

The playbook for starting
a small business from nothing
using simple clear uncommon sense



UNLOCKING THE SMALL BUSINESS GAME

W. JAMES DENNIS

Unlocking the Small Business Game

A business book for the rest of us. Get over your fears and anxieties by getting the know-how you need. You have an idea or a concept but going from where you are now (point A) to being an independent business owner (point Z) still seems like a tremendous task. You've read books, articles, listened to the experts and taken courses only to find yourself overwhelmed. The truth is you don't know the real "Game" of business, what operates behind the scenes. By reading, Unlocking the Small Business Game, you soon will.

A true Hustler is not a con-man. The CEOs of the business world hustle everyday. A Hustler knows how and when to take advantage of every opportunity (or create their own) and move forward in such a way that they are eventually guaranteed success. This book is the truth about the Game; are you prepared to play?

- Master the *Uncommon Sense* principles that allow you to win
- Learn to start your small business from nothing – no bank loans or investors
- Discover the *Three Tools* you must use to build your business
- Conquer fear, doubt and anxiety through proven tactics and strategies
- Learn the secrets of marketing, advertising and remove the mystery out of social media
- Understand how to sell without selling – never be afraid to hear, "no" again
- Dig into the depths of buyer's psychology and understand why they spend money
- And much, much more...

Unlocking the Small Business Game

The Playbook for Starting a Small
Business from Nothing Using
Simple Clear Uncommon Sense

PREVIEW EDITION

By W. James Dennis

Sign-up now for free news, reports, discounts and advanced access to
future books and courses. All for free. To learn more visit:

www.wjamesd.com/free-stuff

Unlocking the Small Business Game

The Playbook for Starting a Small Business from Nothing Using Simple Clear Uncommon Sense

© 2014 by W. James Dennis. Except as provided by the Copyright Act no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means without the prior written permission of the author.

Limits of Liability/Disclaimer of Warranty

The author of this book has used his best effort in preparing this material. The author makes no representation or warranties with respect to the accuracy, applicability, suitability or completeness of this book's contents. The author disclaims any warranties (expressed or implied), merchantability or suitability for any particular purpose. The author shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought.

This book contains material protected under the International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is strictly prohibited.

Cover Design and Image Consultation by Bryan R. Lewis

(rm)

Contents

FORWARD	
THE OUTLOOK.....	
<i>So What Is A Hustler?</i>	
<i>A Little About Me</i>	
CHAPTER 1.....	
“THE GAME” – SO, WHAT ARE WE PLAYING?	
CHAPTER 2	
“THE GRIND” – WHY HUSTLERS HUSTLE	
CHAPTER 3	
“THE CHAIN” – HOW MONEY FLOWS.....	
<i>The Philosophy of “The Flip”</i>	
<i>The Infamous Money Chain</i>	
CHAPTER 4	
FIRST KEY; FIRST LOCK.....	
CHAPTER 5	
TOOL #1 – THE MIND	
<i>Principle 1: Acting Your Part</i>	
<i>Principle 2: The Mindset – It’s All About Attitude</i>	
<i>Principle 3: The “Trigger” of Motivation</i>	
<i>Principle 4: The Importance of Proper Focus</i>	
<i>Principle 5: Selling Yourself and Selling Your Product or Service (in that order)</i>	
<i>Principle 6: The Infamous Quota Principle</i>	
<i>Principle 7: The Secret Behind the Magnetic Personality</i>	
<i>Principle 8: Creation - Why Competition Shouldn’t Drive Your Business</i>	

Principle 9: The Law of Average –What Selling is and What It’s Not (How to Sell Without Selling)

Principle 10: Reputation.....

CHAPTER 6.....

TOOL #2 – THE BODY

Principle 1: The First Impression – How to Put Together the Right Look

Principle 2: Flair - Also Known As the Art of Movement

CHAPTER 7.....

TOOL #3 – THE MOUTH PIECE.....

Principle 1: Don’t just Show Something, Say Something.....

Principle 2: Using Proper Terminology

Principle 3: Getting People Open – Conversation Starters

Principle 4: Question Techniques That Get Results

CHAPTER 8.....

DOWN TO BUSINESS – WHAT LIES BENEATH

CHAPTER 9.....

