

THE 12 MASTER KEYS TO BUILDING A SUCCESSFUL HOME BUSINESS

By Gregory H. Bey

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Introduction

This report is written with the hope of giving the new home business entrepreneur a helping hand. I'm sharing directly from my own experience in my struggle to build a successful mail order/information selling/Internet business over the past several years.

This information is not going to tell you how you can get rich working my program or buying my opportunity. I intend to give you some honest, realistic insight on how to avoid making some serious mistakes that can ruin your chances to build a successful business.

There are hundreds of information products that claim to have the secrets to getting rich in a home based business. However, most of these products fall far short of the claims to lead you step by step to instant riches.

My intent is to make you aware of the many pitfalls that you will encounter in your efforts to build a solid, lasting business, when the only thing that you can truly depend on is you. The most important thing I have found, from my own experience is that true success doesn't come from without, it comes from within you. This is what I will try to the best of my ability to communicate to you in this report.

Six Attitudes That Will Ruin Your Business

Most of us don't like to dwell on the negative aspects of our nature. However I feel that if we don't analyze these things within us it will do us more harm than good. I can tell you this for sure because I failed to understand that I needed to address these things within myself.

What does this have to do with starting or operating a business? Far more than most people might think... Let's take a look at these six negative points and you can be the judge of how they may affect you and your business.

YES - You Really Can ...

**Make Your Internet Fortune as an
Affiliate Marketer! [More Info](#)**

Greed

Most of us don't like to admit that greed is a part of our own personal nature, however when money is involved, the greed that is within all of us will surely manifest itself.

Let me explain with this example. One of the (so called) secrets of selling, when it comes to business opportunities, is to appeal to our greed.

Just take a look at any full page ad in any business opportunity publication or on the Internet. What do most of these ads promise you? They say that if you buy their opportunity you will make tons of money, in a hurry.

You see these ads over and over again, month after month. It costs thousands of dollars to run these ads, if they didn't work do you think that they would keep running month after month?

They continue to run because THEY WORK...

Most of us start our own business because we see it as a way to become financially independent, we want to make more money and better our economic condition. There is certainly nothing wrong with this. The key factor here is how we go about it. I just want you to understand that if you don't control the greed within you, the greed will control you.

Don't fall for every fast money scheme that comes along. You will only lose the little money you have and become one of the thousands of people who end up disappointed because they let greed overtake their common sense.

To avoid being a victim to the greed within you just remember, greed is a part of human nature. Recognize it when it raises it's ugly head.

We all have the ability to overcome it. It is of no benefit to you or your business. Making money is the reason we go into business. But building a successful business is not just about making money. Being in business is about being proud of the product or service you offer, and building a secure future for yourself and your family.

Hi, this is Donald Brown.

I am writing you to thank you for all the great tips, techniques and strategies that you give out in your newsletters. It is good, solid information that we can all use in our businesses.

**Donald Brown
Texas**

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Ignorance

One of the biggest problems for people who want to start a mail order or other home based business, is having little or no business experience.

When I first started in this business I had no idea of what I was doing. I came across a business opportunity magazine and started looking at some of the ads. At the time I was having some money problems, and lo and behold, I thought I had found the answer!

I had never considered going into a business of my own and did not have the slightest idea of what it would take to operate my own business. I just knew that I needed some money and here was my chance to make it and plenty of it!

SO I THOUGHT! I didn't do any research. I didn't ask anyone for advice. I

didn't even read a single article. I just started sending for the get-rich-quick offers that I read.

What was my first (so called) business? I sent out a chain letter! Yes, I hate to admit it, but I fell for the lowly chain letter scheme.

I had no idea that this was illegal. I just thought that if I sent these 100 letters out as the chain letter instructed, all of my money problems would be solved!

Needless to say, I was sadly mistaken!

Over the years, it has become clear to me many people start a home based business just as I did.

They have no idea of what it takes to build a successful mail order marketing business. I can tell you for sure, it takes more than a few dollars and some wishful thinking!

You must have some idea of what you want to do and how you are going to go about doing it.

To operate a real business you must offer a needed product or service to a targeted group of people who will benefit from what you have to offer.

In considering what type of business you want to start, think about the experience that you already have.

What types of employment have you had? Do you have a hobby(s) that you enjoy?

You probably have more skills than you realize! If you can use the knowledge that you already have. It can help you start your business on a positive note...

Finders Wanted.

Earn Exceptional Fees.

[More Info](#)

Impatience

Today, we live in a fast paced world! We all want things quick, fast, and in a hurry!

If we have to wait too long for anything we lose patience. We want to eat fast. We want to travel fast. We even want fast fun. It's nice to have some things done quickly. But being in a hurry about building a business can be hazardous to your bank account.

Being in a hurry to make a lot of money is a good way to lose every dollar that you have, IN A HURRY!

