

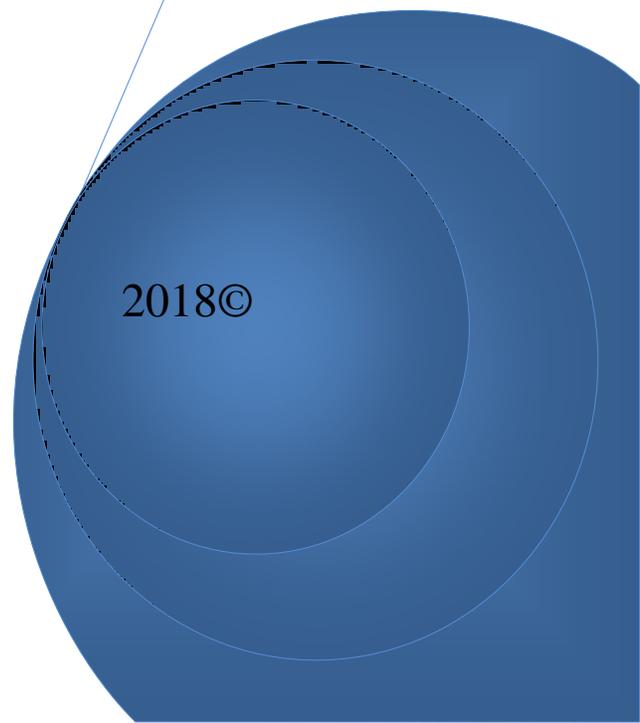
Insider's Look Into...

The Smartest Way To Build, Grow & Run A Business

Find out the openly hidden secrets to why a business fails or succeeds and how to avoid the conventional pitfalls that have always plagued businesses. No more second guessing, no more wasted resources on band-aid solutions...the truth is now revealed.

By Ladi Emmanuel

2018©



Allow me to first congratulate you on choosing to saying “Yes” to receiving the “Insider’s Look” free pdf. Make no mistake about it, your Heavenly Father has divinely aligned you with finding out what the actual protocols, procedures, required information and knowledge you so definitively need in order to create, maintain and expand any business endeavour that you have in mind to its fullest potential.

By learning and implementing the understanding of what you are about read will automatically elevate you into a higher dimension of understanding that gives access to unlimited solutions, ideas, creativity that not only will affect how you see, perceive and engage in business but it will also have a residual affect into your personal life. I can’t explain it but Pure Foundation’s secrets, that when once told and heard seem to root itself into our sub-consciousness that even those who may chose not to follow, inevitably start speaking and pointing out things or situations that are directly reflective of Pure Foundation concepts and teachings. This is what I call a “Little Miracle” because Pure Foundation IS God’s original blueprint for business success and all of its components, properties and teachings have been scattered, mangled and polluted to such a degree since like forever, it’s a ‘miracle” that now its pieces have been brought together for all those who are looking, struggling to succeed in business.

The beauty of it all besides being God’s plan for business, is that it all makes so much logical sense it truly is amazing that its truth has never ever been revealed before. For that reason, I feel truly bless to be the one to have been chosen to share and teach this breaking ground information with you. Yes, ***breaking ground and not ground-breaking*** because it destroys the ground that traditionally all business has been built upon and makes its way to new ground for seeds of creativity and success to then be planted, nurtured and grow. This new ground is where businesses can now withstand the common follies that plague traditional business and help the Pure Foundation business to capture hidden truths, find untold wealth, reveal mistakes/weaknesses, celebrate strengths and provide so much more possibilities that just are not accessible for businesses that operate in the conventional manners. In other words, it a game-changer that levels the playing field by using the hidden written rules of the game!! So, no matter the competition, your business can and will succeed so long as you use Pure Foundation as your business’s game changing system!

So, if you are ready to proceed then let me

**Welcome you into my world where anything and everything is possible
and...**

Always remember,
It is not impossible it’s...

I.M.Possible!

Fundamentally Dynamic...Naturally

Every single business must have all of the natural occurring Five Dynamics in play, which is the difference between no success and great success. Like a fingerprint, no two businesses are identical. To take it a step deeper in explanation and understanding, Business is a “living breathing entity” that reflects its creator in commercial form and requires its own unique proper care and nutrients for its survival thus making it different and unique from similar businesses of its kind.

*(*Living Entity-business came into existence because you thought it and brought it forth, it survives and thrives when you do. Hence, when you stop “living” for your business, it dies. Business is a person(s) generated entity.)*

Twins on the outside look identical, but, each one has their own unique personality traits, preferences, ideals, dreams, desires and behaviours. If it were not for the “outer packaging”, they would be two completely different people; business is the same. One dry cleaning business may look the same from the street view to any other dry cleaners but once inside and experiencing both, patrons will walk away with different experiences that will shape their choice of which one to frequent again.