INSIDER TACTICS AND STRATEGIES

A BUSINESS FROM NOTHING (WORKING “THE FLIP”)

SELF BRANDING – WHAT DO YOU REPRESENT?.....

YOUR BUSINESS CARD AND ITS HIDDEN POWER.....

WHICH ONE ARE YOU?

KNOW YOUR CUSTOMERS AND KNOW YOUR PRODUCT, SERVICE OR IDEA.....

THE BIRD DOG (GENERATING WORD OF MOUTH ADVERTISING).....

ALL PROFIT IS MADE THE DAY YOU BUY SOMETHING.....

THE TRANSACTION (WHAT’S INVOLVED IN A SALE?).....

A Quick Note on Qualifying

THE PUSH – HANDLING OBJECTIONS TO GET TO THE CLOSE	
NETWORK MARKETING – THE GOOD, THE BAD AND THE SACRIFICES	
THE PRICE POINTS CONCEPT AND BASIC NEGOTIATION	
SCOUTING & OPENING UP TERRITORY (FOR THE BRICK & MORTAR START-UP)	
BUILDING A CUSTOMER BASE AND KEEPING IT (THE TRUTH OF LONG-TERM VALUE)	
BREAK THEM DOWN WITH ASSOCIATION	
IT’S OK TO SAY, “NO!”	
SIMPLIFYING NETWORKING – THE FOUNDATION TO EMPIRE EXPANSION	
THE UP-SELL & THE BACK-END PROFIT TECHNIQUES	
THE WORST ENEMY OF YOUR BUSINESS (OTHER THAN TAXES)	
CHAPTER 10	
SIMPLIFYING MODERN MARKETING	
SECOND KEY; SECOND LOCK	
1) <i>The Mind Has It</i>	
2) <i>Perception – Not Product or Service</i>	
3) <i>Less Is More</i>	
4) <i>A Few Words Is All You Need</i>	
UNCOMMON MARKETING WISDOM – THE LION AND THE MONKEY	
CHAPTER 11	
THE CIRCLE OF SOCIAL MEDIA	
<i>The Social Media Cityscape – From Block to Block</i>	
CHAPTER 12	
A BIG PIECE OF THE PUZZLE	
CHAPTER 13	

FINAL WORDS AND THOUGHTS.....

CHAPTER 14

STEPPING OUT – STARTING YOUR BUSINESS STEP-BY-STEP.....

OPENING THE FIRST DOOR.....

1) *Begin Hustler's Math*

2) *The Idea*

3) *On To the Research*

4) *Determine Your Strategy*.....

5) *Mental Checks, Balances and Planning*.....

6) *All in the Name*.....

7) *Map the Blueprint*

8) *Legalities*.....

9) *Building the Image*.....

10) *Get the Word Out*

11) *Bring the Heat*.....

12) *Take Their Heads*.....

Keep It Moving.....

ABOUT THE AUTHOR

CONNECT WITH W. JAMES DENNIS

Forward

THE OUTLOOK

“Things may come to those who wait, but only the things left by those who hustle.”
- Abraham Lincoln

First and foremost thank you for your purchase. Rest assured, I think our journey will be an eye-opener.

First let's get some minor things out of the way shall we?

I am in no way offering you legal advice. I recommend that you seek out books or go online to acquire information that will help you set-up a business legally in your state and county. This book is about making money and keeping it – Hustling.

Next up is how I'm going to present this material to you. I am going to be talking to you in plain English. No fluff and unnecessary concepts. I will (as much as possible) write how I speak so I may use terms that are unfamiliar to you. I will do my best to define these terms. If I didn't learn anything else, I learned that keeping things simple is the strongest way to communicate. I wish I had a book like this when I first set foot into the world of business. My goal was to make this book just that. One last thing.

This book has been written to offer the perspective of someone who has very little money but has a desire to be an entrepreneur. This makes you a Hustler. I will define the term for you in a moment. I need you to know that everything you will read in this book can be applied to 90% of businesses out there. But even then, you will find some useful points in this book that may change your perspective on how to approach situations in your market or industry.

So What Is A Hustler?

