

TABLE OF CONTENTS

INTRODUCTION	ix
SECTION I ENTREPRENEURSHIP	
CHAPTER 1	
Confessions of a business coach...	1
CHAPTER 2	
The other side of “success” ...	5
CHAPTER 3	
Just because you are in business does not mean you should be... 9	9
CHAPTER 4	
The rules always change...	13
CHAPTER 5	
There is no magic formula for success...	15
CHAPTER 6	
Ignorance is not bliss – it is expensive...	17
CHAPTER 7	
Going to a seminar and buying a bunch of books is not going to fix your business...	19
CHAPTER 8	
You will always work “in” your business...	23

CHAPTER 9	
It is never going to be perfect...	27
CHAPTER 10	
There is never enough time to do it all...	31
CHAPTER 11	
Attention all refugees from corporate America!	33
CHAPTER 12	
Okay, Mr. Cynical Smarty Pants... Now what do I do?	35
SECTION II LEADERSHIP	
CHAPTER 13	
Get out of your own way...	41
CHAPTER 14	
Your leadership ability will make or break your company...	45
CHAPTER 15	
Okay, Mr. Vince Lombardi... Now what do I do?	49
SECTION III SALES	
CHAPTER 16	
Only the strong will survive...	61
CHAPTER 17	
Most sales training does not work...	65
CHAPTER 18	
Want vs. need...	69

CHAPTER 19	
Sales reps... argh!	71
CHAPTER 20	
Ten-dollar solution to a five-dollar problem...	75
CHAPTER 21	
Competing with Wal-Mart...	77
CHAPTER 22	
The bar is set really low...	79
CHAPTER 23	
Okay, Mr. Herb Tarlek... Now what do I do?	83
SECTION IV EMPLOYEES	
CHAPTER 24	
Employees are a pain in the @\$\$. . .	97
CHAPTER 25	
You can't fix your employees "issues"...	101
CHAPTER 26	
You cannot afford drugs and alcohol in your business...	105
CHAPTER 27	
The Internet wastes just as much time as it saves (probably more)...	107
CHAPTER 28	
Marriage and divorce problems do not stay at home...	109

CHAPTER 29	
You cannot compete if you are playing with a minor league team...	111
CHAPTER 30	
Don't hire friends and family...	113
CHAPTER 31	
Okay, Mr. Attila the Hun... Now what do I do?	121
SECTION V FINANCES	
CHAPTER 32	
Do the math...	129
CHAPTER 33	
Cash is king...	131
CHAPTER 34	
How much runway do you have left?	135
CHAPTER 35	
Okay, Mr. John D. Rockefeller... Now what do I do?	137
EPILOGUE	141
JUST FED UP	143
ABOUT THE AUTHOR	147