STUDY AND APPLICATION GUIDE

The 12 Laws of Great Entrepreneurs

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Success begins in the mind, is translated into a plan, and must then be protected through discipline. Use this guide to turn each law into decisions, controls, and measurable action.

Success Is a Fully Programmable State of Mind

Law 1: Define what you want from life and draw up a plan to achieve it.

Core principle: True success begins when purpose becomes a source of value and income.

• What would you love to do even if no one paid you?

• Which three written steps can turn that purpose into a business?

Law 2: Focus on success.

Core principle: Believe in yourself, release the past, and remember that success balances money, love, wisdom, health, joy, and time.

• Which limiting belief must you leave behind?

• What action will you take today instead of waiting for the perfect age or moment?

Building Solid Foundations for Your Company

Law 3: Pay close attention to numbers and finances.

Core principle: Know every cost, separate personal and company money, reinvest, and protect cash flow.

• Which hidden or underestimated cost must you measure?

• Do you have a salary and an emergency cash reserve separate from company funds?

Law 4: Stay focused and choose opportunities wisely.

Core principle: Growth should be deliberate. Not everything that glitters is gold.

• Which project is dispersing your energy?

• Would a new opportunity force you to risk your working capital or borrow excessively?

Working with Other People

Law 5: Choose your friends, clients, and partners well.

Core principle: Partners must complement weaknesses and share values; difficult clients can consume the company.

• Which client creates most of your problems for the least return?

• Would a talented person serve the company better as a well-paid employee than as a partner?

Law 6: Choose your employees well.

Core principle: Hire carefully, verify references, protect good teams, and remove toxic behavior quickly.

• What non-negotiable qualities will guide your next hire?

• Which personnel decision are you postponing?

Law 7: Put everything in writing.

Core principle: Written agreements prevent selective memory and prepare for both favorable and difficult scenarios.

• Which important verbal agreement must be documented first?

• Which worst-case clause is missing from your key contracts?

Law 8: Control, control, control.

Core principle: Controls reduce temptation and protect cash, inventory, time, and information.

• Who checks the person who handles the money?

• Which new financial, inventory, or productivity control will you install?

Law 9: Learn to communicate—and also to remain silent.

Core principle: Listen actively, communicate with discretion, and remember that most communication is nonverbal.

• What information about finances or plans should remain private?

• What does your posture, tone, and behavior communicate?

Surviving Lean Times and Staying Focused on Success

Law 10: Do not allow circumstances to defeat you.

Core principle: Face crises calmly, protect working capital, cut losses, and reorganize before panic decides for you.

• What must you release to stop the losses?

• Are you sacrificing the goose that lays the golden eggs merely to protect appearances?

Law 11: Concentrate on solutions.

Core principle: Write every possible answer, block paralysis, and take the hardest necessary decision.

• List all possible solutions to your greatest challenge.

• What difficult decision are you postponing, and what is the next concrete step?

Law 12: Seek help from Infinite Intelligence—but intelligently.

Core principle: Faith brings peace and direction, but action remains your responsibility.

• What wisdom are you asking for?

• What call, negotiation, reorganization, study, or daily effort must you personally undertake?

Your Application Manifesto

My purpose:

My declaration of success:

My golden rule for control:

My immediate action plan:

30-Day Application and Action Matrix

1. Define what you want from life and draw up a plan to achieve it.

Which three written steps can turn that purpose into a business?

Action / deadline: ________________________________

2. Focus on success.

What action will you take today instead of waiting for the perfect age or moment?

Action / deadline: ________________________________

3. Pay close attention to numbers and finances.

Do you have a salary and an emergency cash reserve separate from company funds?

Action / deadline: ________________________________

4. Stay focused and choose opportunities wisely.

Would a new opportunity force you to risk your working capital or borrow excessively?

Action / deadline: ________________________________

5. Choose your friends, clients, and partners well.

Would a talented person serve the company better as a well-paid employee than as a partner?

Action / deadline: ________________________________

6. Choose your employees well.

Which personnel decision are you postponing?

Action / deadline: ________________________________

7. Put everything in writing.

Which worst-case clause is missing from your key contracts?

Action / deadline: ________________________________

8. Control, control, control.

Which new financial, inventory, or productivity control will you install?

Action / deadline: ________________________________

9. Learn to communicate—and also to remain silent.

What does your posture, tone, and behavior communicate?

Action / deadline: ________________________________

10. Do not allow circumstances to defeat you.

Are you sacrificing the goose that lays the golden eggs merely to protect appearances?

Action / deadline: ________________________________

11. Concentrate on solutions.

What difficult decision are you postponing, and what is the next concrete step?

Action / deadline: ________________________________

12. Seek help from Infinite Intelligence—but intelligently.

What call, negotiation, reorganization, study, or daily effort must you personally undertake?

Action / deadline: ________________________________

Choose three actions, assign a deadline within the next 30 days, and review your progress every week. Reflection becomes useful only when it changes conduct.