A modern day Hustler is not what you're seeing in the movies or on television. When most people read or hear the word Hustler their imagination immediately goes into thinking about some con-artist, a trickster or someone who basically deceives people for money. Another immediate thought is a drug-dealer. Well, to really get a proper definition, why don't you ask someone

who carries the title? Would you ask someone who spent their life as a pastry Chef about fixing cars? No you wouldn't. So it takes a Hustler to define just exactly what a Hustler is.

The word Hustler means entrepreneur. That's all! Over the decades it has become a street term to define someone who makes money anyway they can by using all the resources available to them.

A Hustler doesn't wait for an opportunity when they can create their own. They make sense out of what appears to the average person to be non-sense. They use their talents and abilities wisely to secure advantages for themselves and this reflects in their entrepreneurial endeavors.

A Hustler has to be able to maneuver through dark corridors with no flashlight. They have to have a natural sense of direction and be self-reliant.

To put it plainly, if you're a car salesperson, you're a Hustler. If you own a small business, you're a Hustler. If you're involved in a Network Marketing company, you're a Hustler.

The biggest Hustlers are those that sit and run large corporations. They make a lot of money, they do it every day and they do it using all the resources and advantages they have available to them. That's real hustling! The fact of the matter is – you deal with Hustlers almost every day of your life.

Now the "street" Hustler begins his or her enterprise on the streets. They are a mobile business. Some businesses thrive like this, for others this is just a stepping stone to greater heights.

Allow me to illustrate this – Let's say you bake cookies. You've been doing it for years and you love making them. You know in your heart that your cookies are better than anything you've ever tasted before. Even your friends beg you for them all the time and they all agree – they're damn good.

You decide to begin making batches of them at night. Then you package them up in little bags. Say, five cookies per bag. What are you going to do with these little bags? Well you're going to take them to your job and sell them. You will give out free samples, sell your cookie bags for a reasonable price and even begin to take orders.

As the word spreads you begin to make more variety of cookies, take more orders and of course make more money.

Then what? Well then you begin to work through other people. You let them take your cookies to other places, maybe their place of worship, maybe to their book club meetings. They have no problem doing that. They want to help you and you give them something in return for their efforts. And over time your business takes off! If you don't think something like this is possible I just have two words for you.

Famous Amos.

Ever had a Famous Amos cookie? Chances are you've had at least one. And even if you haven't, you more than likely know the name.

If you're willing to learn and use the tools I have for you here, you can take almost anything and create a whole business around it. Now, some things sell much better than others but we'll talk about that in time. I just wanted you to see the potential of what we Hustlers call the "Grind". It's the work we put into our enterprises to make them successful. But this work must be done properly for the fastest and best results, are you with me so far?

A Hustler has a unique perspective on business and life in general. While you look at things, a Hustler sees through them. Hustling is a set of skills and you will learn many of them as they apply to small business in this book.

"A solid goal with a unique effort put in will always pay off."

- W. James Dennis

A Little About Me

I've always wanted to be an entrepreneur; ever since I was 15 years old in fact. I used to watch my father time and again start businesses and this intrigued me. Now, my father never actually followed through with his businesses but watching him rubbed off on me.

When I was 15, I got my first job. It was after school for about three hours a day. I used to clean up a middle school that was near my house. I was a janitor. I cleaned class rooms, emptied trashcans, washed chalkboards and scrapped gum off of the floor, you get my point.

Now it was only three hours a day, Monday through Friday, but I could already see how putting in work like this for 40 hours a week was not going to be what I wanted in life. Many of you feel the same way, I'm sure.

I began to try to get my hands on business books. I was 15, what did I know about business? My father and I weren't close so it was difficult to go to him on the subject. And plus I always liked to find things out on my own anyway. I was very hard-headed then and still can be; most entrepreneurs are to some degree.

I studied book after book. Then I began to buy courses through the mail. Some of the information was good. Most of it was just plain garbage. "Fools writing books for profit," as I like to call them. Over the next three or four years I grew increasingly frustrated with all this useless information so I turned my mind towards other things. Now at 20, those other things were mostly young ladies, but the workings of the mind fascinated me as well. But that inner entrepreneurial spark never left. It would take some years to turn that spark into a fire.

