

Business Mastery Secrets

By Peter Nguyen

What does it take
to become a CEO?

Many inexperienced entrepreneurs think it's easy.

They think that
merely putting
"CEO" on a biz
card...

... makes one a
CEO.

Ah, if only it were
that easy!

That being said,
I applaud those
who dare to take
on the CEO title!

CEO really means
Chief Empower-
ment Officer.

And the first
person you emp-
ower is yourself.

How? By learning
what you must
know.

Not what you are
"able" to know, but
what you must
know.

If you know less
than what you
must know, you
will fail.

That's because
knowledge is the
capacity for effec-
tive action.

So if you don't
know, you cannot
act.

If you can't act,
you can't produce
the right results.

Knowledge then is
the beginning of
power.

As you practice
your knowledge,
you will gain
power.

But again, if you
don't know, you
can't even begin
to practice.

The CEO system
is meant to give
you everything
you must know.

Then, it is up to
you to practice
what you know.

And correct your
actions when they
deviate from what
you know.

So knowledge is
far more than
power.

Knowledge is the
platform upon
which true power
is built!

Most entrepreneurs
do not have know-
ledge so they've
no foundation...

... upon which to
build their
business.

They build their
business on mere
assumptions...

... which are like
shifting sand.

Then, 3 to 5 years
later, they realize
their mistake.

But it is then too
late, so they fail.

It is far better and
wiser to build one's
business on solid
foundations.

This foundation
first requires
"digging."

You must know
the extent of your
ignorance...

... before you can
heal from this
ignorance.

What is worse is
that people go into
business with
false knowledge.

For instance, most entrepreneurs can't even define what "marketing" is.

Since marketing
is crucial to
success, they fail.

The CEO system
clarifies one's
ignorance and
then teaches.

It teaches what
must be learned,
known, practiced
and mastered.

Without mastery,
one cannot succeed
in any field.

There are 7 levels
of mastery:

No control, unpre-
dictable control,
predictable control

...

... certain control,
mastery, teaching,
creation.

In short, work,
teach, create.

If you're not teach-
ing what you're
doing, then you're
not a master yet

The goal is to
master your
business so well
you can teach it

Indeed, to clone
your business is
the easy path to
wealth.

The cloning is
easy, the mastery
is not.

To master your
business, you
must know.

And to know, you
must learn.

The CEO system
teaches you what
you must know.

Failure to know
leads to failure
to act...

... which leads to
loss of opportuni-
ties, money and
capital.

Far too many
entrepreneurs
don't know what
they are doing.

As Edwards
Deming said, "If
you can't describe
what you're doing

... then you don't
know what you're
doing."

In short, quality
of execution
depends on quality
of knowledge. ₅₆

If you're not
producing consis-
tent results, then
your knowledge. 57

... is inconsistent
and not reliable.

If your knowledge
is unreliable, your
business is unre-
liable.

Then, no one will
invest in your
business.

Customers also
will not invest
dollars into your
business.

Entrepreneurs
tend to use actions
to correct mistakes
in their mind.

It is like trying
to fix a house and
hope to change its
blueprint!

Or getting a hair-
cut and expect to
become smarter!

You must correct
knowledge errors
in your mind...

... through learning,
not through acting.

You need a teacher
to train your
mind.

A coach can only
help your body
execute what your
mind knows.

But if your mind
doesn't know, no
coach can help you

So the first
priority in busi-
ness is to train
your mind.

For your mind
controls every-
thing in your
business.

If your mind
is mistaken,
everything will
go wrong.

If your mind is
correct, you might
still make mistakes...

... during execu-
tion, but at least,
you will know it...

... and be able to
correct yourself
through aware-
ness and action.

So we see that
the best thing you
can do is to train
your mind

You can train
your mind thru
visually drawing
it

Or thru taking
action and judg-
ing the results.

In summary,
there are 4 phases.

Imperfect mind

Perfect mind

Imperfect execution

Perfect execution

Most entrepreneurs
have an imperfect
mind...

... yet are not
aware of it.

until their mind
is corrected, no
amount of execu-
tion can help.

Execution according to an imperfect mind, creates bad habits.

First and foremost,
the mind must be
corrected.

Execution can
then be perfected
continuously...

... leading the
entrepreneur to
produce money
reliably.

IN CONCLUSION,
SUCCESS IN BUSIN-
NESS COMES FROM...

1. correcting your
mind

2. correcting your
execution

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