internet because it seems to me that each and every GURU was getting younger and younger and kids of 19 were making millions on the internet?

At least that is what they said, but with all my experience and skills as an entrepreneur I was seriously struggling just to make any profit. I am not talking big figures here, I just wanted to make \$100 profit but I could not even do that.

My nervous system started to protest, you know when the red light goes off in your head that says:

Information Overload, Information Overload. I could not sleep at night. My mind was racing to understand how I could incorporate the latest new gadget and what other gadgets I could order to give me the breakthrough I so desperately wanted.

You see as an entrepreneur success is evident:

– You can't fake it.

– You either get the results or you don't and the amount of money that you make is the proof of how successful you are.

At that point in time I could not prove any success on the internet because none of the tactics that I bought had worked.

Then one day I did what I should have done a long time before.

I opened a mind-map and started to plot all the courses, techniques, programs and tactics on Internet Marketing and running an Internet Business.

It took me only an hour or so to discover what I am going to share with you but first let me take you through the process of what the Gurus are selling us so you can experience it yourself.



And this is not only applicable on the internet but in all other business and money making opportunities as well, online as well as offline. So listen and understand the principles that will illustrate what opportunity seekers are and how to identify them. So let's open a mind-map, I am going to use Novamind to illustrate what I mean. Three years ago I used another program called Mindjet but it is the same principle.

And this is more or less what the Internet Marketing scenario and money making opportunities look like. There are so many different activities that we get totally confused.

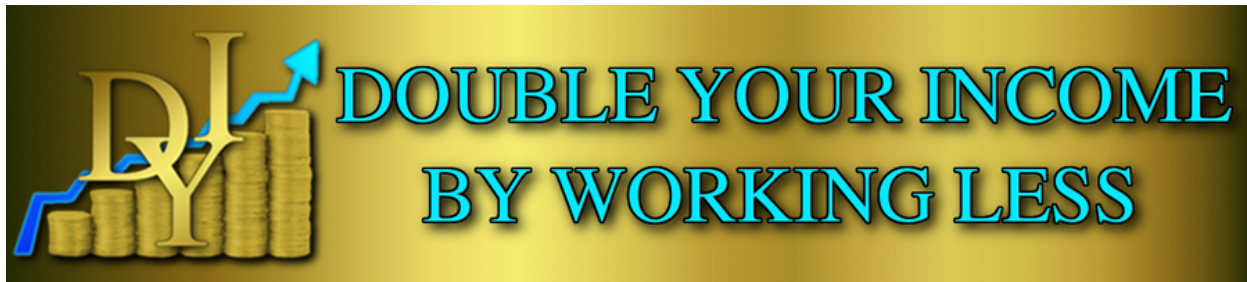
Why are we confused? Let's have a look at some activities on building an Internet Business:

<ul style="list-style-type: none"><li>• Content</li><li>• Market analysis</li><li>• Affiliate Marketing</li><li>• List building</li><li>• Finance</li><li>• Technical Issues</li><li>• System development</li></ul>	<ul style="list-style-type: none"><li>• Sales &amp; marketing</li><li>• Business Building</li><li>• Traffic</li><li>• Client relationships</li><li>• Social Media</li><li>• Legal compliance</li><li>• And the list goes on and on</li></ul>
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**So let's look at some of the money making opportunities:**

Under Content you get

- Articles
- Products
  - E-Books
  - Physical books
  - Audio products
  - Video products
  - Software products



Do you see where we are going with this? Each topic has several tactics which the GURUS will sell as money making opportunities under the Internet Marketing umbrella.

Pay close attention - these courses or e-books will sell for anything from a few dollars up to thousands of dollars if they present them as special one to one coaching programs that will teach you how to make millions.