The value and the degree or percentage of each dynamic will vary and depend on its individual essential effectiveness value for that specific business, the calibration of each dynamic. The interplay and level of presence of the five Dynamics and their Essentials provide the insights into the determining factors of any business’ strengths, weaknesses, its chances for success and/or failure.

Below is an overview of the Five Dynamics with their corresponding Essentials into knowing and understanding their inner workings and effective properties in any given business. The better the effective value of that Dynamic, the strong that particular area of the business will be. So, put on your “thinking cap” as read and learn about each Dynamic and their Essentials and begin to analyze your own business idea or current business into how much of each Dynamic is positively implemented and effectively operating in your business on a daily basis.

Here are the Five Dynamics and Their Essentials

Moral: The Heartbeat, The Center, The End-All Be All

Essentials:

#1 – Reason(s) why

- You need to have had a good reason for wanting to start your business...what is it and why?
- Why did you choose this path for your business venture?
- What is the driving reason for wanting to pursue your idea?

#2 – Purpose

Answer the following:

- Are we delivering a sustainable value for what we do in the eyes of our owners/sponsors?
- Are we great at what we do in the eyes of our customers?
- Does what we do make the world a better place in the eyes of our children and grandchildren?
- Do our employees love what we do and the way we do it?
- Is the combination of your mission, vision, and values for offering your product/service in line with its purpose?

#3 – Goals & Objectives

- What is the end goal for your business?
- What legacy are you trying to create? -What message are you trying to share?
- What are the desired achievements within certain timeframes?
- Are your goals and objectives directing your business to your desired outcome?

#4 – Attitude & Perception(s)

- How do you truly feel about your company, the product/service, the industry, the chance to grow and prosper?
- How do you truly feel about people, clients, solving problems?
- What is more important to you, earning more money, gaining a foothold of a larger piece of the pie or something bigger than yourself?
- What is your attitude towards marketing and other business tools that aid in helping one's business to develop more strongly?
- Do you consider yourself to be a lucky person where things seem to happen easily for you, a winner or someone that has to "grind" every single step of the way to be able to get ahead no matter how much effort is put in?
- Do you put honestly put in real effort and time to finding out reliable information, courses of action and then sift through the findings to see what might work best?

#5 – Commitment

- Are you willing to put in the time and effort required to see things through to the end of development and the start of the new phase in your life?
- Do you quit when things get rough, a little too difficult, cannot seem to find the solution, help and/or information to be able to take the next step?
- Can you go it alone without any support and not have that weigh you down or discourage you from moving forward?
- Do you love yourself and others enough to make the changes necessary to bring forth something that can have a wonderful impact on this world...no matter how small or big it might be?
- Do you fight, hide or just survive?

“Only the truth and nothing but the truth will suffice and reveal the path on which to travel.”

Environmental – Internal “Bio” Matrix

Essentials:

#1 – Internal Atmosphere: Is it organic or imposed?

- What does your business space feel like to your customers and employees?
- Is it welcoming?
- Is there a sense of support and openness of service?
- Or is there the feeling of discord, indifference, fear, superiority or heaviness?
- Has a mandate of customer service been implemented and enforced that has created a level of discouragement amongst the staff and thereby affecting customer relations?
- Is service delivery sincere or forced?
- What is the “feel” in the office on any given day?

#2 – Competition & Market (local and worldwide)

Knowing how well your product or service will do in the marketplace means to research what is already out there that is similar.

- Is your product/service in a high demand category that adding your hat to the ring would be a great opportunity, would it tip the scales to overload or is it just a fad and the train will soon stop? Hint: Just look at the sales history of that product/service to find out.
- Is there something within that sector that you are offering that not many others are or would you'd be the only one and the consumer demand has voiced that particular topic but with no real solutions brought forth from existing providers?
- Have you done sample testing?

#3 – Support & Network options: Suppliers, Distribution, Resources

- How readily available are the resources required to deliver, create, package and market to your target base?
- How much is it and is the cost feasible for the level of entry?

#4 – Laws, Rules & Regulations

- Any unusual or exceptional rules, regulations that you need to be aware of prior to considering selling your product/service?
- Additional costs such as union/ association fees & dues, certifications, mandatory business structure requirements (e.g. Requirement of a board of directors), level/years of required business activity in order to qualify (e.g. Stock exchanges requires min. 12 months of business operation, pre-tax min of 2 million in most recent year and whole lot of other criteria.)

