

JIM PALMER

STOP WAITING

FOR IT TO GET EASIER!



Create Your
**DREAM
BUSINESS
NOW!**

Foreword by

KEVIN HARRINGTON

former investor "Shark" on ABC's Shark Tank



Praise for

Stop Waiting for It to Get Easier: Create Your Dream Business Now!

Ready, fire, aim - it's the essential and much needed advice Jim Palmer dispenses in his latest book. But he isn't simply advocating throwing caution to the wind. Instead, he masterfully provides two key ingredients today's entrepreneurs desperately need to succeed – solid business strategies and inspiration to find the courage to take action and make your dreams come true now. If you have a great idea, are considering entrepreneurship but need the guidance and push to make your dream a reality, *Stop Waiting* is a must read!

– Adam Urbanski,
The Millionaire Marketing Mentor®
Founder and CEO, TheMarketingMentors.com

If more budding entrepreneurs and visionaries read Jim Palmer's book, *Stop Waiting for It to Get Easier – Create Your Dream Business Now*, then more successful business owners would exist today! I couldn't agree more with Jim's advice, and I think this book is a must read for anyone with a dream of creating their first business – or making the one they have work better! The information in *Stop Waiting* could make the difference between sitting on the side line watching everyone else get successful ... and being a huge success yourself.

–Melanie Benson Strick
America's Leading Small Business Optimizer
www.successconnections.com

I was honored to write the foreword for Jim's second book, *Stick Like Glue*. At the time I wrote "Jim Palmer is one of the greatest teachers to provide you with techniques and strategies to take you to an entirely new level of understanding and success in your business." Well, Jim has done it again! His latest book, *Stop Waiting for It to Get Easier – Create Your Dream Business Now*, is likely exactly what you need to hear to get your business to the next level. I'm also hoping that thousands more will read this book because I know it will cause many with the dream of becoming an entrepreneur, to finally "Stop Waiting" and take action now.

–Lee Milteer
Best Selling Author, Professional speaker and
Intuitive Business Coach
www.milteer.com

Stop! There's no need to do any more thinking, pondering, or wondering "What if ...?" In Jim's latest book, he's given you a clear path to the most important ingredient in any successful business – action. In addition to this outstanding 'kick in the pants' that we all need, Jim provides facts, tips and success strategies on how to easily and cost-effectively dominate your market and virtually eliminate any competition you have, and position your business as the number one choice for the products and services you sell. *Stop Waiting* is the perfect antidote to inaction!

–Martin Howey, Founder and Chief Executive Officer
Top Line Business Solutions
www.toplinebusinesssolutions.com

Stop Waiting, Jim Palmer's latest and best book yet, is a not about theory or fuzzy business thinking. In Zen terms, all we have is today, and this book is about actually taking your dream to create your own business from thought to reality... right now. This action plan of a book is designed to take the newbie entrepreneur from dreamer to business owner and the existing business owner from goal setter to achiever. Get it. Read it. Do it. You'll never look back.

–Dave Frees
Persuasion and Influence Master,
Attorney, and Author
www.successtechnologies.com

Jim Palmer has done the aspiring entrepreneur a huge favor with his latest book. You'll find pithy and practical advice for getting started, creating value and making money. Make sure you check out *Stop Waiting* and the Success Tips and Gems sections at the end of each chapter! Buy it. Study it. Implement the suggestions and succeed!

–Mike Capuzzi
Direct Marketing Strategist
www.MikeCapuzzi.com

If you've been on the fence about "going for it" with your own business – just DO IT! Jim provides a decision-making blueprint to help you choose and run the right business for you. Your business should support your lifestyle, and Jim's no nonsense way of delivering this hard hitting and practical how-to information is a must read. I wish I had this when I started my first business!

–Stephanie Frank
Best Selling Author, *The Accidental Millionaire*
www.StephanieFrank.com

Are you an entrepreneur? Maybe you're a "wantrepreneur" (someone wanting to start a business). If you're struggling with challenges in your existing business or wanting to start a business but don't know where to look, you've found your answers here with Jim Palmer's book. *Stop Waiting for It to Get*

Easier is more of a straight talking, personal session with Jim than a book on entrepreneurship. His motivational stories and examples will light a fire within you and get you moving! Don't wait any longer start right now!

–Michelle Prince
Best-Selling Author, Zig Ziglar Motivational Speaker,
Productivity & Publishing Expert
www.MichellePrince.com

Stop Waiting for It to Get Easier is the "kick-in-the-pants" most entrepreneurs and small business owners who are waiting for the right time to act really need! The thing I have grown to love about Jim Palmer and this latest book is he doesn't sugar coat the fact that success takes hard work, the time is never going to be just right, and most of all, success and money love speed. Jim advises us now is the best time to start your new business venture; the economy isn't an excuse, it's a great reason to burn your boats, so you can't turn back. Believe in your idea with conviction and you will make significant, measurable progress toward success. Take action now, you won't regret it!

–Paul D. Guyon,
Traverse City, Michigan
www.paulguyon.com

Jim Palmer has done it again with his new book, *Stop Waiting for It to Get Easier*. Instead of waiting for a "return to normal," this book is all about creating one's own economy, finding a problem to solve and stepping up to the plate by starting a new business or bringing life to an existing one that needs revitalization. Through his own story of overcoming a mid-career lay-off and surviving cancer, Jim is able to inspire others to look at life's challenges as opportunities rather than adversity and show why today's economic downturn is the best climate to affirm change and transform your own life to live with purpose and passion. Stop Waiting! Get this book now!

–Dr. David Phelps, D.D.S.
North America's Leading Authority on Professional Practice Freedom
www.DiscoverFreedomHere.com

Jim has nailed it again with his great new book. If you are looking for a practical, timely and authentic book on what it really takes to succeed in business, then get this book! Let his wisdom and knowledge help guide you to greater business success and profits!

–Tony Rubleski
President, Mind Capture Group
www.MindCaptureGroup.com

A few years ago, I asked Jim Palmer to be my business coach. That year, I had some of the best results ever. Why? Two reasons:

1. Jim saw opportunities that were right in front of me that I could not see for myself and he helped me exploit them for maximum profit.

2. He made me take action on those opportunities immediately and report back to him the results. The timing wasn't perfect. I just did what he told me to do. I didn't wait until it was perfect. I got stuff done and fortunately, experienced great results.

My actions and results were all inspired by Jim's coaching and advice. In his new book, *Stop Waiting for It to Get Easier – Create Your Dream Business Now*, Jim helps you get rid of any excuses that might come to mind when starting a business and gets you to see why taking action now is a lot easier and more profitable in the end. Jim says, and I agree, "Bad economic conditions are never an excuse not to get started. In fact, just the opposite. It's a great reason to get started." Read this book and listen to Jim's advice like I did and "stop waiting and get going" on the road to finally reaching your goals and dreams now."

–Craig A. Valine
Marketing Performance Strategist
www.NoBSCraigValine.com

Stop Waiting is truly an entrepreneur's business plan, containing everything you need to lay the foundations for a wildly successful business. Just open the book to any page, read the first thing your eyes focus upon, learn the lesson and take the action.