And each GURU has a different tactic that they will sell as the quickest and easiest way to make millions on the Internet

But let's continue:

- Content pages
- Graphics
- Free reports
- E-courses
- E-Zines
- Bonuses
- Podcast
- Blog entries

Let's look at list building, do you see all the money making opportunities, for the gurus, there are courses on:

- List management programs
- List building programs
- List Segmenting
- Deliverability of lists
- White listing systems



Finance:

- Handling merchant accounts
- Accounts payable
- Paying affiliates
- Vendors sourcing
- Budgets
- Taxes
- Insurance
- Payroll
- Accounts receivable

Technical Issues:

- Software development
- Tracking
- Site management
- Computer maintenance
- White listing
- Server maintenance

System:

- Internal System development
- Software development requests to build your own system and software



Sales:

- Copywriting
  - Sales letters
  - Order pages
  - Squeeze pages
  - Affiliate recruitment
  - PPC Ads
  - Banner ads
  - E-mails
  - Forms for name capturing
  - Opt in pages
  - Member sites copy
- Testing

Social media, now I must tell you when I did my investigation like three years ago social media was not big at that time.

But this is the new domain for gurus to make even more money out of us because the more confused we become the more opportunities they can sell:

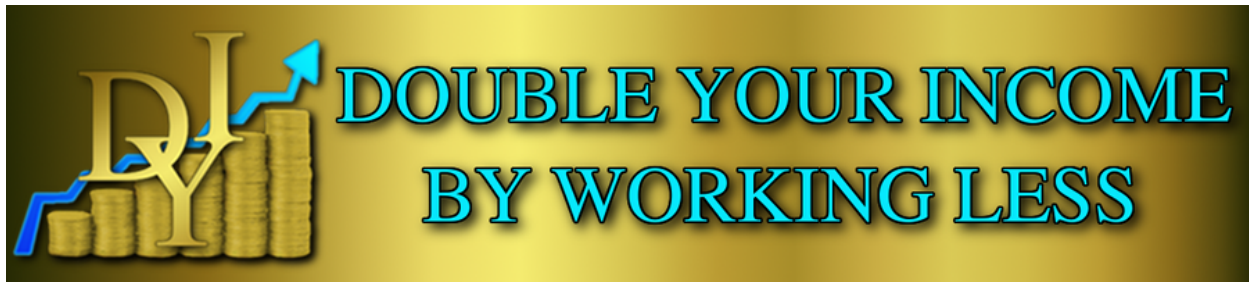
- Twitter
- Facebook
- Youtube
- Linkin
- Fire Ant



- Squidoo
- Yelp
- Yedda
- Oddpost
- And the list just goes on and on, the last time I count there were more than 190 social media sites and programs – it's unbelievable.

Traffic:

- Link building
- Link buying
- SEO
- PPC you can't believe what some gurus are charging and what opportunity seekers are willing to pay for that one quick fix solution to make millions – but lets carry on
- Viral Programs
- Blogs
- Article writing
- Banner advertising
- RSS Feeds
- Joint Ventures and each and every one is a money making opportunity for a guru to make more and more money by confusing us more and more
- Affiliate recruitment
- Buying of existing domains



#### Client relationships

- Fulfillment
- Getting Testimonials
- Customers services
- Free offers

#### Market analysis

- Keyword research
- Niche building
- Surveys
- Up sells
- Down sells
- Back ends
- Frontends
- Ask database activities
- Wep 2.ZERO activities, big nowadays not so big three years ago
- Social media research

#### Business Building systems and programs

- Product licensing
- Copyright issues
- Buying businesses



#### Legal compliance

- FTC there are attorneys or experts out there that are making a killing on this one and they have JV's with all the gurus out there that have the big lists of clients, and they scare the living daylights out of newbie's, but the gurus are collecting serious kick backs and affiliate fees for referring their lists.
- Spam issues
- Terms of services issues
- Affiliate linking and receiving of payments
- Vendor issues