#5 – Business Structure

- Are proper protocols that facilitate the ease of communication, distribution of tasks/responsibilities, delegation of assignments and research between departments, co-workers, and management in place?
- How easy is it to pass along information, get information and get things done?
- Any unnecessary obstacles or redundancies?
- Has the business been set up with the most beneficial business format & designation for its purpose? (Sole Proprietor, Incorporated, Non-Profit, Charity, etc)

Trying to control the environment or nature of a business is like trying to keep birds from nesting in the trees on your property...your only reward are disappointment, discouragement, and hardship.

Economic – Trip/Trick Wire

Essentials:

#1 – Revenues/Market Share

- Are you more concerned with gaining more market share, more clients, and more money anyway, anyhow?
- Do you know where your company stands in relation to the market/competition?
- Do you keep a watchful and overly critical or analytical approach to your business' bottom line in such a way that a large amount of time, money and effort is allotted to its tracking?

#2 – Salaries

- Are salaries fair, at par with industry, reflect what company can afford, reflect employee's value and input?
- How many positions does your company really need at this stage?
- Any overlap in responsibilities and duties? Why??
- Are there any positions being overpaid (eg. management, graduates at entry-level positions)? Why???

#3 – Pricing

- Is your product/service priced fairly?
- Can the market handle that price?
- Is it underpriced to satisfy your false assumption of competitive pricing?

-You really don't know what to charge or you don't believe you can get the price that you want to charge.

-Have you calculated the true value of your product/service against similar items and taken into account the difference you offer?

-Do you offer regular sales....why?

#4 – Economic Climate

-If news reports say the economy is bad, do you cut back?

-Do you react or retract?

-Do you have contingency plans for when there is a market downfall?

Outside economic influences may or may not affect your company, ensure that you have a thorough understanding of what is going on with consumer demand and your product/service industry.

#5 – Overhead Costs

-When was the last time you did an inventory check of stock, equipment, office expenses, professional services hired, etc?

-Do you know what your current costs are; have been in the last 6 months, 1 year, 5years?

-What is excess or non-essential?

-Are bills, taxes being paid on time or does your company pay a lot of late fees and penalties?

“To pursue riches is to surely die but to have riches pursue you is to gain its abundant blessings.”

Physical: Tangibles, Unseen and the Character

Essentials:

#1 – Location of Operation & Point(s) of Communication

-Your home base of operations: Is it ideal? Does it fit your budget? Does it provide for ease of transaction between you and your clientele?

-Does it meet your guidelines or ideas to being able to reach or acquire customers?

-Do you really need that extra cost of having a storefront?

-Is it home based friendly or does it legitimately need an outside office rental space?

-Which resources and tools are you using to communicate with clients?

-Can potential clients contact you with ease with a short wait time?

#2 – Inventory/Knowledge

-Do you always have enough product ready for sale or are you overstocked?

-How easy is it to refill your shelves?

-Is inventory held up in back orders more often than not?

-Do you have a competent level of knowledge of your product/service?

-Do you stay abreast of current information in regards to your industry, product or service?

- Is staff well trained in demonstrating and speaking about your product or service?
- What type of feedback have you gotten from customers concerning the knowledge level of staff/management?
- What have consumers said about the availability, accessibility and the pricing of your product/service?

#3 – Office Space & Equipment

- Is the office space adequate enough, too much empty space or not enough?
- Is the office space filled with gadgets and not enough quality equipment?
- Any equipment lying dormant and waiting to be used someday?
- Is the equipment in good working order or does it need a “loving” touch every so often to get it working again?

#4 – Market Positioning: Location and/or Status within industry

- Do you have your business operating like everyone else’s?
- Trying to fit the mould and ignoring the uniqueness of design?
- Is your industry ranking lower than you want it to be?
- Have you superimposed a glossy look to your business in order to attract consumers?
- Your business location hard to find online and/or offline?
- Throwing around the buzzwords but no real substance?
- If you are as good as you say you are can you prove it?

#5 – Hours of Operation

- Are the hours of operation conducive to your business or are the hours set to what other similar businesses are doing?
- Is the cost of staying open viable to the revenue generated during those hours?

“No matter the size or shape of the mirror, the mirror will have only one reflection.”

Human: The Jewel

Essentials:

#1 – Employees

- Is your staff just a prop, a tool to use for your beck and call?
- Or do you utilize the wealth of knowledge, skill, and talent that is hidden within your team?
- Enabling and accepting input, foresight, experience, suggestions coming from your employees is a priceless asset that many business owners and managers neglect or at worse brush off with only the intention of entertaining input from their workers.
- Many problems and challenges can be solved by a suggestion that an employee puts forth and helps implement. Yes, allowing the person who provided the idea partake in the development and

All five Dynamics are active elemental forces of success, each one requiring the comprehension of their individual and combined involvement of influence in the development, sustainability, and profitability of **any and all businesses**.