If you study most opportunity ads you will see they all want you to buy their product, service or money making plan, NOW... This is because most advertisers know that if they don't get the prospect to buy right away, they probably will not buy at all.

Those who advertise fast money plans push every hot button they can to get you to dig into your wallet, RIGHT AWAY! Don't be in a hurry to spend your money.

I know it is hard to resist some of the offers that come in the mail or what we see in magazines and on the internet. I know because I have thrown away thousands of dollars, thinking that this great new plan or system was going to make me rich. The fact, is it just doesn't happen that way.

When you receive an offer in the mail, or read an ad that seems too good to pass up, put it aside for a day or two.

Ask yourself some questions:

- 1) Can I afford to spend my money on this plan?
- 2) Do I really need this product, service or plan?
- 3) What am I going to do with it?
- 4) Does it fit in with or relate to what I am already selling?
- 5) What benefit will this product, service or plan be to my business?
- 6) Who am I going to sell it to and how am I going to market it?

Think about the above questions carefully and follow this advice, "WHEN IN DOUBT, LEAVE IT ALONE"...

There's an old saying that goes like this, "Good things come to those who wait." Building a successful business takes time. It doesn't pay to be in a hurry. Learn to spend your time and money wisely. Be prepared to stay in it for the long term. Learn patience and you will reap the true rewards of success.

Bad Credit Rating?

Learn how to enhance your Credit Report and get the loans you need.
=> Very simple process. [More Info](#)

Laziness

Most people don't consider themselves as being lazy. However this is another hot button the people who sell fast money plans push to get people to fork over their cash. They tell you, "It's so easy anyone can do it", "Only Work Two Hours Per Week", "We Do All Of The Work For You." Some ads will even tell you that all you have to do is collect the money.

Here again, these advertisers know most people want to have their cake and eat it too. They want to make the money but they don't want to do any work to get it...

Let me tell you right now, my friend. If someone is going to do all of the

work for you, you had better believe, THEY ARE GOING TO MAKE ALL OF THE MONEY!

This is why you should choose a business that you enjoy. This way you won't mind the work that goes along with it.

You will get satisfaction and happiness out of doing the work yourself.

No one wants to be called lazy, but I think it is fair to say most of us have a tendency to do whatever we can to avoid hard work. If you are serious about building a successful business, be prepared to put in some time. Be prepared to do some work. It will pay off in the end! If you are willing to put in a little work, you will be pleased with what you get out of the deal.

Need quick cash?

**Here's how you can get
\$1,000 - \$5,000 Free & Clear
within 30 days! [More Info](#)**

Deceit

Deceit is practiced every day in the mail order and the home based business industry. I don't think I have to tell you a great percentage of the advertising that we see every day is filled with deceit.

Why do so many advertisers find it necessary to mislead their potential customers? Is this something that must be done to convince people to buy the product, service or business opportunity? Do most advertisers realize what they are actually doing when they misinform the readers of their ads?

Is it possible to advertise successfully without deceiving the unsuspecting reader? These questions should be seriously considered by those who want to build good customer relations and keep those valued customers coming back to do business again and again!

If you don't understand what using deceitful or misleading advertising means, let me give you a few examples. Let's take ads for internet advertising! What's the first thing these ad headlines scream. They tell you that your ad will be seen by 30 to 60 million internet users. WILL SOME ONE PLEASE GIVE ME A BREAK! This is just NOT TRUE! Just think about it. There are millions of web sites, tens of millions of home pages, and millions of classified ads on the world wide web. With so many sites, home pages, and classified ads, it's just impossible for every internet user to see your home page or little 50-100 word classified ad.

Yet most of the ads being sold by everybody and his uncle for internet ad space would have you think that all of these people will see your ad.

Here's another example of misleading advertising. Have you seen ads that guarantee that you will make 'X' amount of dollars if you buy their program, plan or opportunity? The fact is, no one can guarantee that you will make a certain amount of money in any business. Why? Because they don't even know you! They don't know what you are capable of doing, or how hard you will work to earn the money.

There is one thing that I can guarantee you for sure, in mail order (or any other business) THERE ARE NO GUARANTEES!

Mailing list selling is another area where there is a huge amount of misleading advertising. Everyone who sells mailing lists seems to have HOT, FRESH, RESPONSIVE names. But most of these mailing lists are not worth the labels they are printed on. If you have purchased one of these lists I think you know exactly what I am talking about!

Most of these lists are not fresh or responsive.

Before you spend your money on mailing lists, here are some things that I suggest you consider.

First, remember, "you will only get what you pay for". If you want good responsive names you are going to have to pay the price! Don't buy lists of opportunity seekers. Opportunity seekers are not going to buy any thing

from you. Most of them are looking for something free. The same thing applies to inquiry lists. Most of these people haven't purchased anything. They just want to see what they can get for free. Of course this doesn't apply to everyone, but I can tell you for sure, you won't get very good results from these types of mailing lists.