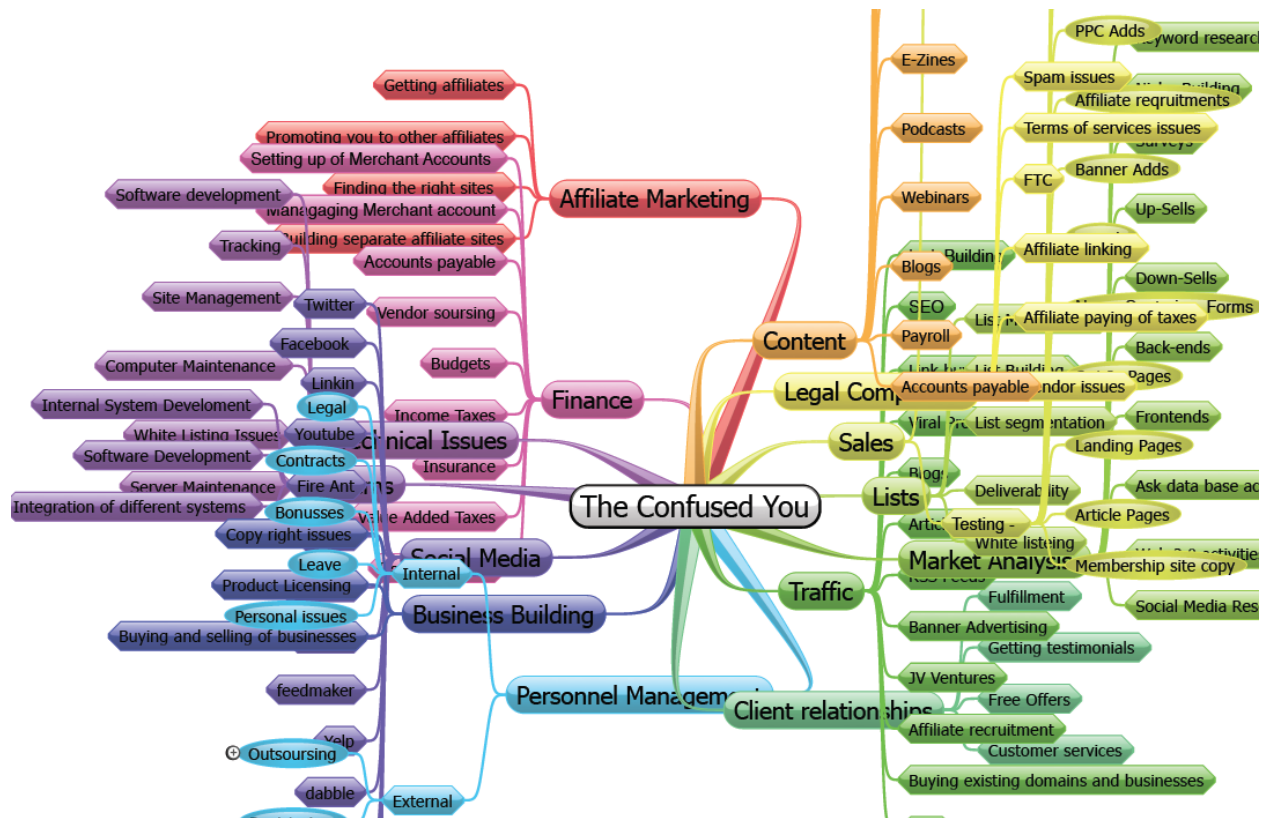
#### Affiliate Marketing

- Getting affiliates
- Promoting others
- Finding the right sites
- Build Separate sites just for your affiliates



# DOUBLE YOUR INCOME BY WORKING LESS

This is what a small portion of it looks like if I unfold my mind-map:



## What happens if you are totally overwhelmed by all of this?

They create a new course! How to do no work on the internet by outsourcing all your activities and make millions and gazillions by doing nothing!!

But here is the trick, even if you would outsource, you will not be able to managed all the outsources needed to do the work

BECAUSE THE MAIN PROBLEM IS NOT A MAN HOUR PROBLEM.

The real problem is a strategy problem.



Here is the weird crazy thing that I have experienced since then, even though this is what an opportunity seekers day looks like, guess what they are spending the most time on?

You are right they spend most of their days looking for MORE OPPORTUNITIES – MORE TACTICS – MORE TRICKS to squeeze into their overcrowded day.

Now. Just for a moment stop and think of all the time and money that you will save if you stop buying more and more tricks, tactics and programs that drop more and more onto your plate if you cannot even handle what you have right now.

If you are gathering tactics, programs or software it is a sure sign that you operate with an opportunity seeking mindset and each program or tactic that you buy will simply.

Draw you deeper and deeper into the opportunity seeker mindset and further and further away from the Wealth Creators Mindset.

Now remember this is not only true for the internet it is also true for all of those opportunity seekers out there that want to make quick money. Like buying a business opportunity or investing in a too good to be true investment.

### **Why do most entrepreneurs struggle?**

You see the answer to why they are struggling is that they follow the wrong strategy.

By learning more and more tactics you are not going to get to where you want to go to.