Time and time again, Jim Palmer has said, a "sale" does not automatically equal a "customer." How right he is! The chapter on "Types of Revenue" will make you think critically about making your business profitable and fill in gaps you did not even know existed.

Regardless of where you start, you'll recoup your investment in *Stop Waiting* about 5 minutes after you start reading.

–Adam Hommey
Host, Business Creators' Radio Show
www.businesscreatorsradioshow.com

I can relate to what Jim describes as "Stuck in a Rut." Fortunately, by the grace of God, I took what I love and was really good at and created my own dream business. It wasn't easy, still isn't. But now I am able to raise my new baby girl at home, while creating my own business working for profits instead of a paycheck!

–Sherrie Sokolowski
Founder of SLS Event Planning and Consulting, LLC
slseveningplanning.com

Starting a business is a lot like having children. Both beg the "When is the best time?" question. If you wait until you can afford either, you won't... ever. Read Jim Palmer's *Stop Waiting for It to Get Easier* and act now to give life to your business idea. That way your kids will have a job.

–Dr. Joey Faucette, Work Positive in a Negative World
www.listentolife.org

If you could have ONE secret weapon for your success, Jim Palmer's *Stop Waiting for It to Get Easier – Create Your Dream Business Now* is THE secret weapon you've been looking for. Whether you are a beginning entrepreneur, or an experienced business owner, Jim exposes his own successes and failures and gives you the unvarnished truth about the real business world. Counter-intuitive and innovative, Jim gets you thinking bigger, operating smarter and making sure you are profitable from the start! Use this book like a workbook. Mark it up, dog ear the pages and soak up the wisdom. I wish I had this book in my hands 30 years ago!

–Brad Szollose
21st Century Change Agent
www.LiquidLeadership.com

Regardless of where you are in your entrepreneurial journey, this book is for you! It offers some terrific wisdom for the person thinking of starting a new venture, as well invaluable reminders for the seasoned entrepreneur. In either case, the contents of this book will help you accelerate your success.

–Nile Nickel
LinkedInFocus.com

Burn the boats! Cut the rope! It's time to go all in with your business idea. In *Stop Waiting for It to Get Easier*, Jim Palmer is going to give you the permission you want to get started and then a kind kick in the pants to make sure you get going. This book gives you the HOW and WHY you need to move ahead NOW.

–Lori Saitz,
Appreciation Marketing Expert
www.ZenRabbit.com

In *Stop Waiting for It to Get Easier – Create Your Dream Business Now*, Jim Palmer attacks the NUMBER ONE issue facing all would be entrepreneurs, small business owners, struggling entrepreneurs, and, quite frankly, ever person I've ever met and that issue is FEAR. I waited a decade to start Top Practices because I was working on my plan (read: too chicken to do it). I thought my big corporate job with the big paycheck and benefits package was a safety net I just couldn't live without. When I finally did take the plunge, I discovered that what I thought was a safety net was actually a cage. I was really just like a piece of furniture at that big company, and I had a high executive level position. I was told what I would earn and how often I could take a vacation. Now I live my life on my terms. Period. Jim is so right, if I knew then what Jim teaches in this

book, I could've started at least 10 years before I did. Congratulations to Jim Palmer on another essential book for business owners. I'm proud to call Jim Palmer a friend and colleague and that is why he is the Keynote Speaker at the Top Practices Annual Summit this year.

–Rem Jackson, President and CEO
Top Practices, LLC
www.TopPractices.com

Do you know a friend, colleague, or perhaps a group that would enjoy and benefit from the information and strategies in this book?
If so, we're happy to extend the following volume discounts!



***Stop Waiting for It to Get Easier:
Create Your Dream Business Now***

\$19.95 U.S.

Special Quantity Discounts

5-20 Books - \$16.95

21-50 Books - \$13.95

51-100 Books - \$11.95

101-250 Books - \$8.95

251-500 Books - \$6.95

Call or e-mail today to order bulk quantities

610-458-2047

guru@TheNewsletterGuru.com

***Stop Waiting for It
to Get Easier:
Create Your Dream
Business Now!***

By Jim Palmer
The Newsletter Guru

With a Foreword by Kevin Harrington

CUSTOM NEWSLETTERS, INC.

***Stop Waiting for It to Get Easier:
Create Your Dream Business Now!***

Published by Success Advantage Publishing

64 East Uwchlan Ave.

P.O. Box 231

Exton, PA 19341

Copyright © 2013 by Custom Newsletters, Inc.

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the written permission of the publisher.

Printed in the United States of America

ISBN: 978-0615890074

Cover design by Jim Saurbaugh, JS Graphic Design

DISCLAIMER AND/OR LEGAL NOTICES

While the publisher and authors have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book. The advice and strategies contained herein may not be suitable for your situation. You should consult a professional where appropriate. Neither the publisher nor the authors shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both advertising and all other aspects of doing business in the United States or any other jurisdiction, is the sole responsibility of the purchaser or reader.

This book is dedicated to my family,
Stephanie, Nick, Steve, Jessica, and Amanda.

Table of Contents

Foreword	3
Preface.....	7
Acknowledgements.....	13
Chapter One:	
The Time is Right	17
Chapter Two:	
Those Who Have Gone Before	25
Chapter Three:	
There’s No Time Like the Present.....	35
Chapter Four:	
Types of Business	45
Chapter Five:	
The True and Real Nature of a Successful Business	51
Chapter Six:	
Entrepreneur vs. Small Biz Owner	57
Chapter Seven:	
Business GPS.....	63
Chapter Eight:	
Strategies for Success	73
Chapter Nine:	
Types of Revenue	87
Chapter Ten:	
Consider Coaching.....	97
Chapter Eleven:	
The Power of Thinking Big	107
Chapter Twelve:	
Inspiration from the Trenches.....	115
Chapter Thirteen:	
Lessons Learned.....	167

Chapter Fourteen:

Stop Waiting – What to Do Now 173

About the Author – Jim..... 179

About Jim..... 181

Foreword

Now is the time to act.

On an early episode of ABC's Shark Tank, entrepreneur Rebecca Rescate stepped up to face the sharks and immediately played a video of her cat running into her bathroom and doing its business – in the toilet! All five sharks burst into laughter at what we had just seen!

Rebecca is the developer of CitiKitty®, a program that teaches cats how to use a toilet rather than a litter box. At that time, CitiKitty® was on track to do \$350k in sales, and altogether, CitiKitty® had generated sales of \$1.4 million dollars. Not a bad start to be sure, but Rebecca knew that CitiKitty® had enormous potential, and she came to Shark Tank seeking both additional working capital and expertise to help her take her business to the next level. She knew that now was the time to act.

Rebecca's story contains a few important entrepreneurial lessons. First, she saw a need and wasted no time in creating a unique solution. Then, after having some marginal success, she grabbed the bull by the horns one more time and sought the help she knew needed to help her business be as successful and profitable as she knew it could be. In essence, Rebecca, like many other entrepreneurs, embraced the mantra that I live by: now is the time to act!

