

# EXPLODE YOUR BUSINESS

## Out Smart, Out Wit, and Out Play Your Competition

Vol. I, Issue I

August, 2010

### ~ Business is business ~

This newsletter series is built from over 40 years of business, advertising, management and promotional experience. One of the most important things I have learned is that "*Business is Business*" and "*Advertising is Advertising*".

WOW, Steve...That's it? That's the secret to success in business?

Yup. Let me explain. A business is nothing more than a vehicle to generate profit. Unless you are a non-profit charity, you open your doors every day in the hopes of turning a profit. Your job...your ONLY job...as business owner is to get customers, sell them your merchandise or services at a profit, to keep them coming back, and to constantly be building that customer base.

Almost any system or technique that works in one business can be used in other businesses. You can use real estate techniques in the contracting business. You can use retail promotions in the wholesale business.

You can tweak Avon and Mary Kay programs for massive success in the car sales business. If you can run a beauty shop you can run a contracting business...or a jewelry store.... Even a yacht brokerage.

And as far as advertising, if you can write ads that will get people in to your shop to buy tires, you can write ads to get people to hire you to paint their homes, or get them to visit your furniture store.

Effective advertising has only one goal... That's to catch the reader's interest and make him act on it right now. Get that down and you can successfully advertise anything.

We will be exploring many off-the-wall advertising and promotional techniques in the coming weeks. Don't miss them!

***NEXT ISSUE: Your Grand Opening...  
Getting your new business off on the right  
foot...And immediate profits!***

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### "Stickability"

Is a term coined by Glenn W. Turner in the 70s describing the most important quality you need to succeed in business and in life. Quoting Napoleon Hill from "Think And Grow Rich", "*Anything you can conceive and believe, you can achieve.*"

*When you start on your business, DON'T GIVE UP. Instead go to my blog and ask...I will help you keep it going.*

## This Month's Featured Business

If you like taking pictures, traveling, or being creative, you need to take a look at this one. I always liked photography, but I never had the money for all that expensive camera equipment and accessories.

But when my 17 year old daughter expressed interest in taking pictures, I spent some time on researching ways she could learn the business and get started without all the expense.

I learned that first of all, "You can take a million dollar photo with a cheap camera, and you can take lots of horrible pictures with the most expensive cameras."

After much studying and research I found the very best professional photography course on the market today. It is called "Turn Your Photos Into Cash" and they describe the course as "How to make up to \$2,000 per week from home as a professional photographer".

I ordered the course and it is great. My daughter is starting to make money with her camera, and I have learned a lot about photography for my business.

Of all the courses I looked at, this is by far the best and most complete. It is put out by the American Artists & Writers group, and you can find more information here:

[Turn Your Pictures Into Cash](#)

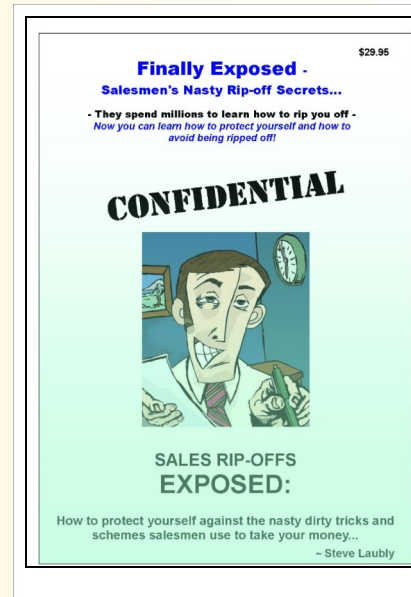
### **Businesses of the Month**

Each month we will review 2 to 3 new businesses for you. Any business we put up in this series must fall into the following categories:

- They must be inexpensive to start (less than \$500)
- You must be able to start without special equipment
- They must have "cash now" potential
- They must be fun and easy to start

NOTE: You can go to my blog and subscribe there to see these as they come up...One new business per week.

[Steve's Blog](#)



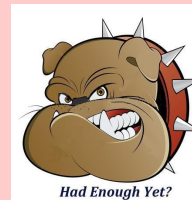
## **NEW BOOK**

Stop getting ripped off when you shop. This book shows you in detail all the dirty, nasty tricks, lies, and deceit that salesmen use to take away your hard-earned money. Inside you will find:

- How to save thousands when you buy a car or truck...
- How to save tens of thousands when dealing in real estate...
- How to negotiate a better price on almost anything you buy...
- How to not get ripped off when you buy at an auctions

***This book will save you thousands.....  
Guaranteed!***

Please [click on the book](#) for more details or to order.



My friend JR Butler runs Beat The Court... Get your traffic tickets dismissed for only \$39.

[Beat The Court](#)

# Don't Get older-Get better! (and smarter)

## **LIVE LONG AND PROSPER**

You attitude toward your health will determine what your quality and quantity of life is like.

Instead of going into retirement with the attitude of "Well, it's over...What shall I do with my last few years?" You can start a whole new life by keeping yourself well. At 60 you could be planning a brand-new 30 years of fun and adventure!

Or you can choose to sit down, watch TV, and die.

I have watched this happen to friends and family over the years and have always wondered why they had worked so hard for during the past 30 years only to sit down, watch their health and energy dissipate, and basically just start waiting to get old and sick and crippled, and die.

Your health is the most important asset you have. You can always regain lost money, and you can always replace lost stuff...IF you have your health. Without good health you can't do much at all.

There is no reason with the proper attitudes and knowledge that you can't be healthy, energetic, and enthusiastic about life into your 90s and beyond.

## **BLUE ZONES**

Dan Buettner has written a book called Blue Zones. These are areas in the world where people regularly live to be 100 or more.

There are five Blue Zones in the world, and over the next few weeks we will go over each zone, and learn why these people are living so long.

There's great news there...A lot of the things they do for long life and great health are things you can do right now to start improving your lifestyle, your happiness, and your energy levels.

## **COSTA RICA**

In the next issue I will be exploring Costa Rica's blue zone and the reasons why so many Costa Ricans actually work, play, and prosper into their hundreds.



### **Here's Your New office!**

Can you write a letter?

If so, you can learn to be a travel writer. Imagine making a great living by traveling to all points of the world and simply writing articles about them. Take a few pictures while you're there and make even more money. That picture to the left could be your "Costa Rica office!"

Get started today and you could be a full-time travel writer in 6 months!

[The Ultimate Travel Writer's Program](#)

## **This is YOUR page...**

When you ordered my book "[Need A Job?...Hire Yourself](#)," you hopefully started on a new path to freedom, happiness, more money, and control over your life.

You are going to get disappointed now and then, and sometimes you will have a problem you can't solve. I want to help you as much as I can to get going successfully in your new business.

Whenever you have a problem or question, or you need help, just email me at [Questions@Laubly.Com](mailto:Questions@Laubly.Com). Since most problems you guys will be encountering will be happening to a lot of you, I will publish the questions and answers here in the newsletter once a month. I will also be available to you at my Blog. There you can subscribe for free and be notified whenever I put new businesses and business building stuff there. Just go to [STEVE'S BIZ BLOG](#) and sign up.