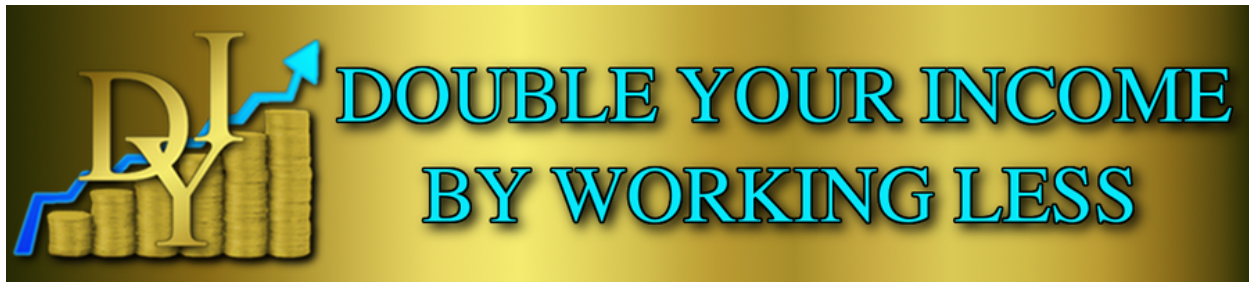
### **So stop right now, this very moment.**

By buying and learning more and more tactics you will never make the kind of money that you want!

You will never have the lifestyle that you want if you continue with the wrong strategy!

You just won't!

Almost every opportunity seeker that I meet is so focused on how to make money that they never spend enough time on developing the right strategy.



A thirst for more and more tactics is a sure sign you are following an opportunity seeking approach.

You need to stop being so focus on tactics and spend more time focusing on the strategy.

The moment when you shift you focus from Finding more and more tactics to Building your business, you'll be shocked and amazed at what you will achieve.

Now why do the GURUS want you to buy more and more tactics?

Each tactic is an opportunity and by selling opportunities the GURUS are making their money.

They must confuse you and deliberately keep you ignorant in order to sell you more and more of their tactics.

This is what I have been saying for the last 8 years about the experts out there.

And most of the Internet Gurus are the same, most of them are the self proclaimed experts on the internet and because they are using strange and weird terminology and a special internet jargon they want to impress us non geeks.

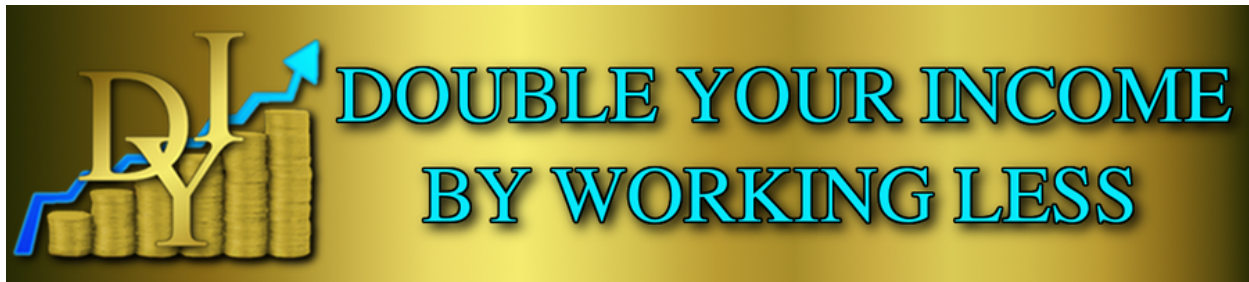
So they put themselves on a pedestal and call themselves - Gurus.

It is not in their interest to tell us the truth.

As long as they keep us ignorant they will keep on making more and more money out of our ignorance, it is no different to any other industry out there.

Now I have used this example of Internet Marketing because I think it best illustrates the point that I wanted to make.

BUT I can show you that this is the same process that all struggling entrepreneurs are following and this is the MAIN reason why they are not successful.



### **How do I know that most entrepreneurs will not be successful?**

I am sure you know about the study that says that 80% of all new businesses that start this year will fail within the next 5 years and of the 20% that are still in business another 80% will fail within the next five years.

So in total 96% of all new business that start today will fail and only 4% will make it over the next 10 years.

