

## — It's simple



The purpose of owning a business is to live life on your own terms.

The life blood of any business is new business.

The most effective and inexpensive way to generate new business is through referrals.

The foundation of creating referrals is to first have a quality service/product that is in demand.

Then you have to be great at what you do or deliver.

Being great at what you do or deliver is called being competent.

If you are not competent you do not really have a business.

You have a hobby.

You will struggle and probably fail.

**So:**

1. Quality service/product that is in demand.
2. Extreme competence on your part.
3. Master appropriate communication skills.
4. Relentlessly ask for referrals.

Building a powerful business allows for a thriving life.

Dusan Djukich



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