That spark was ignited by a Hustler. This man taught me more about business than I had learned in 20 books. And once I got the courage to go out and do it for myself I ran into more Hustlers that would complete my business "education". They made concepts so simple and best of all I could see how they worked in real time. If they lied, it would show immediately because it wouldn't yield results.

Because of this I began to realize that maybe I was learning things backwards in the past. I was learning about how to run a huge enterprise, but I didn't have big money or a big budget. I also didn't have the credit to get a loan. But I didn't need one after all. All I needed was the right kind of information and the understanding of how to use it. And now I present this information to you.

Like a nurse has to learn medical terminology and the workings of the body before they practice on patients, you have to first learn the "Game" before you practice business concepts. So I will now introduce you to them. If being a Hustler is **in** you, you will know it after reading just the first three chapters. The workings of the "Game" are just that powerful.

Take what you need from this book and develop from there. To your success!

CHAPTER 1

“The Game” – So, What Are We Playing?

There is a “Game” to business, and that game is survival. Most people tell you the purpose of business is to make a profit and that is true, that is its **purpose**, but that is not the Game we’re playing.

Just as a human being needs food, water and air to survive at the most basic level a business needs cash flow to keep it alive.

A business can fail to make a profit for a quarter or two, or even a few years, but if that business can survive, it has the potential to eventually turn a profit. If the business cannot survive, then there is absolutely no potential for profit. And if there is no profit, there will be no growth. And anything that does not change and grow will eventually die.

As a human being you can live a few days without food and water as long as you have air; a business can survive for a time without cash flow as long as there is still something it can sell. Both the human and business may eventually die by “just barely holding on,” but there is a chance that fighting just one more day may turn things around for the better.

So the Game we’re playing as enterprising Hustlers is survival. For those of you who want a technical term for this, it is called “Creating a sustainable business model”. I’m going to teach you how to establish this for yourself.

The most important thing that you must come to terms with is that you must change your paradigm. You can’t be your own boss, if you’re still thinking like a common employee. Being a boss is great. You have a certain degree of freedom but you also take on all the risk. Have you ever sat on your job and thought that it’s not fair that the owner of your company makes his fortune off of your hard work? Then I have to tell you, you’re looking at the Game wrong.

Let me change your paradigm (thought pattern). Is it fair that your boss makes money off of all your blood, sweat and tears? Yes it is. As an employee you can go search for employment elsewhere, the owner however is trapped. He or she can’t really jump ship; if the ship goes down, they have to sink with it. More freedom, more responsibility but more risk.

There is one major rule in this Game and that rule is: You must give in order to receive; everything in business has its price. You have to pay to play.

Here's a truth that you may not want to hear, but it's part of the Game of business and needs to be said. Not too far in the past, wealth was built not on people **winning**, but by people **losing**. Some forms of business still run by this model. Just think of the lottery for example, casinos and the tobacco industry.

In the United States back in the mid 1800's there was a phenomena called the "Gold Rush". Tens of thousands of people from the Eastern and Northern parts of America as well as from other countries all heeded the call of, "Go West young man, go West!"

There was gold to be found in California and the Rocky Mountains and people uprooted their families and headed West all with a dream of striking it rich.

The majority of people did not strike it rich. A small number found gold but not enough to maintain a stable lifestyle.

Now here's some business Game for you. The majority of the miners did not get rich. Do you know who did get rich during the Gold Rush? The supply merchants. The people who profited the most from other people's dreams (the miners) were the merchants who sold the equipment and provisions necessary to mine gold. Think about it. You can't mine gold without equipment, everyone mining needs it. Now that's hustling.

Times have changed however; the old business model has to be reversed in order to survive in today's economy. The consumer has to win, and the business has to win. If the customer feels as though he or she hasn't won then say goodbye to your business cash flow and prepare to bury the dead.

The first step in unlocking the small business Game is realizing that you are in a "Game" to begin with. Every Game has a structure and rules and if you know these rules and know how to play, you can excel in it with enough practice.

Take a look at these facts. At the time of this writing, 25% of businesses fail within their first year. I'm very familiar with this; my first two businesses failed in their first year.

Another 23% of businesses will fail before they hit the four year mark. On average only 44% of businesses make it past the fifth year. What happens, why do over half of businesses fail?

