



## Section 1: GPS Tracking Systems for Your Business

### Introduction

Do you remember *why* you went into business for yourself?

Was it to make a lot of money?

Or was it to "be your own boss"...

to "chart your own course" ...

to have a little more "free" time?

Yeah right!

The brutal reality of most small business owners lives is you feel like a slave to the business, there's very little family time, there's major stress, no real freedom, the business consumes your mind 24/7 and you feel like you have a "job" rather than a business.

Your day is consumed putting out "brush fires"!

Can you relate to that?

I sure can.

#### ***My Story - From the Trunk Of My Car To Living the "American Dream"***

I'm originally from L.A. (Lower Alabama!). I grew up on welfare in Mobile, Alabama and there were 7 kids crammed in a little 600 square foot shack. The roof on that house was so bad that every time it rained, we had to get out all the pots and pans to catch the leaks.

My "mama" somehow fed us on a hundred dollars a month from the welfare department. I still remember getting Christmas presents from the social workers.

When you grow up like that, how are you likely to turn out? For me, it was an eighteen-year-old rebellious teenager with hair down to my shoulders. I got in a fight with my stepdad and he kicked me out!

My friend and I scraped up enough money for me to get a Greyhound bus ticket to Houston. This is where my real dad lived. My real dad left when I was a year old and I had only met him twice in my entire life. My sister was there and I figured I needed a change.

When I stepped off that Greyhound bus, I literally had 25 cents in my pocket. And that was ALL the money I had to my name! I wasn't even sure my dad would be there for me, but he was and I lived with him and his wife for about a year.

After a few odd jobs, I became a professional waiter and worked in high-end restaurants where we did flaming tableside cooking, wearing a tuxedo. I learned how to make a lot of great dishes at the table - steak Diane, pepper steak, Caesar salad dressing from scratch, hot spinach salad, bananas Foster, cherries jubilee, and many more. Setting stuff on fire *inside* was very cool indeed!

During my years as a waiter, I learned a great deal about the customer service experience, but I always wanted my own business. I've always been an entrepreneur at heart. As a kid, I cut grass, picked up pinecones, sold stuff door-to-door, and did anything I could to make money.

As a waiter, I made just enough to pay the rent.

Then I met my wife... Denise Concetta Antoinette Pennella.

Now, *that's* Italian! I went to New Jersey to get married to Denise and when you marry into an Italian family, you don't get wedding presents like dishes, toasters and blenders. Instead, what do you get? You get CASH!

We got \$3,000.00 in wedding money and while we were in New Jersey there was a friend of the family who was my age (23 at the time), tooling around in a little red Mercedes convertible. I said to myself "*I want to know what THAT guy does, and I want to know if it's LEGAL!*"

Turns out he owned a business. So, as soon as I got back to Houston, I spent all of our wedding money to start my first business out of the trunk of my car. My wife was really thrilled about that, let me tell you!

After being in business for 13 years, I felt like a slave to my business. I loved to travel, but when I did, much of the vacation was spent talking to customers and employees back home.

Do you know what I'm talking about? Do you have to take your appointment book and cell phone with you wherever you go?

### ***Two Secrets that Changed My Life Forever***

After spending 13 long years becoming a slave to my business, I learned two big secrets that changed my life forever. My mentor would come to my office once a week to talk and pray with me. As he observed how involved I had to be in every little detail of the business, and how dependent it was on me, he recommended I read *The E-Myth Revisited* by Michael E. Gerber.

That book changed my business and my life forever.

After reading *The E-Myth*, I took a week off and went to my favorite place in the world, Destin, Florida, and sat on the beach and re-created my future. The first secret I learned was that you've got to have systems in your business if you don't want to be a slave to it. I learned how to work *on* the business instead of just *in* it as *The E-Myth* says.

The second secret I learned (also from *The E-Myth*) is that the only reason your business exists is to be a vehicle to help you achieve your LIFE GOALS. You went into business for yourself because you had a dream of having more time for your family – a dream of doing WHAT you want WHEN you want. Instead, you sometimes feel like a slave to the business.

That's what I felt like. I was literally a prisoner of my own making. Don't get me wrong, I LOVED serving my customers and doing the technical work of the business, but now I saw a different picture.

I saw that I could have a turnkey business - one that works just as well *without* you as it does *with* you. I got back to Houston and started working on that business and we grew it into a multi-million dollar enterprise that is turnkey. I have 40 staff

members that love their work, which allows me to do what I love to do - help small business owners become phenomenally successful.

In 1998, I began teaching my systems to other business owners through information products, seminars and coaching. As it turns out, I was speaking at the same convention as Michael E. Gerber (author of the book that changed my life – *The E-Myth Revisited*). The seminar promoter arranged for us to meet over breakfast.