But this is not really the truth because of those 4% that make it over the next 10 years most will be in a survival mode, struggling and definitely not thriving.

In 1983 I asked a question that changed my life forever and I am going to share the experience with you because I am sure if you adopt the same strategy your life will turn around.

### **What is the main question that Opportunity seekers ask?**

Instead of asking the normal question that everyone else was asking which was “How can I make more money?” I asked the question

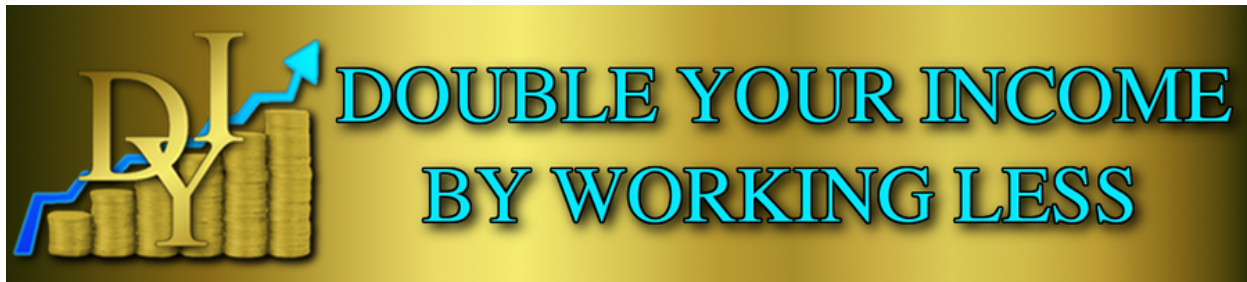
“What are the mistakes that unsuccessful entrepreneurs make and how can I avoid making the same mistakes”.

I know this does not sound like a great breakthrough but let me share with you two more studies and then you will see where I am going with this and how it is going to help you to double your income by working less and less.

Dunn and Bradstreet conducted an ongoing research where they followed more than a 130,000,000 businesses over a period of about 167 years.

I am sure you will agree that if you follow so many businesses over such a long time you are going to see certain patterns and if you see a clear pattern then you should pay attention to that.

Their finding was that of all the businesses that fail, 90% do so because a lack of skills and knowledge on the part of the owner.



## **What is the biggest reason why businesses fail?**

They fail because of a lack of business skills and business knowledge on the part of the owner.

In other words Business owners or entrepreneurs do not have the skills or the knowledge to run a business.

And they do not even know this.

I know this is not what you want to hear as an entrepreneur, but I have the responsibility to tell you this simply because I care for you and your business success and once you know and understand the true reason why businesses fail you can begin with your success training that will make all your dreams come true.

But most entrepreneurs follow the ostrich approach.

They think by hiding their ignorance and inabilities they will somehow by some miracle make it if they can just survive long enough.

But the longer you survive without thriving, the worse the odds become against you and your success.

Let me ask you a question.

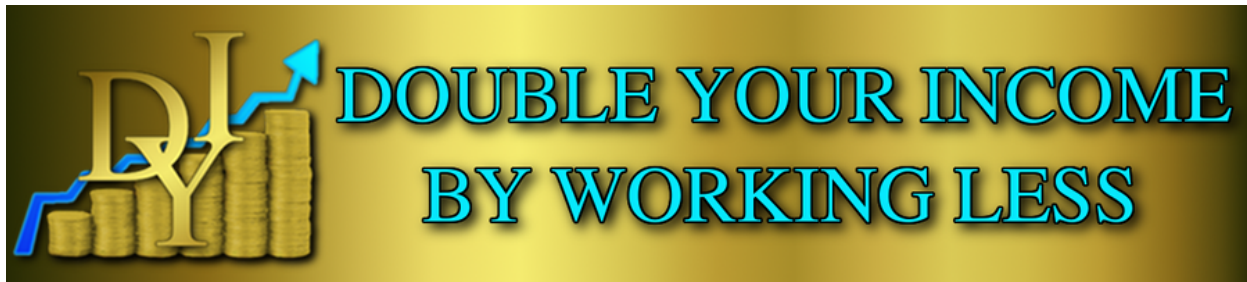
If you want to fly with a certain airways and they say they have a 96% failure rate in other words 96% of all their planes crashed, would you fly with them?