The number one reason is incompetence. Poor pricing practices, lack of record keeping and/or finances and non-payment of taxes.

The number two reason is lack of managerial experience. Not budgeting correctly, expanding too fast and borrowing too much.

Do you see a pattern here? The problem is cash flow; either the lack of it or the mismanagement of it.

This is the Game ladies and gentlemen. A business must survive. Your entire business needs to be based around this fact. Anything that threatens your business's survival needs to be taken care of with no hesitation. Or better yet, structure your business so that you can avoid a lot of these pitfalls altogether.

If you are in the Game, you are a player. But no matter how hard or how well you play, the Game cannot exist without the customer. Let's be clear on this rule, there is no Game without someone wanting to purchase something.

As we continue our journey we will explore concepts that will help you make your way through dark corridors without a flashlight. But first we need to change another one of your paradigms. Let's talk about the work ethic of the self-employed, the independent Hustler.

CHAPTER 2

“The Grind” – Why Hustlers Hustle

Let’s get straight into it! I want to introduce you to a character I’ll make reference to from time to time while reading this entire book. We’ll call him Michael. Michael is a tried and true Hustler. He is an independent business owner and entrepreneur who has put in time and effort to create a successful company for himself.

What does Michael do? He sells sport T-shirts (Tee’s) and sports caps. Good quality stuff, at a fair price. He does more than that but let’s just keep it simple for now. Say hello and good-bye to Michael the Hustler for a moment.

So what exactly is “The Grind”, you ask? Well allow me to elaborate a little. A Hustler (entrepreneur) is tied to three main things:

(1) The Goal – This can be anything that the Hustler is trying to accomplish. It of course usually requires money and the freedom to enjoy it.

(2) The Game – We gave an overview of this in Chapter One. There is more to it of course, but for now realize that if you don’t play the Game, the Game will play you so to speak. When it is all said and done, there is only one Game. There are many markets and industries, but every market and industry is still dependant on the Game itself.

(3) The Grind – “The Grind” is the actual work that goes into The Game to get out of it what you want. What you’re trying to get out of The Game is the accomplishment of your goals. It’s as simple as that.

This is a Hustler’s personal trinity. We learn **Game** and **Grind** to get what we **need** and **want**. Simple.

So when you hear a Hustler talk about they are on their Grind, you know that they are working to achieve their goal. “Work now, rest when you’re dead,” or “Stay hungry.” Both these sayings draw the same conclusion.

One reason why the word Grind is used instead of the word “work” is really a mental thing. Work brings the image into most people’s mind as a 9-to-5 job. Hustlers don’t work for someone else, they Grind for themselves. Since

you now are familiar with the term Grind, I'll be using this term and the word "work" interchangeably.

In a 9-to-5 job you do your eight hours then go home. And if you're not a manager or an owner that's all you *want* to do. Not for a Hustler (entrepreneur). A Hustler doesn't work, we grind. We make it a point to put in as much time, sweat and energy as necessary every day we go out to do business.

If that means four hours, we're ok with that. If that means 10 hours, no problem. If it means we have to work in the dead of night at three in the morning sitting in our office, then that's where we'll be. There are no hourly restrictions when it comes to the almighty Grind. The Game itself doesn't stop, the best you can do is to just play as hard as you can. Make no mistake though; we do strive to maintain a balance in our lives. All work and no play will lead to burn out. And you're no good to anyone when you're burnt out.

Alright moving on... let's say you work a standard 9-to-5 job like any good employee. You work eight hours a day and five days a week. Meaning, you get paid for working 40 hours a week.

To keep things as simple as possible, let's just say you make ten dollars an hour at this job. Small change I know but stay with me here. And get out a calculator if you're slow in math like I am. I'll be going fast here and I don't want to lose you.

At this ten dollar an hour job you "gross" (money before taxes are taken out) sixteen-hundred dollars (\$1,600).

$\$10 \text{ an hour times eight hours a day} = \80

$\$80 \text{ a day times five days a week} = \400

$\$400 \text{ a week times four weeks in a month} = \$1,600$

Now remember, this is all before you pay your taxes! So let's take out a measly hundred dollars for taxes. I know this is a very unrealistic figure but I want to keep this simple so you can see the power of the grind.

