

# MASTERING YOUR BUSINESS FUNDAMENTALS



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When it comes to business the one thing that you have to make sure that you master is the fundamentals. In order to illustrate this in the easiest way possible let's compare it to sports. It can be any sport you like but for the purpose of this report I am going to use American Football.

When you think about football you need to ask yourself ***“What can a person really do in a game of football?”*** There are five main things and these are:



**BLOCK**

**TACKLE**

**PASS the ball**

**RUN the ball**

**CATCH the ball**

These five main things make up the game of football and these are the things that we refer to as the what-to-do aspects. These what-to-do's represent the fundamentals. These are the absolute basics that you must master if you want to even participate in the game, not to mention win the game.

Once we understand the fundamentals the next step is the how-to-dos. You should look at how to do something as more of a creative expression and creative execution of all the what-to-dos. There is a third element that must be figured into the overall equation too and this is the where-to-do-it aspect.

***An Online Business Consists of Three Things:***

**What-to-do's**

**How-to-do's**

**Where-to-do-it**



In this article we are going to focus on the **what-to-do** element or the fundamentals. This really is the most important aspect because when you strip away everything else it is the mastering of the fundamentals that is going to help you to win any game. Simply put, you have to master the fundamentals if you want to play and the same applies to online business.

For the purpose of this I want to use another sports example. This time we are going to use tennis. Have you ever wanted to play tennis? Have you watched those players on TV? If you want to learn how to play tennis you want to be as good as one of the best tennis players. Now ask yourself this question, ***what would your first step be?***

The first thing you would probably do is look for a tennis coach and to do this you would probably research the best players to see who coached them. You might find videos, etc but that isn't enough. You will want this person to come and personally teach you how to play tennis.

You organize everything and then when it comes to the training you realize that this person wants to teach you how to play but you just want to play. This person is going to teach you the fundamentals that you need to master to be able to hit a tennis ball back and forth on the court, not to mention the serving aspect. Now, you may think that it all looks easy, and that you should be excellent at serving, but when you jump into it, you realize that its not easy. You decide to quickly move onto something else like hitting the ball back and forth, but even this would be difficult.



***What do you do?***



You start spending money and buying the most expensive tools to help you out. In this example the tool would be a tennis racket that is marketed as being able to help you do things even better. You buy more and more tools to help you to master the game but you haven't spent the time learning the fundamentals.

You can relate this to your business. If you don't learn the fundamentals of how to run your business and the different elements that are required to be successful how can you ever expect to make money? **You need to master the fundamentals.** Once you master the fundamentals you will know what it takes to run a successful business. Once you have this knowledge you can then look at incorporating additional elements and really start having fun.

Business is like tennis, it's no fun when you can't get the ball back over the other side of the court, when you can't serve and when you can't hit the ball back when it's coming to you. The issue won't be because those who tried to teach you couldn't teach the issue is that you wanted to play and not learn how to play.

***No matter how you look at it you will never be able to run a successful business until you learn how to run a successful business and to do this you need to understand and master the fundamentals.***



What you need to do is think about your business right now. Strip away all the things that are nice to do and all the different fads. I want you to think about the fundamentals. What is absolutely essential to your business? What is the blocking and tackling aspects of your business? What is the catching and passing aspect of your business? What is the running of your business? What are the fundamentals - the things that you absolutely must have in place so that you can compete?

Once you have the fundamentals in place the next thing that you need to look at is how to do it. Think about Michael Jordan for a moment. How did he do it? He dribbled the ball, everyone dribbles the ball. What else did he do? He shot the ball, everyone shoots the ball. He passed the ball, everyone passes the ball. He played with four people on his team; everyone plays with four people on their team. He dunk the ball; everyone dunks the ball, for the most part.

Michael Jordan has all the what-to-do. He had the fundamentals, but what made him a superstar?

It's not just what he did; it's how he did it. Your business is the same and you can never become a superstar in how you do things until you have the fundamentals in place.

What are the fundamentals in your business that you need to master immediately?

There is a saying that says, *"The purpose of strategy is to make sure that we don't get seduced by things that are nice to do."* When looking at your business you need to strip away all the things that are nice to do.



## ***What are your fundamentals?***



Remember the tennis example. It didn't make sense to spend lots of money on a tennis racket when I couldn't even hit the ball with a cheap racket. I didn't have the fundamentals in place.

Can you remember back when you played sport and your shots were off? Can you remember the moments of frustration? You play well now, but you had to learn how. You only do things well now because you were patient, and you learned how to do it, and you mastered the fundamentals.

You need to look at your business. You need to find out what the fundamentals are and you need to master them if you want to achieve success. What do you think the fundamentals are?

When it comes to making money on the internet, regardless of how you want to go about defining it, there are two very specific fundamentals. These are the core fundamentals. These are things that are sitting in front of you all the time but you don't see them because you think that it can't be that easy. You allow yourself to become distracted.



## The two core fundamental elements of any online business are:

**Traffic Generation**

**Traffic Monetization**

Simply put, you need to generate traffic and make money off that traffic.

These are the two absolute fundamentals of any online business. If you look at the overall big picture of making money on the internet and not focus on any specific part of it, the two essential fundamental aspects will be generating traffic and making money from that traffic. These are the fundamentals that you need to master if you want your online business to be a success.



From Street Thug To Buckingham Palace...

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everything You Need To Start Making Real Money On The Internet Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles. He's been featured on major

television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's 19 BILLION dollars. Stephen Pierce is going to show you how to claim your share of the online fortune.

### Take Control of Your Life

For a lot of people, the hardest part about starting an Internet business is just getting started. To so many people, it seems so daunting. That's why Stephen Pierce's MRMI Super Cash System has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

*"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – Greg Cesar*

*"I ended up with tons of sales in 21 days. Thank you Stephen, you continue to be amazing." – Greg Poulos*

*"Made me more money than I could dream!" – Deborah Torres Patel*



### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for **ONLY \$1.**

**Click Here Now To Claim Your \$4,276 Internet Income System Today For...**

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# Business Fundamentals Worksheet

To explore business fundamentals as they apply to your business, consider the questions that follow below:

**1. When you look at your business like a sport what are the fundamental elements that you need to learn and master?**

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**2. Are there any fundamental elements of your business that could use some work? List them below.**

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**3. What are the steps you take to make your business work?**

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**4. Do you have a strategy in place for the successful running of your business?**

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**5. Are you spending money without learning the fundamentals of your business? If so could this money be better spent on fundamental training and what type of training is available.**

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**6. How are you generating traffic for your business?**

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**7. Are you generating enough traffic for your business? If not how can you improve this?**

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**8. Are you monetizing the traffic you are generating?**

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**9. Do you know how to turn your traffic into money?**

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**10. What processes have you got in place to monetize your traffic? Can you add more processes?**

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