In many ways, Rebecca's story is what entrepreneurship is all about. She had an idea, that idea became a dream and eventually a product. Most importantly, when it really counted, Rebecca was not afraid to step up to the plate and take a shot at creating a better life for her and her family. If you have a dream and vision, now is the time to act, or as Jim says, "Stop waiting for it to get easier!"

As Jim's book wonderfully illustrates with story after story, successful businesses are created every day, no matter what

the economy or other outside market conditions may be. The truth is there is never a ‘perfect’ time to start a business, so why not start now?

As I’ve demonstrated countless times in my businesses as well as working with several other highly successful business owners, I believe that entrepreneurs who move swiftly and boldly from idea into action, delivering value to the marketplace, will ultimately succeed.

In my book, *Act Now-How I Turn Ideas into Million Dollar Products*, I share how I was earning \$2000 to \$4000 per month as a 16 year old when most of my friends were earning \$1.60 an hour flipping burgers! There is no better example of what’s possible when you switch your mindset from one of trading your time for money and earning a paycheck to one that creates value for consumers and, in doing so, builds a business and earns profits.

I’m often asked what holds some people back from taking the plunge and starting a business. Fear plays a big part in the hesitation, but as much as fear can be a deterrent to action, it can also serve as motivation to get you *into* action – and outside your comfort zone – where most growth occurs.

Early in my career, I noticed that I had some ‘fear issues’ regarding selling. I was very fortunate to be able to get some amazing on-the-job training from one of the best salespeople I’ve ever known. I not only watched and learned his techniques, I began implementing them, and low and behold, I too got very good at sales. If there’s only one skill every successful entrepreneur should be great at it’s how to close a sale. You can have the best product and logo in the world, but without sales, you simply have no business.

As you consider starting a business, or perhaps growing an existing business, I want to encourage you to become curious. This might sound strange, but all of the successful entrepreneurs that I know and work with have what I often refer to as ‘curiosity overload.’ Highly successful entrepreneurs have an insatiable

appetite for knowledge – always looking for the slight edge that can take them to the next level. You should be reading several books a month, attending live events and seminars, and meeting with other entrepreneurs to learn what works in their businesses.

There's another reason that the best time to act is now, and that's because the world is changing rapidly. In fact, the world is changing so fast that if you don't move on your idea, it may be outdated by the time you muster the courage to do so!

You can and should learn a great deal from this book. Jim has not only pulled together some great success stories from big businesses you no doubt are familiar with but also some stories from new entrepreneurs who have recently started or expanded their businesses. They are all inspirational, and if you glean from them what I did, you'll see that they all decided that now is the time to act.

Finally, if you feel that life is simply presenting you with too many challenges right now, I believe Jim's story of starting his business broke, after overcoming long-term unemployment, and a scary experience with cancer will give you some inspiration. After being unemployed for 13 months, Jim was told by his doctors that he had cancer... it literally dropped him to his knees. Jim was facing the challenge of his lifetime, but he confronted the cancer just like he would an entrepreneurial problem. Jim worked hard to overcome the problem – getting the best advice, seeking out the best doctors, and monitoring programs... and he's been cancer-free for 12 years. Jim didn't allow his incredible challenge to deter him. In fact, he used it to get in gear, embracing 'now is the time to act' thinking.

When Jim sent me a copy of the manuscript for this book, I not only agreed with his premise and main message of the book, which he captures so efficiently in the title, I also knew immediately that I wanted to be part of it. Like Jim, I believe that entrepreneurs are not only what makes our country great, but small business is what drives our economy and will be what ultimately

Foreword

lifts our fledgling economy out of the ditch. So I encourage you to Stop Waiting for it to Get Easier, and Start Creating Your Dream Business Now!

Allow me to close by sharing a phrase that I always carry with me on a small card. I hope that it inspires and encourages you as much as it does me. *“Life’s battles don’t always go to the fastest or the strongest – sooner or later those who win are those who think they can.”*

Kevin Harrington, Chairman of As Seen on TV, Inc.
and former investor “Shark” on ABC’s Shark Tank



Here’s Kevin Harrington (left) pictured on the set of Shark Tank with Kevin O’Leary, Daymond John, Barbara Corcoran, and Robert Herjavec.

Preface

This book is specifically for two groups of people. First, it's for those people who have long had a dream of starting a business – being an entrepreneur, controlling their own destiny but just waiting for the right time to get started. Secondly, it is for those entrepreneurs and small business owners who've already started but have not yet reached their dreams or goals for the business. Perhaps you've yet to break the six-figure mark, or you already hit six figures but are waiting for the right time to launch phase two. And whether that means launching a new program, product, location, or simply implementing an aggressive marketing campaign to propel your growth and profitability forward, you're waiting for the best and, perhaps, safest time to do it.

If you fit into either of these two scenarios, you'll notice a common theme. Both are *waiting for the right time* to act. To be candid and rather blunt (something my coaching clients know me to be), they're actually waiting for the courage, or the guts, or to get off the dime and seize the moment.

While you will find in these pages literally dozens of lessons, tips, and nuggets of wisdom, the ONE single message that I want you to hear and glean from reading this book is that NOW is the time to act. There is no better time than now to act smartly but boldly, and either start your business or take your existing business to the next level. As with my other books, I will not waste your time with some pie in the sky philosophy or grand choruses of “you can do it!”

Instead, I will share not only the real world examples of my life and career, but I'll also share some stories – evidence – from some more well-known names. To start, I'm going to give you the background you need to help inspire you and get you ready to jump in along with historical examples (stories of entrepreneurs who are well-known *now* that will certainly surprise you as well as

Preface

inspire you) – evidence that shows why now is the best time to launch your business or take the next step in the business you’re already running. Next, you’ll also find at the end of each chapter, some entrepreneurial wisdom and business building nuggets to both inspire you and help get you ready to really succeed – the “nuts and bolts” business information that I think is *most* important for any aspiring or new entrepreneur.

By the way, if you enjoy these nuggets and gems, I invite you to connect with me on social media. You’ll easily find me on Facebook, LinkedIn, and Google Plus, and I share these gems almost daily!

Finally, I’ve included interviews of five entrepreneurs – real-world stories of others who all started or aggressively expanded their businesses within the last three years. As usual with my books, you’ll also find handy recaps at the conclusion of each chapter along with additional bonus success tips. All of this is, as I mentioned, for one purpose: To encourage you, enlighten you, and most importantly, motivate you to take action and seize the moment.

In the early 1980s, I was the manager of a bicycle store. As jobs go, it was a fun job, especially for a young twenty-something to have. I was a cyclist myself, and I got to ride to work and then ‘play’ with all the new bikes and accessories. I was the embodiment of the expression, “a kid in a candy store!”

Little did I know that those early, ‘fun’ working years would also provide the very foundation of the business success principles that I use in my businesses today and that I teach to the many entrepreneurs and small business owners that I coach in my mastermind groups and privately.