Of course not but then why did you start a business?

I am going to tell you why in the next lesson but let's continue with this one.

Let's look at the findings of another study and this time it was done by SCORE and US BANK.

They found that "in 70% of small business failures a key factor was the owner not recognizing or ignoring weaknesses and then not seeking help".



This means that in about 20%. That is if I combine the two studies, then in about 20% of the failures the owner did recognize a lack of skills and then brought in someone who he or she thought would have the skills to turn the business around, you know the expert.

That means if you bring in the experts you will have more than a 90% chance that they will not succeed in turning the business around, but you know what they don't care, because whether they succeed or not . It is not their business, you are going to pay them for their expertise.

Now this correlates more or less with my own study of more than 4200 entrepreneurs and investors, where I found that 100% of all business failure or the inability to become successful can directly or indirectly be related to the ignorance of the business owner or investor.

So do you see why the most important question you as an entrepreneur could ask yourself is:

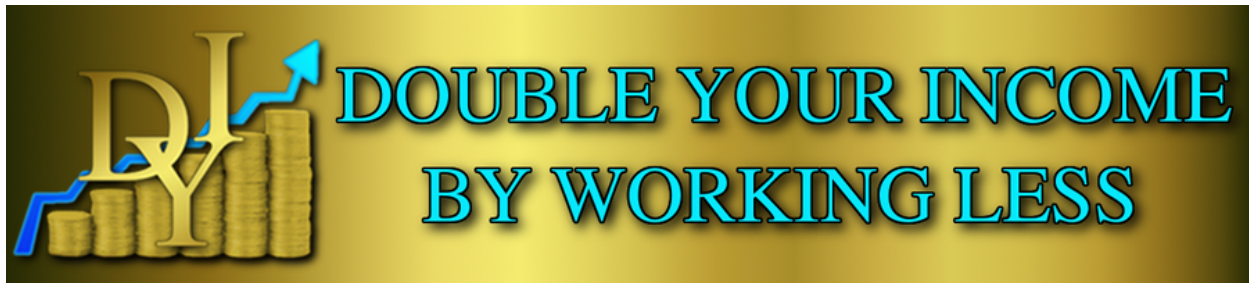
Why do businesses fail? And what can you do to make sure that this does not happen to you?

We think we know businesses because we are in business but let's do a quick survey.

### **What do you really know about business?**

- Where did your beliefs about business come from?
- What has your life experience taught you about what business is all about?
- What does owning a business, running a business and operating a business mean to you?

If you answer only these questions, the odds are that you have some false beliefs about business and remember as long as you hold on to those false beliefs, you are going to have a much more difficult time to be able to grow your business into a successful business and generate the income you desire.



### **What do most opportunity seekers believe you must do to succeed?**

Another interesting outcome of a study that I did was that most entrepreneurs believe all you need to succeed in business was common sense and determination.

Well here is the truth and the previous studies confirm this:

### **THEY ARE WRONG!**

It takes uncommon sense to succeed in business and what you have learned in school, college or university is not going to help you at all. But it does not need to be this way. I know that I can help you if you are prepared to think differently.

You will have to operate and act like a Wealth Creator Entrepreneur and you will also need to address the common cause that caused 90% of all entrepreneurial businesses to fail and that is to gain the right knowledge and skill-sets to turn any business into a successful business.

### **What can we learn from the two studies that I have mentioned?**

Let's get back to the research and let's look at three critical facts.

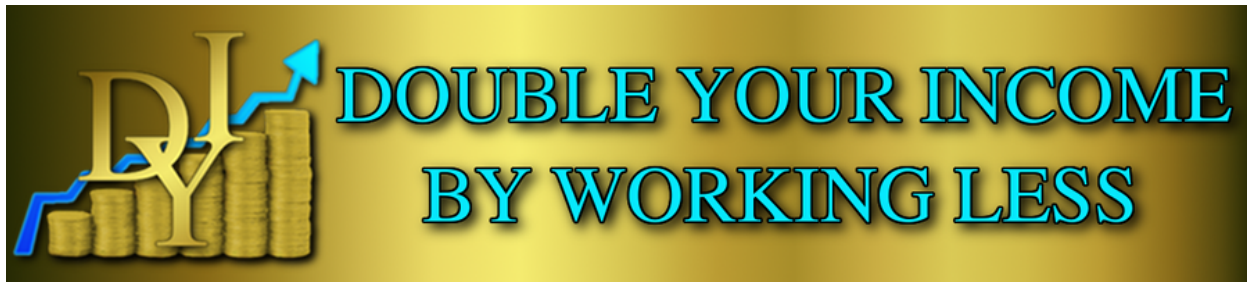
**Let's look at Fact #1: Entrepreneurs fail, not because they aren't doing anything, they fail because they are doing the wrong things.**

You see all struggling entrepreneurs follow the opportunity seeking model instead of the Wealth Creators Thinking model.

