

Preface

I decided to write this book because of the many people who have approached me over the years asking for help with their business idea(s). The most important assistance a person can receive, I believe, comes from a “Mentor” or someone who has gained experience and therefore “insight” into something that is of interest to you. That is what I bring to the reader of this book, valuable information that will help you save thousands and thousands of dollars over time by implementing concepts and information you will find through my experience in developing a business and creating successful products.

Through this book I will show you how I go about developing products, and the lessons I’ve learned over 27+ years, from both the successes and mistakes made along the way. The information I will share with you comes directly from my personal experience with product development, sourcing and understanding the complexities of shipping and import. This information would have saved me time and money along the way while I built my business, nonetheless I learned as I went along and found ways to avoid common mistakes, learn techniques that helped me yield a higher profit margin and most importantly stay in business for as long as I have.

Throughout this book I give you not just a blueprint to build your own successful business, the things to do, and just as importantly, the things to avoid, but I have also tried to include more than that. I hope to show you not just how to achieve that successful business, but how to approach business in an ethical way that allows you to properly enjoy that success. There is a reason most businesses fail within the first few years, most of that failure comes from lack of understanding and knowledge in the beginning. In order to achieve sustainability a businessperson needs to understand that working smart, armed with knowledge will help create a long-lasting business that will survive the ups and downs of any economy.

This book will help you understand how to grow your business, as well as being ready for that success when it arrives.

I have included very specific information that I know you will find very valuable. I have outlined and detailed important information about the conceptual phases of creating a product, sourcing the manufacturers and understanding the intricacies of importation, shipping and customs regulations, information that will save you money and time (and headache). It's a lot of information, but if applied will help you succeed. I hope to show you that your success is more than just having a great idea or product but rather it comes from a state of mind that prepares you for the success that is seeking you. I encourage you to read my book "***Hey Kid, Don't Break Those Bottles***" it goes into detail concerning the importance of working on "YOU" which in turn will unleash the creative energy that is inside all of us. Just because you have great ideas alone does not equal success. Working on you is as much a part of the long-term success in business then having a great idea or product. Take the time and make this small investment to learn the information that will help you reach your goals towards true success, I know this to be true because I have been living my dream!