

Improving Your Business Starting Today and Right Now

**For Those Who Are Serious and
Don't Want To Waste Time and Money In The Process**

**Various Quotes, Insights and Suggestions That Could
Make You Rich, Famous and/or Successful**

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Table of Contents

Title Cover	Page 1
Disclaimers, Copyright Notice, Permission and Conditions	Page 2
Table of Contents	Page 3
Why Businesses Fail	Page 4
Why Salespeople Fail	Page 5
Why Products, Services, Ideas and Approaches Fail	Page 6
Why Smart and Talented People Aren't Rich, Famous and/or Successful	Page 7
Success	Page 8
Secrets of The Rich and Successful	Page 9
Outsider	Page 10
Underdog	Page 11
Entrepreneur and Businessperson	Page 12
Help, Reliance and The Team Approach	Page 13
Networking	Page 14
Strategic Alliances and Joint Ventures	Page 15
Environment	Page 16
The Importance of Mentors (Reasons Why You Should Have One)	Page 17
Business Improvement	Page 18
Self Help and The Law of Attraction Exposed	Page 19
Unique Business Concepts and Practices	Page 20
Miscellaneous Advice and Tips	Page 21
Partner with John Simms	Page 22

Why Business Fail

Many businesses fail due to some, but not limited to the following reasons down below:

- 1). Lacks proper promoting, marketing and advertising.
- 2). Competition.
- 3). Lack of demand or no market for products/services.
- 4). Poor Management
- 5). Lacks Business and/or Industry Knowledge
- 6). Lacks capital and/or has cashflow issues.
- 7). Poor Sales that negatively affects income or revenue.
- 8). Lacks proper business planning and implementation.
- 9). Bad location for offline business
- 10). Demographic issues that negatively affects sales and income.
- 11). Adverse economic conditions that could negatively affect one's business.
- 12). Government oversight and/or other laws and regulations that could negatively impact a business and so on.

Why Salespeople Fail

Salespeople fail due to some, but not limited to the following reasons down below:

- 1). Lacks sales knowledge, skills or experience.
- 2). Lacks product, service and/or industry knowledge.
- 3). Salesperson lacks confidence.
- 4). Salesperson doesn't relate and/or isn't likable to customers.
- 5). Can't finance customers to close sales transactions.
- 6). Demographic and/or adverse economic issues.
- 7). Competition.
- 8). Lack of product or service demand.
- 9). Lack of promoting, marketing and advertising by salesperson and/or their employer.
- 10). Bad offline business location that could negatively affect sales, visibility and foot traffic.
- 11). Salesperson's company don't have what the customers' need or want.
- 12). Salesperson is trying to sell their employer's inferior products or services.
- 13). Salesperson is negatively affected by workplace politics which hurts their sales and income among other things.
- 14). Salesperson's employer controls them and their sales transactions. Thus, hurting the salesperson's sales and income as a result.

Why Products, Services, Ideas and Approaches Fail

Many products, services, ideas and approaches fail due to some, but not limited to the following reasons down below:

- 1). Not practical, realistic or functional in nature.
- 2). Lacks proper planning and implementation.
- 3). Lacks insights, brainstorming, input or imagination.
- 4). Lacks proper promoting, marketing and advertising of products or services.
- 5). Lacks product/service demand and/or customers don't like what you have to offer.
- 6). Can't finance customers to buy your product/service and so on.

Why Smart and Talented People Aren't Rich, Famous and/or Successful

Here are some, but not limited to the following reasons why most smart and talented people aren't rich, famous and/or successful down below:

- 1). Lacks Motivation
- 2). Lacks Discipline.
- 3). Lacks Proper Resources and Opportunities.
- 4). Lacks Proper Guidance, Encouragement and/or Knowledge.
- 5). Lacks Momentum and Proper Implementation.
- 6). Currently, in a poor environment that hinders success and potential.
- 7). Doesn't Believe in Themselves and/or Their Capabilities.
- 8). Besides having a poor attitude, they have a lot of issues regarding their pride, arrogance, ego and behavior.
- 9). Most people have a hard time dealing with truth and reality due to the various biases and ego defense mechanisms as well as cognitive dissonance, belief perseverance, psychological reactance, Dunning-Kruger effect, etc.

Success

Success is relative and it's nothing more than an accomplished goal or an objective that could be personal and/or situational in nature.

Success also possesses many elements and the success formula I like to use is Think, Believe and Apply.

Important Notes:

Focus, discipline, determination, persistence and consistency are essential for success.

Like I said before, success has many elements that may include practice, preparation, proper timing, resources, hired help, the use of a competent mentor, luck, creativity, likability, individuality, authenticity, etc.

For the most part, you can't succeed if you don't try.