The economy in the early 80s was still dealing with what is commonly referred to as the Carter recession. At the time, the nation was gripped with double-digit inflation, double-digit unemployment, and double-digit interest rates. This was not a ‘business friendly’ environment, to be sure, but thanks to that

‘training by fire,’ it’s where I cut my teeth as a retailer, as a smart marketer, and as a successful businessman. I owe much of my values and success to learning how to market, sell, and lead a business during really tough times. I sometimes wonder where I’d be or what I’d be doing had the economy been roaring and the only thing I had to figure out was when to open the door! But I digress.

Running a small business during this severe recession was challenging to say the least. We were seeing fewer and fewer customers every day, and that obviously had a real impact on our sales and bottom line. But in my youth and perhaps naiveté, I was determined to grow this business with the tools and resources I had. I’m not sure who said it first, but I remember a radio talk show host in Philadelphia at the time who ended every show with this phrase: “Tough times don’t last, tough people do!” It was kind of a call to arms! I took it as “Buck up, stop complaining, and get to work!”

Whether it was this call to arms or my youthful exuberance, I began to implement some creative marketing and business growth strategies that worked amazingly well for this bike shop, and we did start to grow.

I’ve written about many of these marketing and growth strategies in three of my previous books, *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*; *Stick Like Glue – How to Create and Everlasting Bond with Your Customers So They Stay Longer, Spend More, and Refer More*; and *The Fastest Way to Higher Profits – 19 Immediate Profit Enhancing Strategies That You Can Use Today*. I encourage you to check them out at www.SuccessAdvantagePublishing.com or at Amazon. They’re all available in either paperback or Kindle.

The reason I’ve decided to write *this* book at *this* time is that once again our country is dealing with a sluggish economy, and I see many entrepreneurs and small business owners struggling and, rightly or wrongly, laying some of the blame on our current economic challenges.

Preface

When times are tough, entrepreneurs have two choices. They can ‘hunker down’ and operate their business much more conservatively – essentially pulling in their horns and, in some cases, sticking their heads in the sand until things return to normal or somehow in their eyes get better. I do not believe this is a good growth strategy. When you pull in your horns and cut staff, marketing, inventory, available hours, etc., this more often than not becomes a self-fulfilling prophecy and business does, in fact, begin to decline.

The second choice is to recognize that no matter what the global or national economic environment is doing, entrepreneurs who provide massive value, delivered to their customers, clients, and patients with what I call ‘World Class Service’ – and market their businesses with ‘Smart Marketing and Business Building Ideas[™]’ – can experience significant growth in their businesses.

This second choice clearly takes courage, but as the pages of this book will point out – history shows us that recessionary times are most often the best times to start and grow a wildly successful business.

One of the best things you can do as an entrepreneur or wantrepreneur (someone *wanting* to start a business) is to hire an experienced business coach. For now, I encourage you to read this book and consider it a personal coaching session with me. As is my style and commitment, you’ll find nothing but straight talk and honest opinions. If you offend easily or are a habitual ‘doubting Thomas,’ this may not be the book for you. However, if you have a good idea and a burning desire to start a business or you are running a business now and are tired of just getting by, but in either case can’t muster the courage to pull the trigger, it is my sincere hope that this book will be like drinking a giant bottle of courage! If you turn the last page and say to yourself, “All right (your name here), time is a-wastin’, let’s get started right now,” that result means two things will have happened.

Stop Waiting for It to Get Easier

One, this will be the best \$20 you ever spent, and two, you will put a huge smile on my face – assuming you email, contact me online, post a comment on Facebook, or write a review on Amazon and share your joy! Either way, let's get started!

Preface

Acknowledgements

I'm writing this final section of my book in late August 2013, and I'm sitting at the edge of a small lake. The lake appears to be a sheet of glass. It is early morning, and this is time I discovered many years ago that I am most creative, so I no longer fight it. To me, this is the most perfect way to begin a day.

Stephanie and I are on vacation in the mountains of Massachusetts, and we've rented this fantastic cottage on this small lake. While there are many lake-front cottages we could have chosen, this one is close to where our daughters live and also the little guy who now lights up my world, my 'most amazing' grandson Nathan. So even though it's early and I'm on vacation, this seems like such a fitting place to finish this book and get it off to my editors.

As I have mentioned in my previous books, this is a special time of year for me for another important reason. It was twelve years ago that I was diagnosed with melanoma, and what a horribly frightening day that was. At one point the doctor explained to me that if my melanoma was stage III and not stage II (which it turned out to be), then the average survival rate at the time was 50-50 past five years.

So reaching the twelve-year mark as a cancer survivor is a big deal, and I am grateful beyond belief to God for helping me arrive at this milestone. I thank the Lord every day for blessing my life and business in truly unimaginable ways.

I want to thank my wife, Stephanie, for my being my best friend, constant companion, and biggest cheerleader for thirty-three years.

My four children, Nick, Steve, Jessica, and Amanda, have all moved on to their adult lives, and they continue to cheer me on, and I'm very proud of all of them. Since my last book both of my

Acknowledgements

daughters have gotten married, and Jessica has blessed me with my first grandchild.

One of the greatest joys in my life has been helping Jessica start her home-based business, so she can be a stay-at-home mom to Nathan.

The amazing growth of my business would not be possible without my incredible support team. Thank you to my remarkable personal assistant and client service manager, Kate; my Sensei of my web presence, Adam; my lead designer, Chris; my interview scheduler and head of Pinterest marketing, Jessica;

amazing client support team members, Melanie and Lyndsay for providing outstanding client support to our hundreds of valued clients; Amy for her hundreds of ‘Newsletter Guru’ graphics; Julie-Ann, Sheridan and Matt for leading my team of content writers; Mike and his team from Mikel Mailings for printing and mailing my monthly No Hassle membership programs; Bobby, Jacki, and the entire team at Synapse for being outstanding partners in my Concierge Print and Mail On Demand program; and thank you to Ann Deiterich for doing a wonderful job editing this book (making me sound like a much better writer!).

A special thank you to Kevin Harrington for agreeing to write the foreword of this book. I’m a huge fan of the show Shark Tank on which Kevin appeared in the first two seasons. Kevin is truly an entrepreneur’s entrepreneur and has been involved in over 500 product launches. He is the chairman of As Seen on TV, Inc.

Last but certainly not least, I want to thank the thousands of clients and subscribers whom we have the great pleasure of serving with our Smart Marketing and Business Building Programs, No Hassle Newsletters, No Hassle Social Media, Concierge Print and Mail on Demand, Success Advantage Publishing, No Hassle



Here's Grandpa Jim with Nathan moments after his birth.

Stop Waiting for It to Get Easier

Infographics, Customer Article Generator, my books, mastermind groups, newsletters, videos, podcasts, and my private coaching program. I can't remember when I've had more fun!

To Your Success,

A handwritten signature in black ink, reading "Jim Palmer". The signature is written in a cursive, flowing style with a large initial "J" and "P".

