

I BELIEVE ANYTHING IS POSSIBLE  
I SEE OPPORTUNITY WHEN OTHERS SEE IMPOSSIBILITY  
I TAKE RISKS. I'M FOCUSED. I HUSTLE  
I KNOW THAT NOTHING IS UNREALISTIC  
I FEEL OVERWHELMING LOVE  
I EMBRACE MY CHILDLIKE WONDER & CURIOSITY  
I TAKE FLYING LEAPS INTO THE UNKNOWN  
I CONTRIBUTE TO SOMETHING BIGGER THAN MYSELF  
I CREATE. I LEARN. I GROW. I DO.  
I BELIEVE IT'S NEVER TOO LATE TO START LIVING A DREAM  
**I AM AN ENTREPRENEUR**

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**GUESS WHAT?**  
THERE'S NO SECRET TO SUCCESS!

**BY: JONATHON HARRELSON**

# I DON'T CARE

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## I DON'T CARE!

A good friend of mine Ronald Wilsher ([www.RonaldWilsher.com](http://www.RonaldWilsher.com)) inspired me to write this chapter. I believe it's a great start to the non-secrets of success because getting over how you think people look at you is the very first hurdle.

## **What is the “I don’t care” mentality?**

The “I don’t care” mentality is not caring what others think about you. In order for people to do business with you they want to know who you are, not who you’re pretending to be to impress people. Now I’m not telling you to have a smug attitude and tell people “I really don’t care what you think about me”, it’s more like “I’m going to be who I am, and and I’m not going to change to impress someone.”

## **Why you shouldn’t care.**

If you are spending time caring about what people think about you, how much of your time are you wasting when you could be doing something more productive? How much more could you have achieved instead of sulking in the one bad thing someone said before that? Think about this, you can be complimented 10 times in a day and then one person will say something bad about you. What do you focus on? Do you focus on the 10 good things because you know you’re not going to please everyone, or do you focus on that one negative comment and sulk and wonder why they thought that and try to fix it even though it’s not within your personality?

## **Developing the “I don’t care” mentality.**

The hardest part of not caring about what others think is getting over the fact of not caring. When you’re doing networking events or out in the public be yourself, if you laugh loud then laugh loud, you know why? Because someone is going to notice you and come over and see what all the fun is about. You just broke the ice with someone and didn’t even have to try. If you like to make jokes, crack a joke, if you like to wear your hair a certain way, wear your hair that way. What you’re doing is establishing yourself as an individual, not a drone. People want to do business with you, not someone you’re pretending to be.

Once the mentality is developed you will see that more people are talking to you. Not about business, but about life. You know what this is called? Rapport (pronounced rap-pore “The ‘t’ is silent”).

## **How not caring will change your world.**

This mentality will create new opportunities for you because when people get to know you it’s not all about business. They might not use you but because they know you at a personal level they’ll recommend you to a friend, colleague, or family member. When they need what you’re selling the first person they’ll think of is you, and because you decided to be you and not care what anyone thought about it.



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# COME OUT AND SEE ME SOMETIME!

## **What is networking?**

Networking by definition is “the exchange of information or services among individuals, groups, or institutions; specifically : the cultivation of productive relationships for employment or

business” - <http://www.merriam-webster.com/dictionary/networking>

In layman's terms going out, meeting new people to generate productive professional relationships. There are networking events all over the place, you just have to find one. For instance, check out [www.toughtalkbusinessnetworkkaty.org](http://www.toughtalkbusinessnetworkkaty.org) this is a great organization to be involved in.

## **Why is networking important?**

Networking is a great way to build a client base, especially if your products or services are geared towards business to business. Networking is your way to expose yourself and your brand, but there's a secret to networking. You can't go in with the mindset to sell your products and service, instead, go in with the mindset of helping people find solutions to their problems. You help them solve a problem they'll remember you. You try to throw a sales pitch, they will forget your name in less than 10 minutes.

Networking falls back to Chapter One, be yourself and don't give a hoot about what others think about you, because at the end of the day it's what makes people want to do business with you.

## **What can be gained from networking?**

Networking is a great way to simply just meet people. It's a great way to build rapport and relationships with other business owners. Networking can help you find products and services that you're looking for as well as give you the opportunity to help others if you know someone that offers what someone else is looking for.

Networking is all about helping others and getting your name out there. As you start helping others, others will help you.

## **What needs to be done after the event?**

This is a two word answer, "Follow Up". Following up is where most people fail at networking and they start to think that networking is just a big waste of time. Most people get a bag full of business cards from a networking event and do nothing with them. You have to send them some sort of correspondence to let them know, "Hey I'm genuinely interested in you and your business." Following up is a great way to get your foot in the door to be able to sit down and have a one on one meeting and be able to find a way to do business with someone. Networking is nothing without following up with people.