Since that breakfast meeting in Las Vegas, Michael has not only presented at my live events, he has become a great friend and mentor to me. I talk to him several times a year and I will always be grateful to him for changing my business life. I love Michael and he is a brilliant, incredibly gifted man.

Since that time I have owned 8 small businesses altogether, had partners, bought and sold businesses, done network marketing, and even started a franchise operation. My live events have included world famous American legend Zig Ziglar, best-selling authors Tamara Lowe (who ran Get Motivated!, the largest business seminars in the world, with her husband Peter), Bob Burg (author of *Endless Referrals* and *The Go-Giver*), Dr. Joseph A. Michelli (author of *The Starbucks Experience*), and others.

And I have been recognized by Dr. John C. Maxwell, the #1 leadership expert in the world.

I am especially grateful for my relationship with the Ziglar Corporation. I have been blessed to not only share the stage with Zig, and to be featured on their live video webcasts, but to enjoy a close personal relationship with the entire Ziglar family and team. I recently launched Ziglar's very first coaching program for business owners. Tom Ziglar and I have been traveling the world helping small business owners get free.

Some years ago, when I still had a very small business, I was part of a local industry group that met every week to talk about ways to improve our businesses. There were about a dozen people that met every Monday morning. They complained about the economy and how customers wouldn't pay their price. They had what Zig called "stinkin'-thinkin'" and they needed a "check-up from the neck up"!

Some of them were wearing cut-off blue jeans, flip-flops and hadn't shaved, and they wondered why they didn't have much business. I strolled in carrying a briefcase, in a sport coat and tie, wearing a positive attitude, and they literally laughed at me and said, "*Who do you think you are, Zig Ziglar or somebody?*"!

The funny thing is I did not know Zig Ziglar at the time. Little did they know, they were speaking my future! Today, I have the pleasure of not only working with the Ziglar organization, but the thrill of helping small business owners across the world have record sales and profits while having more time off.

And that is what I want for you. That is what this manual is all about... helping you stop being a slave to your business by transforming it into a predictable, profitable, turnkey operation so that you can live out the ONE and ONLY reason your business exists...

## **The ONE and ONLY Reason Your Business Exists...**

The greatest business lesson I ever learned is that my business exists for ONE and ONE reason ONLY. And your business exists for the same reason...

***to be a VEHICLE to help you achieve your L.I.F.E. Goals!***

The everyday demands of a business have a dramatic impact on our personal lives. The good news (no, *phenomenal* news) is that it can be POSITIVE! It doesn't have to be negative. So, the first step toward a phenomenal business is to understand *why* it exists – to enhance your life. To be a vehicle that takes your life from where it is to where you want to go.

We go into business because we have a dream. We have a dream of working for ourselves having more free time. But then we get sucked into the constant demands of the business. Before too long, we are enslaved by it.

The key is to design your LIFE GOALS first. In my first published book *7 Secrets of a Phenomenal L.I.F.E.*, I share that L.I.F.E. stands for Living In Freedom Everyday. You must have a vision for what freedom looks like to you.

One of the tools we use is the Wheel Of Life that has the 7 core areas of life. You rate yourself on the 7 areas on a scale of 1 through 10. You assess your life as it is now and compare each area to what you want it to look like.

### **You develop a vision for your life first.**

If you don't have a clear vision for the life you want, you won't build the right kind of business. You *must* get the fact that your business works for you. You don't work for the business. Your business is a *vehicle* to help you live out your life goals. It's *the* vehicle you have chosen. You design the business to facilitate your life goals.

Don't get me wrong – you'll still work just as hard – and if you don't have money, you may have to invest more “sweat equity” than you ever imagined to get it where you need it to be. You may have to work long and hard in the beginning. But if you design your life goals *first* and build your business around that vision, you will avoid being a slave to your business. Your business will add to your life instead of taking away from it.

When I first read *The E-Myth Revisited*, I finally understood how to stop being a slave to my business. Michael Gerber talks about your *primary aim*. When you design a compelling, purposeful, phenomenal picture for your life and design your business around your life goals, you'll approach your business with more purpose and direction.

You will have a compelling *reason* to build it. With a compelling vision for your life, you'll be willing to learn what you need to learn and, more important, implement it.

The other side of the proverbial coin is that your personal habits have a dramatic impact on your business. To grow a phenomenal business, you've got to become a phenomenally successful person with positive habits. Just knowing how to build a business is not enough.

**Get my book *7 Secrets of a Phenomenal L.I.F.E.* to discover how to have a phenomenal life.**

# GPS - Your Roadmap for Phenomenal Success!

Have you ever used a GPS tracking system? Of course you have. GPS is used by many to get from "here to there" these days. When I started my business 28 years ago, we used something called a "map" and it was made of this interesting material called paper!