Acknowledgements

Chapter One: The Time is Right



The time is definitely right to build your dream business and start creating your own personal economic boom. Thinking about recent history, you may be scratching your head, wondering how I can make such a bold statement.

Case in point: The latter part of the first decade of the twenty-first century presented a bumpy ride for a lot of folks... bumpy at best. The stock market crash of September 2008 had most people sweating it out, worried about their investments, their retirement funds, or worse, worried about their very job security. In a single day at the end of that month, the Wall Street loss knocked out almost \$1.2 trillion dollars in market value. Over a trillion. In one day. It was a roller coaster drop that no one enjoyed.

Too big to fail and government bailouts made headlines for weeks. Those were scary times and all too reminiscent of the stock market crash that led to the Great Depression. Were we headed toward that again? Was history bound to repeat itself? While we managed to evade a repeat of another full-blown depression, the Great Recession ensued, and everyone felt the pinch.

Since then, the economy has slowly recovered, very slowly, snail pace slowly. Slower than anyone would like. The unemployment rate still reflects an economy that doesn't have a solid foundation, and plenty of people are still underemployed. And guess what? That's good news! Especially if you find yourself among the ranks of the unemployed or underemployed.

Now you may think I'm really crazy making a statement like that, but I know this is a great time to launch and own a business. If you are unemployed or underemployed right now, trust me, I was once in your shoes, and deciding to launch my business

was the best choice I ever made. Scary? You bet it was. But I did it, and so can you. That's the reason I decided to write this book: to help you understand that there's never been a better time to start a business.

Consider this: There are only so many corporate jobs at the top, just like there are only so many starting quarterback positions in the NFL. If you desire success, you are better off creating it yourself and carving out your own position at the top of your own enterprise.

Throughout these pages, I'll offer evidence and inspiration to help you decide to stop waiting for it to get easier. Here's a tip: No matter what



If you desire success, you are better off creating it for yourself than relying on anybody else.

you may be pursuing in your life, if you wait for it to get easier, you are going to wait forever. If you wait for it to get easier, you are never going to accomplish your goals. If you wait for it to get easier, time will pass you by, and years from now you'll probably be in exactly the spot you are now. So stop waiting for it to get easier! It's not going to.

Stuck in a Rut

Instead of being unemployed, perhaps you are defining yourself as underemployed. You have a job, and you tell yourself that you're grateful for it, especially whenever the unemployment figures are released. Chances are good you have friends, relatives, neighbors, or colleagues who faced joblessness in recent years. You've witnessed what they went through, and you want to avoid it at all costs. Job loss is a tough row to hoe, no matter how you slice it. In fact, depending on circumstances, it can be a devastating blow to your financial situation.

Stop Waiting for It to Get Easier

Clinging to your job, no matter how dead-end it may be, seems like a prudent choice, certainly better than the alternative, you tell yourself. You convince yourself that the benefits, dwindling as they may be, are worth sticking it out. Perhaps you work for a boss or with colleagues whom you don't respect. It fills eight hours every day with frustration, but again, you believe tolerating the frustration is a small price to pay to avoid unemployment. You try to convince yourself that pay day makes it worth sticking it out and putting up with it. You live for Fridays and find yourself dropping into a depressing funk on Sunday nights.

If you can relate to that scenario, you are definitely stuck in a rut, convincing yourself that the rut is better than facing unemployment. Running on the proverbial treadmill to guarantee a paycheck is better than the unknown. Guess what? Those aren't your only choices! Instead of running on the treadmill and trying (and maybe praying) to avoid unemployment, you can be your own boss, running your own business.



Never “trade hours for dollars.” Your time and your life are far too precious!

When you choose to stay in the rut and on the treadmill, you are simply trading your hours for dollars, especially if you are in a job that neither uses

your skill set nor challenges your creativity. Those hours you're trading are the precious ones that make up your life. Ask yourself honestly if it's worth it. Is it really worth it? Is putting up with underemployment in a job that's only tolerable at best worth your life? As the old saying goes, no one ever looked up from their death bed and proclaimed, “I wish I'd spent more time at the office in that dead end job!”

It's time to get out of the rut, off the treadmill, and start working for yourself and working for profits rather than working for a paycheck. It's an exciting and realistic alternative, and it is possible.

Personal Experience

As an entrepreneur, business building expert, and business coach, I've heard plenty of stories from others who made the choice to stop waiting for it to get easier and launch their businesses. None has regretted it. It's not always easy, and there's a lot to learn, but the consensus, like that of every entrepreneur, is that the work is always satisfying and rewarding.

In fact, I co-authored a book with Martin Howey, *It's Okay to Be Scared But Never Give Up*, in which we featured story after story of entrepreneurs who decided to stop waiting. One after the other shared the many challenges they faced in their businesses and their lives and what they did to overcome those obstacles. Some of the challenges, including the one both Martin and I faced, were life altering. You see, Martin and I are both cancer survivors.

Let me briefly share with you my story of becoming an entrepreneur and launching my own business. Through the years leading up to July 2000, I'd progressed and grew in my career, moving up the ranks from a retail store manager to a regional manager. Then I became part of a management team that franchised a small chain, growing from 14 stores to 80 stores and increasing our geographic footprint to 18 states. I took on creating the franchise training program and also handled the marketing for the company. Next stop, director of national franchise operations. After ten years, I was recruited to start a new marketing association for a chain of independently owned music stores. More success.

I'd done pretty well and was not feeling that I was in a rut or on a treadmill, but it all came to a screeching halt in July 2000 when I lost my job as vice president of marketing for a training company. The owner walked into my office and cut to the chase:

“We're eliminating your job. Your services are no longer needed.” Wow. Just like that. If that wasn't bad enough, my job ended that very day. For the first time since I was 15 years old, I was without a job. Talk about scared!

I thought my unemployment would last for a few months, maybe, with me fielding and then deciding upon lucrative job offers. However, a few months turned into a year. I was doing everything I was supposed to do: networking, reading every newspaper, applying for jobs online, and being as creative about the whole process as I could be. This experience crushed my ego and self confidence.

Then one morning in the beginning of August in 2001, as I was trying to determine what I could do and how I could turn my situation around, I got a phone call. It was my doctor. Like my former employer, he cut to the chase: The diagnosis was cancer. My doctor insisted I needed to see a surgeon right away. I remember it being the first day of my wife's new full-time job. She was faced with telling her new boss that she couldn't come to work the next day, only her second day on the job, because she had to go with me to visit the surgeon.

The surgeon explained that he wouldn't know if it was stage II or stage III cancer until after the surgery. "Okay, so what's the difference?" I asked. He explained that with stage II, the average survival rate beyond five years is 80 percent. Without saying it out loud, I thought those odds sounded acceptable, even pretty good. Then he explained stage III: The average survival rate past five years is 50-50. Not at all good. My first thought was of my twin girls who were 13 years old at the time, and I became horribly frightened.

