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TABLE OF CONTENTS

INTRODUCTION

STAGE 1: DEVELOPING SKILLS

Step 1: Business Basics

Step 2: Peak Productivity

Step 3: Speak With Confidence

STAGE 2: ACHIEVING GOALS

Step 4: Setting Goals

Step 5: Overcome Obstacles

Step 6: Personal Transformation

STAGE 3: ACCELERATING RESULTS

Step 7: Have a Growth Mindset

Step 8: Motivate and Lead

Step 9: CEO Accelerator

INTRODUCTION

The program and this book are all about achieving your maximum potential as a person and business leader while also maximizing your wealth potential. That means getting you from where you are now, through 9 steps and 27 specific actions, to where you want to be.

Think of raising the bar on your potential and then raising it higher still. Imagine the possibilities when you do this 27 times, each time raising it higher on your life goals and the results you will achieve. For most people it is not a lack of desire to improve that holds us back but a lack of a roadmap to get you from Point A (where you are now) to Point B (where you want to be). The Success Starts Here System is that roadmap.

By taking purposeful action towards each of the 27 actions outlined in this program, you can unlock the hidden potential within yourself that will enable you to live a life far richer than what seemed possible before. This is not a shortcut or “get rich quick” scheme; it requires dedication and hard work to get maximum results. But if you're willing to take the journey, the results you achieve will be worthwhile.

Sometimes it's about getting “unstuck.” When I say getting unstuck, I mean the situation where you are putting in extra hours and accepting a heavier workload but still getting the same results. This can lead you to believe that the status quo is all you can do with the resources and energy you have, so you remain at that level of performance. Much of being stuck is about your perceptions and attitudes toward the situation and circumstances. In the words of Jim Rohn, “If you want things to change, you have to change.”

The sense of inertia may also come from not having the skills that would complement the strengths you already have. An example is

lacking a grasp on business basics you never learned while you became an expert designer, engineer or operator. Would overcoming your fear of public speaking open doors to new opportunities, or maybe it is a fixed mindset towards wealth holding you back?

Achieving the goals you set for yourself comes from a “Success Starts Here” approach – where you explore yourself and turn limitations into strengths by leaving no stone unturned in your quest. Our research has identified the following as the three main challenges facing CEOs and Entrepreneurs as they attempt to “scale up” their business and life:

- 1) Overwhelmed by obstacles that seem daunting and impossible to overcome.
- 2) Too much information causes a loss of focus and motivation.
- 3) Low confidence stemming from (1) and (2) that leads to you giving up on your goals and dreams.

Success Starts Here provides skills development and “getting inside of your head” to coach you on what you need to turn challenges into opportunities. It happens in three phases, nine steps and 27 actions, absorbed over three months:



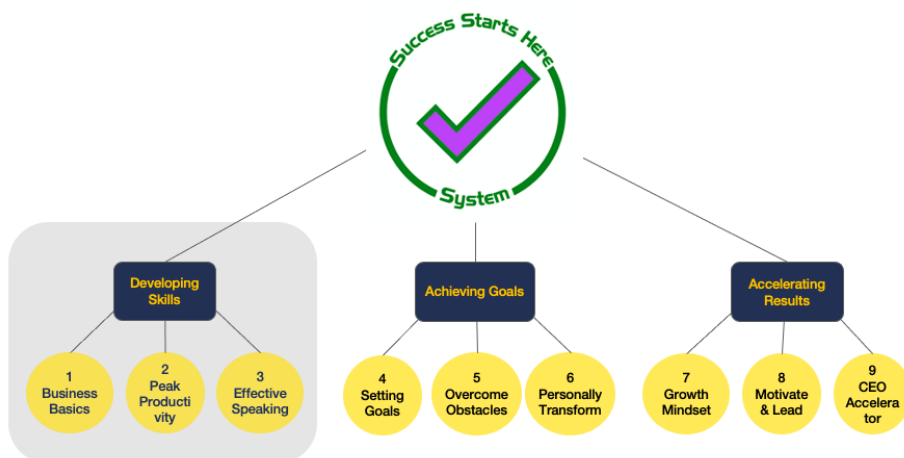
This book and the Success Starts Here system are designed so you can focus on the key steps where your limitations are and leave the rest for another time. You do not have to progress in order from 1 to 9 to get the results you need.

