

# Rules To Live By In Business

The purpose of business is to make a profit, now and in the future.

If you focus only on making a profit now, you will end up making decisions that may jeopardize your future. If you focus only on making a profit in the future, you may starve to death before you get there.

Success in business comes from focusing on a problem so consistently that you know you can always solve it, either by yourself or via others, so that you are consistently delivering value and solutions for your customers.

By doing good work, you gain the experience of mastering solving problems. That mastery gives you the ability to create a system that can produce the results through others.

How you grow your business is by creating and managing the systems that can produce predictable results through the talents and actions of others.

The secret of business is to identify the things that work and do more of them. To identify the things that don't work and stop doing them. Followed by selling something for more than it costs to produce and thereby making a profit.

Deliver value, solve problems. People buy that.

## The key to producing consistent quality results

The first level of mastering producing results is to be a result producer yourself.

The second level of mastering producing results is producing results through others.

The third level of mastering producing results is to produce results through others, who produce results through others.

At this point you are three levels from the results being produced. Therefore, you must have a system that controls the process to maintain the quality that you are committed to delivering.

Provide quality solutions to other people's problems through well designed systems is the pathway to having a successful business.

*~Ralph White*



**POSSIBILITIES** <sup>U</sup>  
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