Thankfully, my skilled surgeon removed the melanoma, and it turned out to be stage II. It was a huge relief and an even bigger blessing. However, post surgery I was still unemployed and felt my life was terribly out of control. I often refer to this 15-month period as my personal ‘season of crisis,’ and frankly, it

literally brought me to my knees. But this time, instead of simply praying to God for a job, I was on my knees praying for His wisdom and guidance. And that's when it became clear to me that I should put my skills and experience to work in launching my own business, and that's what I did in October 2001.

I haven't shared my story with you to make it sound like my situation was more devastating than the one you may be facing. Whatever your situation is, whether it's one of



I've been where you are now and can assure you, I've never looked back.

unemployment or underemployment or simply thinking that it might be time to get off the fence, I want to help you see that now is as good a time as any to scratch your entrepreneurial itch. It's never going to get easier and creating your own success, both professional and financial, can be achieved – if you get started now.

Stop Waiting and Get Going:

- ❖ It will never get easier; if you're waiting for it to get easier, you are going to wait forever.
- ❖ Although being underemployed brings the security of a paycheck, it brings little else. You are trading your precious hours for dollars. It's not really a fair trade-off. Your hours and your brain are more valuable.
- ❖ Those who have launched their own businesses have overwhelmingly shared stories of personal satisfaction and reward beyond a paycheck. You could join in that experience.
- ❖ This is an exciting and realistic time to launch a business.



Success Tips and Gems

Peter Drucker said, "The best way to predict the future is to create it." He's right. Get started today creating the future you want; nobody else is going to do it for you. And, if someone does try to tell you not to worry, they'll take care of everything for you, run away!

"Getting momentum going is the most difficult part of the job, and often taking the first step is enough to prompt you to make the best of your day." ~ Robert J. McKain

"Entrepreneurs and their small enterprises are responsible for almost all the economic growth in the United States." ~ Ronald Reagan. It's still true today!

"If things seem under control, you're just not going fast enough." I love this quote by Mario Andretti as it is rare to achieve significant growth and feel as though everything is going beautifully!

You can change or stay the same, keep doing what you've been doing or try something different, you can make the best of what you have or not, or you can smile or not – it's all your choice!

"If what you're working for really matters, you'll give it all you've got." Nido Qubein. I love this as the big lesson is that if you're not achieving your goals, perhaps they're not important enough!

The Time is Right

Chapter Two: Those Who Have Gone Before



Let's be clear: I'm not simply using my coaching clients or my colleagues as examples to make my assertion that this is a great time to start a business. If that were the case, I wouldn't blame you for one second if you put this book down and asked for a refund!

In fact, there is example after example of entrepreneurs who started well-known businesses that became wildly successful during times of recession or worse, during the Great Depression. Although it may seem counterintuitive to launch a business during times of economic hardship, quite the opposite is true. Many businesses born out of this type of economic climate provided customers with better, faster, cheaper ways to do things, creating very successful entrepreneurs! And before you dismiss these examples as merely "successful businesses," remember this: every big business started small.

The founders of these businesses were sharp individuals who knew that they needed to fill a need or a niche in order to succeed. They studied the market and determined what customers wanted and needed, and then they figured out how to provide that. This is the foundation of business success. No matter what the economic climate may be and even in the very best of times, simply hanging out a shingle won't bring success. Hanging up the "open for business" sign will not cause people to beat a path to your door. Success comes from figuring out the need, figuring out the best way to fulfill it, and then doing that passionately and better than the competition.

I'd like to share a few examples of businesses that started during some of the worst economic times to help you understand that *now* is really a great time to launch a business.

The Great Depression and Before

After the Civil War, the railroad industry boomed. The country was expanding, and railroads became the nation's largest non-agricultural employer. Banks and other industries began heavily investing in railroads; however, when a firm heavily invested in railroad construction, Jay Cooke and Company, closed its doors in September 1873, many other firms followed suit, and the Panic of 1873 began. In the middle of that six-year recession, Thomas Edison opened his laboratory in Menlo Park, New Jersey, and the formation of General Electric followed a few years later. According to a recent Forbes study, GE is now the fourth largest company in the world.

Edison didn't focus on the economic climate. He focused on what he could do for people with the light bulb and, ultimately, all things electric. Moreover, in looking at GE today and its offerings, it has certainly expanded its realm, including healthcare innovations, aviation products, and imaging in addition to energy management, and oh yeah, light bulbs and appliances.



Even the Great Depression could not dampen true entrepreneurial spirit.

Let your dreams soar and make them reality.

The stock market crash of 1929 ushered in the Great Depression. Two Stanford University classmates, Bill Hewlett and Dave Packard, helped usher out that era in 1939 when they developed an

electronic test instrument used by sound engineers in a garage in Palo Alto, California. Their first customer happened to be Walt

Disney. Despite starting with the meager investment of just over \$500, Hewlett-Packard became the first technology business to exceed \$100 billion in revenue.

Fortune magazine was founded in 1930, just four months after the Wall Street crash of 1929. In a memo to Time, Inc. written in November 1929, founder Henry Luce wrote, "We will not be over [sic] optimistic. We will recognize that this business slump may last as long as an entire year."

Although his assessment turned out to be overly optimistic indeed, or should I say "way overly optimistic," his magazine was selling for an unthinkable dollar per copy when the Sunday *New York Times* was only five cents. Luce was filling a need. Readers were willing to pay.

Cosmetics may have seemed like an overindulgence during the Great Depression, but Revlon began in 1932. Its first product was an opaque, long-lasting nail enamel that it sold to department stores and selected drugstores. There may not have been a need for the product, but there was a desire, and Revlon filled it. Revlon's revenue topped \$1.4 billion at the end of 2012, having continued to increase and grow even throughout the Great Recession of the late 2000s.

The 1950s

The country saw two recessions during the 1950s, including the post-Korean War recession and the Eisenhower recession. Two notable companies got their starts during the first one, including Burger King and *Sports Illustrated*. The predecessor to what is now Burger King was founded in 1953 in Florida. The original founders were drawn to a piece of equipment known as an Insta-Broiler and saw potential in their innovative, assembly-line-style fast food production. Still known for its flame broiling, the Burger King[®] system now operates more than 12,200 restaurants in 76 countries around the world.

Those Who Have Gone Before

Sports Illustrated, as we know it today, began in 1954. Once again, it was a matter of filling a gap. Our friend, Henry Luce of *Time*, saw that there was no weekly sports magazine that covered actual events on a timely basis. Despite not being a sports fan and actually being advised against it, Luce decided the time was right and set out to create a magazine that was "not *a* sports magazine but *the* sports magazine." Today, it's estimated to be read by 23 million adults each week.

The Eisenhower recession of the late 1950s was the impetus for the founding of many well-known companies that are still in business today. Hyatt was founded by Jay Pritzker in 1957 when he purchased the Hyatt House motel, located adjacent to the Los Angeles International Airport. Now a global hospitality giant, Hyatt's worldwide portfolio consisted of nearly 500 properties, represented by nine different brands as of June 30, 2012.



Plenty of startups during tough times are still around today... and still enjoying success.