So, what is your biggest frustration? Maybe it is two frustrations or three – let's build your list and tackle them together. Success Starts Here is your playbook for getting unstuck and achieving next-level growth in business and in life!

I will show you the specific actions to take and provide the tools to do the job. These solutions are not just temporary but actual retraining of your approach in each area. It is not an overhaul but committing to one step at a time, starting with the highest priorities.

So take the first step today, and let's get started on your journey to unlocking your maximum potential! If not now, when?

STAGE 1: DEVELOPING SKILLS



Step 1: Business Basics

Developing business skills is an important part of running and growing a successful business. Some key business skills are:

1. Financial management: Understanding financial statements, budgeting and managing cash flow and expenses.
2. Marketing and sales: Developing a marketing strategy and identifying target markets, as well as developing sales skills and closing deals.
3. Leadership and management: Developing leadership skills and managing employees, including setting goals, providing feedback, and building a positive work culture.
4. Strategic planning: Developing a business plan, setting goals and objectives, and creating a roadmap for achieving them.
5. Adaptability: Being able to adapt to changes in the market, industry, or economy.

There are various ways to develop these skills, such as attending industry seminars and conferences, reading business books and

articles, taking online courses or obtaining a business degree, networking with other business owners and industry experts, and seeking mentorship or coaching.

The best teacher is to learn by doing, and therefore mentorship and coaching is probably the best approach to learning these skills and then putting them into action to gain expertise.

Regardless of the abundance of information on any of these topics, there are a few common challenges associated with acquiring or improving business skills:

1. Spending too much time analyzing too much information.
2. Lack of focus on the things that matter most.
3. Frustrated by too much conflicting information and advice.

Spending too much time analyzing too much information, particularly in today's fast-paced and data-driven business environment. This can lead to "analysis paralysis," where decision-making is delayed or hindered by an overwhelming amount of data. To overcome this challenge, set clear and specific objectives for what information is needed and how it will be used. It's also important to establish a process for gathering and analyzing data and to develop a system for organizing and storing information. Additionally, setting deadlines can help to focus the analysis and decision-making process. Focus on information that is important and ignore the rest.

Lack of focus on the things that matter most is a common challenge for business owners, as there are often multiple tasks and responsibilities that need to be addressed. This can lead to a feeling of being overwhelmed and a lack of progress on important initiatives. To overcome this challenge, prioritize tasks and focus on the most important and impactful activities. One way to do this is to create a to-do list based on the level of importance and urgency. Another approach is to set specific and measurable goals and to

regularly evaluate progress towards achieving them. It is also important to take time to regularly review the business's strategy and priorities to ensure that the focus stays on the things that matter most.

It's frustrating to receive conflicting information and advice when running a business. This can lead to confusion, uncertainty, and difficulty in making decisions. To overcome this challenge, carefully evaluate the sources of information and advice and seek multiple perspectives. This can include consulting with industry experts, speaking with other business owners, and researching best practices. Try to be aware of any biases or conflicts of interest that may influence the advice or information provided.

Another approach is to use a framework or methodology to help you process and evaluate the information you receive, such as SWOT analysis, PESTLE analysis, Cost-Benefit Analysis, or any specific framework related to your industry or business (Google these terms if you would like to learn more). These are a deeper dive into prioritization that links goal achievement to the external environment. Although none provide answers, they help you to see what options have the best chance of succeeding, given the competitive situation in which your business is operating.

Remember that what works for one business may not work for another. Be open to not only trying new things but also to adapting or changing course if something isn't working.

Therefore the objective is to take specific actions that will improve your success orientation with business skills. Here are three key actions:

- a) **Be Open to Opportunity:** The opportunities that are most worthy of attention are those that fit best with your existing business.
- b) **Have a Marketing Mindset:** Business success is 80% marketing and selling and 20% product or service.