You may have noticed that the essentials of each dynamic are the very same requirements and needed considerations when creating a good and solid business plan. Many people decide to either forgo the business plan altogether, do not place too much concern or due diligence in researching and finding strong enough information to support their venture pursuit. Some people may pass along the task of writing a business plan to someone else to handle and never learn what is required and/or how that information or concept can help or be a detriment to their business. A business plan provides for many valuable uses and purposes including: if the business owner is seeking a loan or investment capital, a reference point for creating Policy and Procedure documents, source for marketing inspiration, help in creating a company culture at all levels, staying on task/purpose driven and being reminded why the business was started.

With Pure Foundation, there is nothing new under the Sun, the only new thing here, is the acknowledgment, organizing and prioritizing of the key elements and their correct implementation that makes it new and the smartest way to the building, growing, running a successful business. This simple fact ushers an Entrepreneur into a realm, mindset of truly unlimited possibilities.

If you have decided that Pure Foundation is the system and the “go-to” reference strategy that you want to use into building your business and gain more comprehensive knowledge then I invite you to take advantage of your *exclusive savings offer* for online webinar instruction with your purchase of Pure Foundation-The Original Blueprint for Business Success.

The Advantages of Pure Foundation

- Practical and easy to understand information.
- Awakens the creative cycle and sharpens the analytical mind, naturally.
- Improves management, employee and consumer relations.
- Achieve incredible insight for untapped gainful results.
- Eliminate guesswork.
- Open the door to a widening and deeper pool of possibilities and realities.
- Significantly reduce the power of the unexpected and unknown.
- No hassle approach to business strategies development.
- Increase your business exposure and presence with greater ease.
- Learn to foresee upcoming trends and change with actual needs and demands, not with seasons: stop following the “unsuccessful” norm.
- Realize and recognize your own boundaries and rules of engagement.
- Learn to eliminate the roadblocks.
- Befriend the competition.
- Avoid expensive business practices that do more harm than good.
- Uncover hidden personal and company assets, then using them effectively, efficiently and profitably.
- Gain insight into wise spending for higher revenue returns.
- Create a unique & flexible business success blueprint for easy access to unlimited opportunities for solutions and higher revenue earnings.

The relevance and importance of understanding the correct application of The Five Dynamics & their Essentials is imperative to the achievement of sustainable business success. No one in the field of business in any capacity should go another year, month, week or day without having to have learned the complete prerequisites for business and business success.

If you have decided that Pure Foundation is the system and the “go-to” reference strategy that you want to use into building your business and gain more comprehensive knowledge then I invite you to schedule your telephone interview to enroll in either the Pure Foundation Instruction & Coaching Program I or Pure Foundation Instruction & Coaching Program for Business Owners.

YES! I WANT MY BUSINESS TO BE PURE FOUNDATION STRONG!

Pure Foundation Instruction & Coaching Programs:

Will equip you to achieve and accomplish these and much more:

- Help you build & run your business without fearing the competition
- Enable you to operate your business within budget
- Optimize your business strengths
- Profit from your business' hidden assets: Employees, to just name one of them
- Expand & solidify your customer/client base
- Be successful in any economic condition...it's all about being scalable, flexible and creative
- Receive the newest standard rating for business:
Diamond-Star Rating: where its benefits, privileges, and perks are priceless.

1) Pure Foundation Instruction & Coaching Program I is designed for individuals wanting to start their business or who have recently started (less than 1 year and no business plan) and who are looking to achieve the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held twice weekly for 12 months. That's **over 160 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (160 hours=\$24,000-\$64,000!!).

Enroll in the Pure Foundation Instruction & Coaching Program and gain access to continuous support for **only \$8175** for 12 months of instruction and coaching plus the eligibility to receive your business' first Diamond-Star Rating, and other benefits.

To book your scheduled telephone interview:

<https://www.facebook.com/purefoundationsuccess/>

2) Pure Foundation Instruction & Coaching Program is designed for current business owners who are looking for the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held weekly for 12 months. That's **more than 80 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (80 hours=\$12,000-\$32,000!!).

Enroll in the Pure Foundation Instruction & Coaching Program and gain access to continuous support for **only \$8175** for 12 months of instruction and coaching plus the eligibility to receive your business' first Diamond-Star Rating, and other benefits.

To book your scheduled telephone interview:

<https://www.facebook.com/purefoundationsuccess/>



PURE FOUNDATION

Helping you to put the pieces together
for greater success!

To your success now and beyond,

Ladi