The main difference between the two is that successful entrepreneurs are following a different strategy to their unsuccessful counterparts. And this is crucial to get, the difference lies in the strategy that they are following.

**Fact #2: Studies didn't list a lack of tactics as a cause of failure.**

Remember when I showed you the different tactics the GURUS are trying to sell you in order to make money on the internet, now you know why they are not working because it has nothing to do with your success as a business owner.



The only reason the Internet GURUS are selling the tactics is to line their own pockets with your hard earn money.

This is the same reason financial planners sell you investments that they are not investing in themselves.

It is the same reason why MBA's tell you how to run your business but they do not have a successful business's of their own and if they have a successful business it is the one where they sell on how they can help you.

I see the light bulbs are coming on.

Good

As an entrepreneur your business depends on you and no one else, because let's face it, most experts do not care about you and your business, they only care about themselves and the amount of money they can make out of you in order for them to survive.

**Fact #3: The overwhelming majority of entrepreneurs get the exact opposite of what they were hoping for and dreaming about when they started their business.**

Now if you are struggling to make your business work it indicates to me that you have what it takes, that you will succeed when you shift your strategy and your approach, that is all that you need to do.

Change your outcome by changing your approach from being an opportunity seeker into becoming a Wealth Creator Thinker.

To achieve your business dreams you must eliminate false beliefs and increase your business skills.

**Why would you want to do this?**

You see your entire destiny hinges on the success or failure of your business.

How your business does is going to be the biggest indicator to determine whether you are going to be rich or poor.



Whether you are financially free or continuously struggling!

Remember what we said earlier about what your business means.

**Let's quickly recap what your business means to you and your family:**

- Your income depends on it
- Your self esteem is influenced by it
- Your lifestyle is determined by it
- Your family is relying on it
- Your free time is controlled by it
- And your happiness is derived from what you doing in it

So literally everything, your wealth, health, happiness, freedom and family are all impacted by your business performance.

Now if this is the case doesn't it make sense to approach your business the right way, the way of a Wealth Creator?

**Whose fault is it if you are struggling as an entrepreneur?**

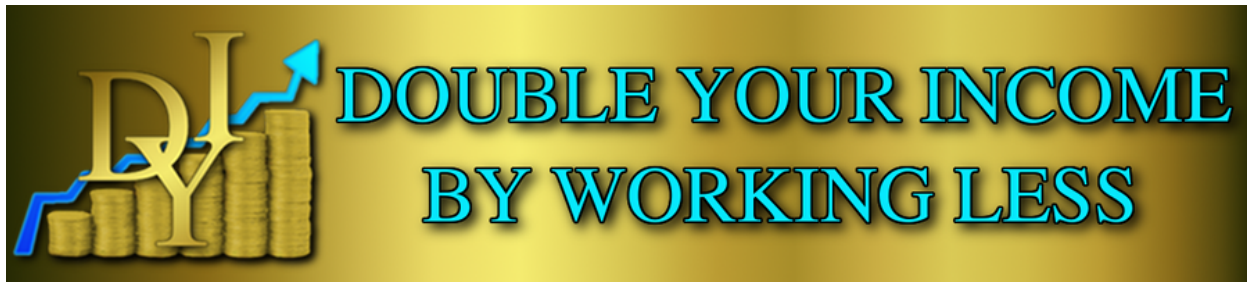
If you are struggling as an entrepreneur you may even be thinking it might be your own fault.

But you know what - IT IS NOT!

You have just been thinking about growing your business all the wrong way.

But I am here to help you to change your belief in yourself.

To start building your conviction that you are better than the results you were getting and before we are through with this crash course you will know exactly what your next step should be and what keeps most entrepreneurs from achieving the results that they deserve.