- c) **Become Financially Literate:** Learn the important information that your financial results are telling you, and be proactive, not reactive.

a) Be Open to Opportunity

Opportunities can come in many forms, such as new partnerships, market trends, or changes in technology. Being open to opportunity means being willing to explore new ideas and possibilities and to take calculated risks.

To take on new opportunities means having a growth mindset and being constantly on the lookout for new ways to grow and improve the business. This includes monitoring industry trends, attending networking events, and speaking with other business owners to gain insights into new opportunities. It also includes having a coach or mentor who helps you identify the skills that will be most beneficial and guides you through actually putting them into practice.

Have a flexible and adaptable approach to business, and be willing to pivot or change direction if necessary. This includes being open to new markets, products, or services and being willing to take on new challenges and opportunities.

Finally, having a strong team with diverse backgrounds and experiences will help to identify new opportunities, as different people often have different perspectives on potential opportunities. Note that being open to change also includes making changes to your team if the mix of personnel is not able to step up to the challenge of an amazing new opportunity.

b) Have a Marketing Mindset

A marketing mindset is crucial for any business as it helps to ensure that the products or services offered are aligned with the needs and wants of the target market. It involves understanding the customer's needs, wants, and pain points and positioning the business's offering in a way that addresses those needs.

Some key elements of having a marketing mindset are:

1. Understanding the target market: Identifying the target market and understanding their needs, wants, and pain points.
2. Positioning the business: Developing a unique value proposition and positioning the business in a way that stands out from the competition.
3. Creating a marketing plan: Developing a detailed marketing plan that outlines the specific tactics and strategies for reaching the target market.
4. Training your team to be obsessed about acquiring and keeping customers to where 80% of the company's energy is related to sales growth and only 20% is diverted to administrative tasks.
5. Measuring and analyzing: Continuously measuring and analyzing the effectiveness of the marketing efforts and making adjustments as needed.
6. Continuously learning: Keeping up to date with the latest trends and best practices in marketing and continuously learning and adapting to new techniques and technologies.

Having a marketing mindset is not only the responsibility of the marketing staff, but also of the whole team, as everyone in the

organization needs to be aware of the target market and the value proposition of the business.

As an entrepreneur, maybe you only have a small team where people wear many hats as you grow. It is crucial to establish a culture within your small and growing company that has this marketing mindset and keep your “eye on the prize” as you grow.

c) Become Financially Literate

Financial literacy involves understanding financial statements, budgeting, cash flow management, and other financial concepts.

Here are a few ways to become financially literate:

1. Awareness: Review information on YouTube or take an online course that goes over the key financial statements (Income, Balance Sheet and Cash Flow) so you know what questions to ask.
2. Seek advice: Consult with a financial advisor, accountant or bookkeeper who can help you understand your financial statements and other financial reports and link them back to questions around liquidity, insolvency risk, equity in the business, profitability and cash flow needs.
3. Utilize financial software: Use financial management software to track your business's income and expenses and generate financial statements on demand. Some packages provide additional insight that can help focus you on plugging financial leaks and becoming more profitable.
4. Create a budget: Create a budget for your business and stick to it, regularly monitoring your expenses and income.

5. Network: Join local business groups or networking organizations, as these can be a great source of information and advice on financial management.

It's important to note that financial literacy is an ongoing process, as the financial landscape and business environment are constantly changing. Therefore, it's important to continuously educate yourself, review and update your financial forecast, and seek guidance when needed.

Summary

Businesses must be open to opportunities to succeed, and being adaptable and flexible is essential for taking advantage of new opportunities. A diverse team with different backgrounds can also help uncover potential avenues for growth.

Having a marketing mindset is essential for any business, as it helps to ensure that the products and services offered are in line with their target market's needs. Key elements of having a marketing mindset include understanding the target market, positioning the business uniquely from competitors, creating an effective marketing plan, establishing a sales culture, measuring, analyzing progress regularly and continuously learning new trends.

Business owners must become financially literate to communicate effectively with those who speak the language of liquidity, debt risk and business valuation. This can include lenders, investors or anyone with a financial stake in the business. Being proactive and “speaking their language” will lead to meetings that are productive and cooperative instead of being confrontational.