Failure and success are your teachers, learn from both – John Simms

Within reason, anyone can be successful at anything through proper planning and implementation among other things. – John Simms

Secrets of The Rich and Successful

Besides having connections and resources at their disposal, both the rich and successful utilize secrets, hidden truths and know how to play the game that helped them become rich and/or successful. Even some of the most successful small businesses and entrepreneurs have secret business partners who are helping them behind the scenes with their day to day operations. Trust me, I know.

Outsider

Since I was a kid, I always knew that I was an outsider and different from my peers because I didn't think and behave like them. And as a result, I became very successful in both life and business being a nonconformist. In other words, it's OK for you to be different, an outsider or a nonconformist within reason if you want to improve your life, business, individuality, authenticity, success, potential, happiness, etc.

Underdog

I can relate to underdogs in more ways than one. Besides being outsiders and different from the rest, underdogs may be unknown, underrated, underestimated, unappreciated, underutilized, etc.

However, both underdog(s) and their competition/adversaries have different strengths and weaknesses. And it's up to the underdog(s) to monopolize on their strengths and improve their weaknesses in order for them to compete, win, overcome or be successful.

Important Notes:

If there's a Will, there's a way.

Setbacks are inevitable, just redeem yourself and prevail – John Simms

I've helped many underdogs overcome obstacles and triumph myself included.

Entrepreneur and Businessperson

I've always had a nice entrepreneur and businessman mixture via critical thinking and intuition, using conventional and unconventional approaches, making money and helping people and so on. Thus, is one of the main reason why I've been so successful in business. That being said, you may want to have balance between being a businessperson and an entrepreneur if you want to be successful.

Help, Reliance and The Team Approach

Large corporations hire people like me to solve their problems and make them millions of dollars. Even the rich, famous and most successful have to rely on others to create, maintain and improve their status. And I'll give you two examples. First example, auto-companies wouldn't be able to make money if it wasn't for their assembly-line workers, customers, etc. And the second example, arguably Justin Bieber wouldn't have become rich, famous and successful without the help or reliance of talent manager Scooter Braun, his backing band, production crew, fans and others.

In all, everyone including you needs help in some way regardless if it's paid hired help or not. As for making money, you definitely have to rely on others for your income.

Important Notes:

Some help/reliance examples that may involve you includes getting your car fixed, moving into a new home, working for money, improving oneself, etc.

For several years, I've secretly helped many successful businesses and individuals with their sales, marketing, public relations, creativity, problem solving and their day to day operations not to mention be able to compete and defeat their competition.

Through a collective effort via proper planning, delegation and implementation, you can succeed and achieve more. A team approach can also help you work effortlessly like a well oiled machine.

When you team up with other people/businesses, everyone involved should benefit in some way not to mention know what is expected from each other.

Networking

Networking is very important for marketing and other purposes. Unfortunately, a lot of businesses and individuals network with the wrong professionals, companies, organizations, etc. And as a result, waste too much time and money without positive outcomes and results. And common sense should tell you that if you're not benefiting, closing sales or making money, you may need to stop what you're doing, evaluate and change something if you want to improve.

Important Notes:

When it comes to networking, I always look at return on investment especially when it involves time, money, intent, sales, competition, demand for products/services, etc. That being said, joining and/or participating in a networking organization may not benefit you or provide you with quality leads, sales and so on.

Besides businesses, the people you associate with could either benefit you or harm you.

In regards to networking with others, building and maintaining relationships are very important. Personally, I value relationships over superficial networking.

Through proper networking and relationships, you can build and maintain a productive team that could give you positive results.

For networking purposes, you may want to start off with your family, friends and other people or businesses you already know and then go from there. In fact, you may want to do business with me because I don't play around and you shouldn't either !!!

Strategic Alliances and Joint Ventures

You can easily improve your business, sales, income, success and potential through strategic alliances and joint ventures.

Here are some, but not limited to the following benefits of strategic alliances and joint ventures down below:

- 1). You and the other person/business your partnering with can make money together and operate separately from one another.
- 2). Use each other's resources, capabilities, customers, etc.
- 3). Can make you better and stronger.
- 4). May improve your promoting, marketing, advertising, sales, recognition, influence, etc.
- 5). Can obtain new leads, prospects and customers.
- 6). Can make you more money.

Important Notes:

Personally, I love doing joint ventures and having strategic alliances with others.

Strategic Alliances and Joint Ventures can be implemented both online and in the real world.

Your strategic alliance or joint venture should be in writing especially when you're dealing with legal and financially matters.

Strategic alliances and joint ventures should benefit everyone involved.

You may want to have your very own affiliate program online that pays other people or businesses on a commission basis.

Environment

I've often said that you're the by-product of your environment and that your past, present and future environments could either benefit you or harm you in different ways. For example, my son is a very caring, kind, outgoing, smart, accomplished young man who received a black in martial arts at the age of 9 and just recently started attending college at the age of 15. How? Through proper guidance, encouragement, care, love, resources and opportunities from his parents. In other words, he was the by-product of his environment. Same could be said about your success and potential or the lack thereof. After all, for every cause, there's an effect, consequences are inevitable. – John Simms

The Importance of Mentors (Reasons Why You Should Have One)

Even the smartest, richest, famous, most successful and powerful people on earth utilize mentors myself included.