In the next few lessons of this business crash course I am going to share with you some of the strategies that I follow as a Wealth Creator and how those strategies will help you to double your income in half the time.

Some of the strategies that I am going to share with you have literally tripled my income in less than a month.

You will be able to do the same if you are prepared to give it a go.

I will do everything in my power to help you.

**The question is will you do whatever it takes to make your business a success?**

I am sure you will, if you are still with me.

So let's do a quick recap of what we have covered in this lesson so far.

I am going to ask you a couple of questions just to make sure you understand the lesson and don't worry I will give you the answer as well.

But first try to see if you can answer the question before I give you the answer, so perhaps pause the video till you have figured out the answer, this way you will get even more value from this crash course.

**Q1: If you are frantically searching for what will work, struggling with information overload and getting disappointing results – what is it a sure sign of?**

A: You are following the wrong strategy.

**Q2: In business, before you learn more tactics what should you know first?**

A: The Strategy.



**Q3: If you continue to learn more and more tactics while you feel overwhelmed frustrated with your progress it is a sure sign of what?**

A: Opportunity seeking

**Q4: According to Dunn and Bradstreet what causes 90% of small business failures?**

A: Of all the businesses that fail 90% do so because a lack of skills and knowledge on the part of the owner.

**Q5: According to SCORE and US Bank – what is the key factor in small business failures?**

A: Entrepreneurs not recognizing or ignoring weaknesses and then not seeking help.

**Q6: What is the biggest risk of any entrepreneur?**

A: Ignorance

**How can we help others?**

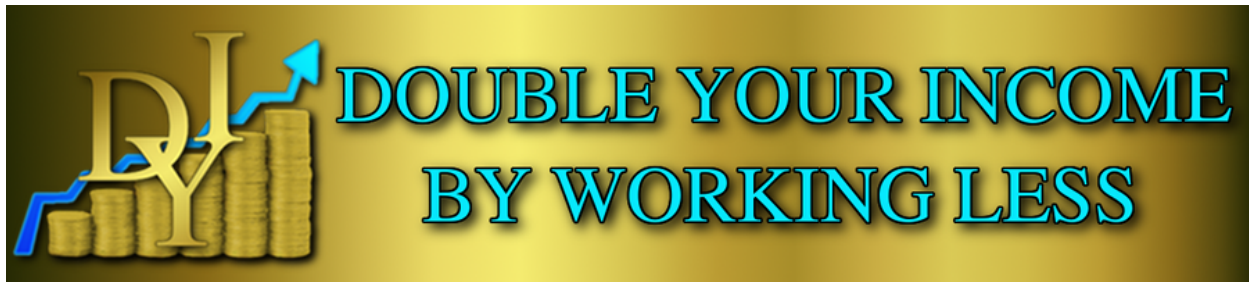
If you think the crash course can help a friend or a family member or someone that you know who wants to start a new business or perhaps wants' to take their existing business to the next level then please share this with them.

But before I go let me add a bit more value

**Do you want to ask me a question?**

What question would you like me to answer for you regarding starting or building a business?

You can send your question to [questions@doubleyourincomebyworkingless.com](mailto:questions@doubleyourincomebyworkingless.com)



**As an entrepreneur what frustrates you most about your business at the moment?**

You can submit your answer under the comment section or you can send your answer to [info@doubleyourincomebyworkingless.com](mailto:info@doubleyourincomebyworkingless.com).

What next?

In the next video I will reveal some of the Experts and Guru's dirty little secrets and how they will keep you poor no matter how hard you try to succeed.

Plus you will learn about the first Wealth Creators Entrepreneur skill set and how it can help you to double your income by working less.

Please spread the word.

If you find this information valuable or if you think that it can help another entrepreneur, business owner or friend then please share this link with them.

**Want to receive more cool wealth education?**

If you are not on my mailing list then all you have to do to get regular updates on Wealth Insights or lessons on How To Double Your Income by Working less and less- is to subscribe to my Double Your Income newsletter by filling in the form at the top right hand side of this page.

Don't forget to answer my question or to share your comments with me.

Thank you for your time and I will see you in the next lesson for "How to Double Your Income by Working Less".

See you soon.

Hannes Dreyer