Moving from hotels to hotcakes, IHOP Corp. was another company that started during the Eisenhower recession. International House of Pancakes® opened its doors in 1958 in a Los Angeles suburb. They've seen over 1,500 restaurant openings across the country since that time.

Also founded in 1958 was Muppets, Inc. by puppeteer Jim Henson. The company started with *Sam and Friends*, a live-action puppet television show that was taped and aired locally in Washington, DC. One of the "friends" happened to be a lizard-like creature that evolved into Kermit the Frog. Henson tried for years to sell different shows to major American networks but was always unsuccessful. In 1976, he was approached by a British media mogul to produce a weekly show that became *The Muppet Show*.

Of course, the Muppets went on to be featured in several movies and became icons in and of themselves.

A chain of convenience stores known as Pronto Markets also got their start in 1958. You'll probably know this company by the name it took on in 1967: Trader Joe's. It now has over 350 stores across the country and is one of the hottest retailers around. Trader Joe's filled a need and a niche: It elevated food shopping from a chore to a cultural experience.

The 1970s

The Oil Crisis Recession lasted for 16 months in the early 70s. The unemployment rate at nearly nine percent was the third highest recorded during recessions or the Great Depression. Economic growth stagnated while oil prices soared. Within a year, gas rose a whopping fifty percent. Of course, with the high water mark for a gallon of gas reaching 55.1 cents in June 1974, it's hard to imagine that those prices caused economic woes. But they did, and cars lined up for blocks waiting to fuel up.

Rising fuel costs did not stop Frederick W. Smith from figuring out how to fill the need for businesses when "it absolutely, positively had to be there overnight." Federal Express began operations in 1973. Smith studied the country's transportation routes and saw that passenger routes were ineffective for moving packages and air freight. He had designs on becoming a government contractor but didn't get the contract. However, on April 17 of that year, 14 small aircraft departed from Memphis International Airport, and Federal Express delivered 186 packages to 25 US cities from Rochester, NY to Miami. The company saw a need and figured out how to fill it. Today it's estimated that FedEx ships 1.2 billion packages annually.

One company that did start as a government contractor that same year was LexisNexis, the document and information retrieval company. It introduced a legal-research system that dramatically changed the way legal research and analyses were conducted,

ushering the legal profession into a new era. Today, it serves legal, corporate, government, and academic markets in 100 countries on six continents, providing the most authoritative sources in the world.

LexisNexis may not be a household name, but Microsoft is. In 1975, Bill Gates dropped out of Harvard and started this little company that dealt with computing languages. If you're using a PC or any of its popular software programs, Microsoft touches much of what you accomplish in a day. Gates saw the benefit of what a disk operating system could do, and cornered the market. 'Nuff said. You know the rest of that story.

Recession-based Media Startups

The early 80s saw another series of recessions, again driven by energy crises. The Iran/Energy Crisis Recession saw unemployment rates second only to those that occurred during the Great Depression. A network was launched on June 1, 1980 with



*Technology
paves the way
for innovations
and out-of-the-
box thinking.*

this introduction:
"We won't be signing off until the world ends. We'll be on, we'll be covering it live, and that will be our last, last event. We'll play the national anthem for

one time on the first of June, and that's all. When the end of the world comes, we'll play 'Nearer My God to Thee' before we sign off." The speaker was Ted Turner. The station was The Cable News Network. Was there a need for 24-hours news? The success of CNN proved there was, and it changed the way we anticipate receiving news – immediately. There was no longer a need to wait for Walter Cronkite at 6:30 p.m.

A little over a year later, another station was introduced with these words: “Ladies and gentlemen, rock and roll.” MTV aired its first music video, appropriately, “Video Killed the Radio Star” by the Buggles on August 1, 1981 and introduced a whole new way of consuming music. Musicians were now making visual recordings in addition to audio ones. Video jockeys, or VJs, played the same role as their radio counterparts: filling the transition between videos.

Music videos took on a life of their own, and money was invested in making creative, often cutting-edge videos. Fans were as likely to get their music from their televisions as they were from their radios. Success came with a new use of technology.

Another media giant grew dramatically during the Post-9/11 recession. No matter how much stock you may place on it or whether you love it or loathe it, Wikipedia started in January 2001. By the end of its first year, it contained 20,000 articles in 18 languages. It crossed the million mark in 2006. As a contributor-based site, many people have taken it with a grain of salt, but a 2005 study by *Nature* found its science entries to be nearly as accurate as *Britannica*. Founders tapped into the public’s desire to share the information they had.

Clearly, there is no shortage of examples that prove that the economic climate should never be the litmus test for the right time to start a business. You may be surprised to learn that many of the behemoth businesses of today got their starts during the worst of times. Their founders determined the need and pursued it passionately. Think any of Bill Gates’ classmates at Harvard thought he would one day stand at the helm of a computer giant? Doubtful. Henry Luce launched two successes in the face of his naysayers. And Ted Turner had the chutzpah to insist his station would never go off the air... and to this point, it hasn’t.

The right time to launch your business is right now.

Stop Waiting and Get Going:

- ❖ It may seem counterintuitive to start your business in the face of a tough economy, but that's probably the exact right time to do so. When you can fill a need or desire for customers who are probably facing the same economic hardships, you have the foundation of success.
- ❖ Think about your passions and skills. Then study the market to determine where those intersect with a need or desire for a niche.
- ❖ Ignore the economy. It has no bearing on business success.



Success Tips and Gems

In order to succeed, you must first be willing to fail. Do not worry about missteps, errors, or failing. It only means that you are taking action and moving forward.

“Successful people are always looking for opportunities to help others. Unsuccessful people are asking, ‘What’s in it for me?’” ~ Brian Tracy

“My biggest motivation is to just to keep challenging myself. I see life almost like one long University education that I never had – everyday I’m learning something new” ~ Richard Branson

If you succeed big time your first time at bat, try not to look surprised as you run the bases!

“Greatness is not a function of circumstance. Greatness is largely a matter of conscious choice and discipline.” ~ Jim Collins

Don’t “pre-judge” outcomes when trying something different. Failing to try something because you somehow “know” in advance

Stop Waiting for It to Get Easier

it won't work will likely cost you some great opportunities. Once in a while, you have to just take the shot!

Wealth rewards risk and speed. Playing it 'safe' may be the safe thing to do, but successful entrepreneurs are risk takers. You have to take the shot. Wealth is also attracted to speed. Learn to get things done fast, become an implementation machine!

Always be hungry! Successful entrepreneurs have a constant hunger for more knowledge to improve themselves, their marketing, and their program offerings.

"Don't judge each day by the harvest you reap but by the seeds you plant." ~ Robert Louis Stevenson (The businesses that experience regular and predictable growth are generally those that are always planting seeds!)

Those Who Have Gone Before

About the Author – Jim

Learn More About Jim:

Jim's other books:

The Magic of Newsletter Marketing—The Secret to More Profits and Customers for Life

Stick Like Glue – How to Create an Everlasting Bond with Your Customers So They Stay Longer, Spend More, and Refer More!