But today, you simply get out your smart phone (that knows where you are - scary) and you open your maps application. Or you get out your Garmin and plug in where you want to go. It knows where you, so it gives you turn-by-turn directions on to get to your destination.

Do you know where you want to go? Are you clear about where you want to go in life and in business? And more important - do you really know *where* you are now?

The first thing a GPS Tracking System does is determining WHERE YOU ARE. I had the amazing honor to be quoted in the last chapter of Zig Ziglar's last book ever. And I helped Tom Ziglar put together a phenomenal business assessment that reveals exactly where you are in your business right now.

The assessment in Born To Win asks 10 questions under each of the important areas of business:

- 1. Marketing** - Everything you do to attract prospects to your business.
- 2. Sales** - Everything you do to convert prospects into paying customers.
- 3. Operations** - Everything you do to serve your clients.
- 4. Administration** - Everything you do to track your numbers and the internal office systems to run the business.
- 5. Leadership** - Everything you do to lead and guide your business.

The assessment reveals how solid your systems are in each area (or not). You find out where you really are in your business. Most small business owners don't really understand how to assess where they are. The answers to these questions reveal WHERE YOU ARE in your business compared to where you want to go, and that is extremely important.

In fact... in coaching small business owners for many years, I've found that most don't really have a grasp on where they really are. This assessment will help you see where your business really is right now.

Back to GPS. Let's say I want to go to my favorite spot in Florida, but I have been blindfolded, driven around for hours and let out on the side of an unmarked road. Unless I know where I am, I can't get to Florida. The GPS (Global Positioning System) picks up where I am. Then I can plug in the location in Florida and it will give me step-by-step directions on getting there.

So, the first part of GPS for Phenomenal Success is allowing the GPS to determine WHERE YOU ARE. Once you know where you are, you can then use GPS to guide you to your destination:

**G** is for Goals. Without clearly defined goals, you will never know where you are going, or if and when you get there. You must have clearly defined life goals and business goals. They must be written down. They must be yours. They must be meaningful to you. They must be specific and measurable. And of course, this entire manual could be about setting goals, but you get the point.

**P** is for Plans. You need a map. Would you try to go somewhere you've never been without a map? A simple business plan that includes your **business goals**, your **mission**, a **12-month budget** and a **marketing plan**. It sounds like a lot, but I'll show you how to make it really simple. It is vital that you create a really good map and follow it closely.

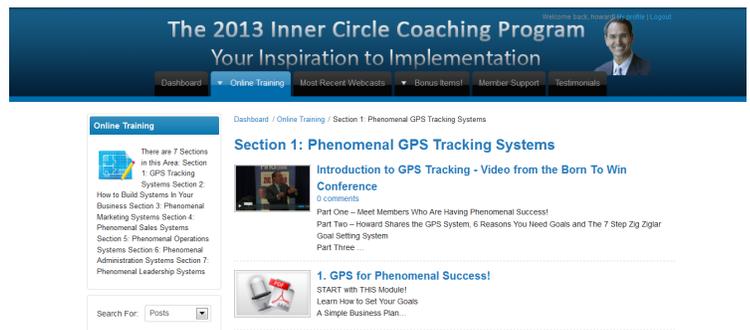
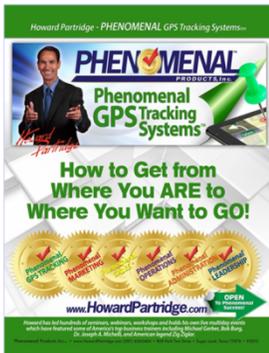
**S** is for Systems. You must choose what vehicles you will use on this amazing, and exceedingly important journey. Your business is a vehicle and like any vehicle, it has a number of systems that work together to operate it. A bicycle has the wheel system, the gears, the frame, the braking and steering systems, all working together as a system. An automobile has a number of systems such as the combustion system, the drivetrain system, and the steering system that work together.

A Boeing 747 has many systems that work together and that can take a *bunch* of people a long way! I created a "747 Business Model that is in Chapter 4 of my book *7 Secrets of a Phenomenal LIFE*.

The 5 Systems of a Phenomenally Successful Business make up the vehicle you will use to get to where you want to go. They are also the systems that will help you stay there. The stronger the systems, the smoother they work together, the better your trip will be. It's no fun running out of gas, or breaking down on the side of the road. It's no fun having to rely on a vehicle that is falling apart (which is the case for many small businesses).

So, set your **Goals**. Develop your **Plan**. And build **Systems** in your business. The rest of this manual will help you do that.

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