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# MOST INTERESTING PEOPLE LIST

## **Taking what you have and starting your list.**

You now have all of these business cards, you've sent out your emails, you're done right? WRONG! You have to add them to your mailing list. Subscribe to an email marketing program such as MailChimp ([www.MailChimp.com](http://www.MailChimp.com)) or Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) and set up your list. Any business owner who follows this

strategy will tell you if they could take anything away from their business it would be their email list.

## **Growing the list.**

Now that you have the foundation of your list through contacts who have given you business cards you have to make the list grow even bigger. You're not always going to be able to reach everyone at a networking event but you want to be able to contact them. At most events you will find a common area where people are leaving business cards and/or brochures about their business, this is a great opportunity for people to get your business card without having to personally hand it to them. Have a call to action on your business card or even a QR code so they can join your mailing list.

Set up a little form on your website so people can opt in to your list and you will gain more emails that way. There are so many ways that you can grow your list. With your mailing list you can focus on quantity over quality because if your email is laid out right with a clear unsubscribe link the quantity will be reduced and the quality will shine through.

## **Using the list.**

Now that you have a decent list and it's growing you have to put it to work. Use the list as a way to send out information about the community, events in your business, the occasional special, or just random information. Like networking you don't want to focus on the sale, readers know what you're selling, they want to hear about the business and the industry.

The real purpose of the list is to keep your name in front of the reader so when the time comes that they're going to need your services, the first name to come to mind is yours. Now you have that reader walking into your door willing to spend money with you rather than a competitor because they feel like they have more of a personal connection, because you weren't pushing "Sale Sale SALE!" down their throat.

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# BECOME AN EXPERT

## **Why is being an expert important?**

When someone wants to talk to someone about a product or service who do they know nothing about, who do they turn to? They're going to turn to an industry expert, someone that knows what their talking about when it relates to a product or service. In order to grow you need to become an expert in your industry.



Another reason you'll want to become an expert is it will allow you to see outside the box. It will allow you to create products and services that will make you stand out above the rest of the competition, which is what we all want to do, stand out above the rest. As my good friend from chapter one, Ronald Wilsher, tells me all the time, "Same is LAME".

## **How do I become an expert?**

You can't just wake up one day and say I'm an expert in this industry. Becoming an expert takes time, research and a lot of trial and error. But if you want to become an expert, the easiest way is starting with something you're good at and passionate about. You have to be passionate about what your expertise is, if you're not passionate you have less of a chance closing a deal when the time comes. People will sense the enthusiasm in your voice, and that's what sells them.

Research, trial and error are key to becoming an expert. You have to know what you're talking about so you can give the client/customer the best product and best experience possible to gain retention and referrals. That's how your business is going to grow. Find an expert in your same field and pick their brain, find out how they became an expert, find out what it takes to be an expert.

## **What do I do now that I'm an expert?**

This is the easy part, you tell people you're an expert. Write a small book or an ebook where you talk about your industry, your expertise, and where your industry is going. You can sell your ebook for a very nominal fee or just up and give it away. This is a great way for you to create confidence in your potential clients.

Work on those public speaking skills because next you're going to want to stand in front of a room full of potential clients and talk about your industry. You're going to have to answer questions such as, "How can your industry or type of product help me and/or my business" and "What are the benefits of using your industry's products/service?" The key just like networking is not to sell yourself, sell resolutions to problems, you just happen to be an expert of the industry you sell products and services in. This will help establish your credibility and position as an expert, people will come to you when they need your industry's products or services not your competitor.



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# GIVE BACK TO THE COMMUNITY

## **The community helped you, return the favor!**

Giving back to your community is a great PR (Public Relations) tactic but it's also a great way to say thank you and you care about your community. Giving back also gives you an overwhelming sense of pride. People are more willing to do business with someone who knows that their money is also going to be recycled back to the community.

## **Become a sponsor.**

Do you have a favorite sport? Why not find a youth team who could use your support in getting new equipment to live their dream of being a sports star? Besides 9 times out of ten you get a sweet plaque with the team showing their appreciation. The plaque will stand out to clients and let them know you give back.

## **Have a fundraiser.**

Fundraising is a great way to give back to the community. You can give the money to a charity or use it as a grant for someones tuition the possibilities are endless. For instance all proceeds of this ebook are going to fund a start up for some lucky person just wanting to live the American dream. How can you help your community through fundraising?

## **Have a Volunteer Day**

Volunteering has its perks, it's a way to get out in the community and touch people's lives in such a positive ways. I have volunteered in building someones home after it was ravaged by an electrical fire that happened Christmas day. The family was so grateful for everything we were doing and I promise you, it's something you will never forget. So I encourage you to take your team, close up shop for a day and dive into the community with helping hands.

## CREDITS

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# SPECIAL THANKS

*“The only place success comes before  
work is in the dictionary.”*

~ Vidal Sassoon

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## About the Author

Jonathon Harrelson is a budding small business development specialist. He started his first company when he was 18 doing web and graphic design. Running this company he realized he would rather help small businesses and small business owners succeed. This is what drives him, helping others achieve the American Dream.