The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today

It's Okay to Be Scared But Never Give Up (with Martin Howey)



About the Author

Check out Jim's wildy popular Smart Marketing and Business Building Programs:

No Hassle Newsletters – www.NoHassleNewsletters.com

No Hassle Social Media – www.NoHassleSocialMedia.com

Newsletter Guru TV – www.NewsletterGuru.TV

Stick Like Glue Radio – www.GetJimPalmer.com

Jim's Concierge Print and Mail on Demand Program –
www.newsletterprintingservice.com

Double My Retention – www.DoubleMyRetention.com

Custom Article Generator - www.customarticlegenerator.com

No Hassle Inforgraphics - www.nohassleinfographics.com

Jim's Mastermind and Private Coaching –
www.TheNewsletterGuru.com

The Magnetic Attraction and Retention System (MARS Training Program) – www.MarsTrainingProgram.com

Jim's Free Weekly Newsletter – www.JimsNewsletter.com

Interested in hiring or learning more about Jim? Visit
www.TheNewsletterGuru.com

About Jim

Jim Palmer is a marketing and business building expert and host of Newsletter Guru TV and Stick Like Glue Radio. He is known internationally as ‘The Newsletter Guru’ – the go-to resource for maximizing the profitability of customer relationships. He is the founder and President of Custom Newsletters, Inc., parent company of No Hassle Newsletters, No Hassle Social Media, The Newsletter Guru’s Concierge Print and Mail on Demand, Magnetic Attraction and Retention Training Program (MARS), Success Advantage Publishing, Double My Retention, No Hassle Infographics, and Custom Article Generator.



Jim is the acclaimed author of

- *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*
- *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*
- *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*
- *It’s Okay To Be Scared – But Don’t Give Up – A book of hope and inspiration for life and business*
- *Stop Waiting for it to Get Easier – Create Your Dream Business Now!*

Jim was also privileged to be a featured expert in *The Ultimate Success Secret; Dream, Inc.; ROI Marketing Secrets Revealed; The Barefoot Executive; and Boomers in Business.*

About Jim

Jim Palmer speaks and gives interviews on such topics as newsletter marketing, client retention, entrepreneurial success, the fastest way to higher profits, how to use social media marketing and how to achieve success in business.

Jim is a cancer survivor, has been married for thirty-three years, has four grown children and a grandson. He lives in Chester County, Pennsylvania with his wife, Stephanie, their cat, Linus, and Toby, the marketing dog. Jim and Stephanie love to kayak, travel, and spend time with their family.



Connect with Jim on Facebook, Twitter, Google+, LinkedIn[®], and tune into his Web TV show.

For more resources and information on Jim, his blog, and his companies, visit www.NewsletterGuru.tv.

To get your copy of Jim's free weekly newsletter, *More Profits and Customers for Life*, visit www.JimsNewsletter.com.



Get Coached by Jim!

Jim offers private one-on-one coaching for entrepreneurs and small business owners who want to grow a more profitable business faster.

Short Term 'Fast Track' Private Tele-Coaching

Jim offers a 3-month Fast Track Private Coaching Program that consists of three monthly one hour private one-on-one coaching calls and some email follow up. The fee is \$2750 prepaid before the first call. Calls are recorded.

Annual Private Tele-Coaching (Monthly Calls)

One 30-minute monthly private coaching call – \$497/month

Strategic Business Consulting/Coaching Day

During this unique one-day critique of your business, Jim will reveal hidden opportunities and pitfalls in your current business and marketing strategies. This dynamic one-day meeting is approximately 50% diagnostic and 50% prescriptive (ideas, strategies, and game plan to grow your business). Current investment: \$10,000 in Philadelphia.

www.TheNewsletterGuru.com (see **coaching/mastermind)**

(Rates may change after printing. Consult web site for current rates.)

BONUS OFFER

There's Not a Business on the Planet That Can't
Benefit Big Time from a Monthly Customer
Newsletter!

And My Wildly Popular "No Hassle" Newsletter
Program Makes it Easy as 1-2-3!

If you're one of the many entrepreneurs or small
business owners who struggle producing a
newsletter so much so that your monthly newsletter
only goes out ... 3 to 4 times per year, then you must
try No Hassle Newsletter and my famous "Customer-
Loving™" content. With No Hassle Newsletters your
customer newsletter can be done in about 23
minutes or less! Guaranteed!

Join **No Hassle Newsletters** today and after you
do, send an e-mail to
guru@TheNewsletterGuru.com telling me that
you joined because of this book, and I'll send
you a **certificate good for one FREE
newsletter critique—value \$795!**

Free Marketing and Business-Building Information Reveals the Secret to Boosting Your Profits Now!

Get immediate access to valuable marketing and business-building information that will help you significantly boost your profits by getting more repeat and referral business!

- **TWO CHAPTERS FREE:** Get the first 2 chapters of three of my hit books: *The Magic of Newsletter Marketing*, *Stick Like Glue*, and *The Fastest Way to Higher Profits!*
- **FREE PROFIT BOOSTING VIDEO:** "The Power of Zero" will show you how to explode the growth of your business!
- **FREE MONEY MAKING REPORT:** "Don't Be A Newsletter Pansy, aka Use Newsletters And Grow Rich!"





YOUR DREAM STARTS HERE

If you want to create your dream business but are waiting for the right time, stop waiting. If you own an under-performing business and are waiting for the right time to launch phase two, stop waiting. Now is the time to act. Within these pages you will find dozens of lessons, tips, strategies and nuggets of wisdom to prove this point and help you succeed. There is no better time than now to act smartly but boldly, and either start your business or take your existing business to the next level!



ABOUT THE AUTHOR

Known internationally as The Newsletter Guru, Jim Palmer is a small business marketing expert and host of Newsletter Guru TV and Stick Like Glue Radio. He is a serial entrepreneur and creator of multiple businesses including No Hassle Newsletters, No Hassle Social Media, Success Advantage Publishing, Concierge Print and Mail on Demand, Double My Retention, No Hassle Infographics, and Custom Article Generator.

Jim is also the acclaimed author of *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*; *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*; *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*; *It's Okay To Be Scared – But Never Give Up – A book of hope and inspiration for life and business.*

MESSAGE FROM A SHARK...

"Successful businesses are created every day, no matter what the economy or other outside market conditions may be. The truth is there is never a 'perfect' time to start a business, so why not start now? You can and should learn a great deal from this book. Jim has not only pulled together some great success stories from big businesses you no doubt are familiar with, but also some stories from new entrepreneurs who have recently started or expanded their businesses. They are all inspirational and if you glean from them what I did, you'll see that they all decided that now is the time to act."

Like Jim, I believe that entrepreneurs are not only what makes our country great, but small business is what drives our economy and will be what ultimately lifts our fledgling economy out of the ditch. So I encourage you to Stop Waiting For It To Get Easier, and Start Creating Your Dream Business Now!"

Kevin Harrington – Chairman of As Seen on TV, Inc.
and former investor on the hit ABC Show, Shark Tank

Success Advantage Publishing
www.SuccessAdvantagePublishing.com
\$19.95/US