So after taxes you are left with fifteen-hundred dollars (\$1,500) a month. That is your "net", meaning cash in your pocket. Alright now let's look at Michael the Hustler's numbers shall we (remember him)?

Michael sells his basic Tee's for ten dollars each. If Michael sold one Tee every hour for eight hours he will bring in the same amount of money as your nine to five job.

One Tee sold at \$10, every hour for 8 hours a day = \$80

If he did this five days a week for the whole month he would have made sixteen-hundred dollars (\$1,600) for that month. Are you still with me?

Let's stop here a moment. In business, it usually takes money to make money. Michael had to buy those shirts before he could resale them. Let's say Michael buys his Tee's wholesale for five dollars and resells them for ten dollars. So he is only actually "netting" (cash in his pocket) five dollars for every shirt he sells. He only keeps half of the ten dollars as profit (five dollars).

Again, Michael sales for ten dollars but he spent five dollars for the **opportunity** to bring in ten dollars. So he only profits five dollars.

This means that at the end of the month his "gross" is sixteen-hundred dollars (\$1,600) but since he has to pay for his products he only will see half of that in his pocket, his "net" (profit) is only eight hundred dollars (\$800). If I lost you then please go back and re-read it. This is very important.

Now in order for Michael to pocket the same amount of money you do in your nine to five job, he must sell at least two Tee's an hour, not one. Those two Tee's will bring him in twenty dollars an hour. Ten dollars of that money will go back to buying more Tee's from the wholesaler. This means Michael is left with ten dollars cash in his pocket (profit).

2 Tee's sold at \$10 for that hour = \$20

2 Tee's bought at \$5 each from the wholesaler = \$10

\$20 from the 2 Tee's that sold minus \$10 for what Michael paid for them =
\$10 in profit

\$10 in profit per hour for 8 hours = \$80 (the same as a \$10 an hour job)

Now before you feel bad for Michael cause he has to sell two Tee's every hour to make what you make at your 9-to-5 job, I want you to remember that our man Michael is a true Hustler. He doesn't sell two Tee's an hour. He sells more like six! So in effect he "grosses" sixty dollars an hour. He profits half of that to bring his "net" income to thirty dollars an hour! How much is that a month? For a month that is, Four-thousand and eight hundred dollars (\$4,800). That's money in his pocket, spendable cash. Of course he needs to

pay taxes and other fees, but that's a pretty comfortable living for a single man with no children, wouldn't you agree?

Now what if Michael stepped up his Game (business) to sell just seven shirts an hour? How about 10? If he sold 10 shirts an hour his monthly, cash in pocket income, would be eight-thousand dollars (\$8,000). That's ninety-six thousand (\$96,000) a year "net" compared to your eighteen-thousand (\$18,000) a year job (after taxes)! Do the math for yourself.

Is this realistic? Not entirely, it's a very simplistic model but I hope you see my point. The best part is Michael did this with complete control of his time. He didn't sell 10 shirts an hour completely on his own (that's like owning a job – not what we're trying to do in the long run), but you can't deny that this math is extremely motivating.

This is why a Hustler hustles; to take charge of their financial life and to be their own boss. They desire to live life on their own terms. Although the word Grind can be defined as hard work, the Grind we're talking about in this book is much more than that. We are building a business also. We have to look ahead and strategize and play the Game correctly, this process is also part of the Grind.

About the Author

W. James Dennis started his first business when he was 17 years old. It failed. He then started his second business in his early-twenties, which failed too. But just a few years later with an example of business success to learn from, his third business did succeed and he operated it for over 10 years. During this time he was a dedicated student of the “Game”, something which he calls, *Uncommon Sense*. Realizing his passion was writing and educating, he changed gears in his life and is now an author, public speaker and small business consultant living just outside of Atlanta, Georgia – United States. His favorite quote is, “Keep it moving and keep it simple in the process.”

Connect with W. James Dennis

www.wjamesd.com

wjamesdennis@gmail.com

facebook.com/wjamesd

twitter: @wjamesdennis

Also by This Author

Holding Magnetic Conversations – *Learn to Be a Master Communicator in Just Hours*

Revealing the Secrets of the Game – *Exposing the Most Heavily Guarded System of Self-empowerment Ever Designed*