Here are some, but not limited to the following reasons why you should have a mentor down below:

- 1). They're already successful, competent, have a proven track record and live or lead by example.
- 2). They possess knowledge, information, wisdom, experience and insights that you may need, want or desire not to mention important connections, resources, skills, opportunities and other capabilities that could benefit you.
- 3). They can give you proper guidance and faster positive results that could save you a lot of time, money, effort and frustration.
- 4). They can assess your strengths and weaknesses and improve you even more.
- 5). They can help you discover your hidden talents, skills and capabilities.
- 6). They can teach you new things.
- 7). They can inspire, motivate, keep you focused and help you with your discipline.
- 8). You can trust and confide in them.
- 9). They can keep your ego in check.
- 10). And they can give you support and a shoulder to lean on.

In all, you can learn and benefit from mentors and they can give you positive outcomes and results. In other words, they can improve your life, business or status quo not to mention your success and potential.

Important Note:

For those who are interested, I offer a business mentorship program that could benefit you in so many different ways.

Business Improvement

As with personal development, business improvement is all about awareness and improving in the various ways.

Important Note:

Business improvement can be ongoing and evolving.

Through my consulting, mentorship or management services, I can help you with business improvement and mastery as well as personal development and talent management.

Self Help and The Law of Attraction Exposed

Down below, I'll expose some things about self help and the law of attraction:

- 1). There are several incompetent life and business coaches, spiritual teachers, healers and so called self help experts who shouldn't be giving people advice and charging them money.
- 2). A lot of these famous self help gurus and personal development experts promote dreams, hype and idealism because they're easier to sell unlike truth and reality.
- 3). As for the law of attraction, there's more to it than likes attract to likes, positive thinking, affirmations and visualization that famous self help gurus and personal development experts don't publicly mention. Trust me, I know their secrets and the law of attraction's secrets.

Unique Business Concepts and Practices

I utilize several unique business concepts and practices that pertains to philosophy, religion and spirituality that could benefit you. For example, in regards to religion and spirituality for business purposes, I'll use the Golden Rule, simplicity, mindfulness, meditation, gratitude, solitude, insightfulness, shadow work, etc. As for using philosophy for business purposes, I'll use the Middle Way, Socratic Method and more.

I also take advantage of self care, holistic health and other psychological techniques, approaches and concepts including personal potential that has many direct and indirect personal and business benefits.

Miscellaneous Advice and Tips

If you want to be rich, famous and/or successful, I have some additional miscellaneous advice and tips for you down below:

- 1). You have to know and believe in yourself and your capabilities.
- 2). You have to act fast otherwise you snooze, you lose.
- 3). In most cases, it takes money to make money.
- 4). You can have the best products or services in the world, but if no one knows about them and buys them, they're useless.
- 5). Standing out from the crowd helps you with exposure, recognition, sales, opportunities, etc.
- 6). Business should be personal.
- 7). Every transaction or deal can be negotiated within reason.
- 8). The key to failure is trying to please everyone – John Simms (applies to many things in life and business)
- 9). Watch out for those who try to steal from you without paying for your services, advice, etc.
- 10). Providing free stuff to others could either be a good or bad thing depending on the situation. Thus, you need to know your intentions and factor in your return on investment among other things.
- 11). I'm a firm believer in balance especially when it involves work and life, objectivity and subjectivity, realism and idealism, individual and collective, physical and spiritual, etc
- 12). Smaller, realistic goals can be achieved easily and little by little, you can go a long way.
- 13). In regards to motivation, there are many things that could motivate you such as psychological triggers, a sense of urgency, use of a competent mentor, smaller goals that were achieved and so on.
- 14). Action is required if you want to improve oneself, solve your problems and/or succeed.
- 15). On my website, I have free business and related tip sheets, special reports, interviews and videos that could benefit you in so many different ways.
- 16). My business services, skills, knowledge, information, resources, capabilities, opportunities, payment options, etc can benefit you in so many different ways.

Partner with John Simms

If you're serious about making money, obtaining positive results and don't want to waste time and money in the process, contact me. And to put it bluntly, I offer many things that could benefit you right now !!!

For more information about me, my services and all the contents I have on my website, please go to www.johnsimmsbusiness.com now.

Important Notes:

On my website, I have free business and related tip sheets, special reports, interviews and videos that could benefit you in so many different ways.

My business services, skills, knowledge, information, resources, capabilities, opportunities, payment options, etc can benefit you in so many different ways.

You can connect with me on twitter at www.twitter.com/realjohnsimms and/or on facebook at www.facebook.com/drjohnstl