If you are going to invest your money in a mailing list, know who you are dealing with. You want buyers, not seekers. You want the names of people who are interested in buying what you have to sell.

You want the names of people who have purchased something within the past 30 or 60 days. The more information you get about the people on the list, the higher the price will be. But if you can get your sales message into the hands of people who actually want to buy what you have to sell, your results will be better. Know who you are dealing with! If the mailing list company you are dealing with doesn't want to answer your questions, or can't supply you with the type of names you are looking for, don't buy from them. It doesn't matter how cheap the list is, it's not worth it, you will only lose money.

“Thanks again Gregory! This was very generous of you, and I again greatly appreciate it!”

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Inconstancy

One of the biggest problems that I had as a mail order beginner was staying with what I started. This was because I had no idea of what I wanted to do, or where I was going. I jumped from one scheme to another, never sticking with anything long enough to see if it could really work for me.

Most of the plans or programs that I started were unworkable, however there were two or three that may have been profitable had I stuck with them long enough. If I didn't make a profit right away I would leave it and

go on to something else. I was so blinded thinking I was going to get rich the easy way, I didn't take the time to learn what I really needed to know in order to build a successful business.

If you want to save yourself a lot of time and headaches, don't do what I did! I ignored a lot of good advice I read because I had a one track mind. Making tons of money was my only goal. I did not understand that if I was going to make any money, I would have to think about what I wanted to do, choose a direction and stick with it.

The more you jump around from one thing to another, the less your chances of being successful at anything.

Just take a look at any established mail order or home business operation that has been around for a while. You will see they continue to do the same thing. If they are publishers, this is what they stick with, if they sell information on home based business, this is what they continue to do... There is no hidden secret to being successful! When you decide what you want to do, stick with it. Improve and expand on it. Make it the best that you can make it.

Stay focused on one thing and you will have a better chance of reaching your goal.

**Legitimate Home Employment
Opportunities** [More Info](#)

Six Attitudes That Will Grow Your Business

A successful business is built on excellent products or services, good customer relations and repeat business. Practice the six principles below and the customers that you get will be the customers that you keep.

Sincerity

Showing your customers that you have a sincere desire to look out after their best interest is an important building block in cultivating good customer relationships. If your customer knows that he or she can trust your advice, and that you will provide them with the best products or services that you can, they are more likely to come back and do business with you again.

If you can't provide your customer with a particular product or service, don't be afraid to send them to someone who can help them. Don't worry about it hurting your business, your customer will appreciate it and even rely on you if they need future help or advice.

Practicing sincerity can only help your business to grow and prosper...

Charity

Are you willing to give a little in order to gain a lot?

If you show your customer that you are not just interested in taking their money, but are willing to show your appreciation for their business, this will put a feather in your cap!

Give them something in return for their business. What you give in return doesn't have to be a big deal. Something like providing them with some helpful information, or an inexpensive gift will do just fine!

Just offering your customer helpful suggestions or helping them find sources that will benefit them in whatever they are trying to do will go a long way towards building a healthy relationship with your customer. Don't be afraid to give something back even if it's only a friendly word of advice.

It will pay off for you in the long run.

Dependability

Showing your customers that they can count on you to do what you say you are going to do, is a good way to keep your customers happy.

Always try to send out orders as quickly as possible. If a customer asks for a refund, send it to them right away.

Don't wait! Keep your word. Show your customers they can rely on you. Many people who want to be in business don't understand the importance of being dependable. When your customers know you will keep your word, they will tell other people about you.

If you are dependable, it will always work in your favor and help to increase your business.

Fairness

Here is where the golden rule comes into play. "DO UNTO OTHERS AS YOU WOULD HAVE OTHERS DO UNTO YOU!" Do everything you can to give your customers a fair shake.

See that your customers get what they pay for. How do you feel when you order a product or service and it doesn't live up to your expectations?

Of course you feel like you have been mistreated and misled, or even ripped off. This is something that we can all understand. If you don't want it done to you, don't do it to others!

Make every effort to give people what they expect to receive. You won't satisfy everyone all of the time, but at least you will have given them the best you had to offer.

Will you be the next Mail Order Millionaire? [More Info](#)

Diligence

If you want to know a (so called) secret to success in this business, it is this...

"DON'T GIVE UP". When you set a goal for yourself, first make sure that you have a strong enough reason for setting the goal, then don't give up until you reach your goal.

I decided to set a goal for myself. That goal was to write this booklet. I had no idea how I was going to do it.

I had no experience as a writer, no computer, no professional help, and I am legally blind. But this was something I had a sincere desire to do.

Although I didn't have much in my favor, and it took me the better part of a year to produce this short booklet, I kept at it until it became a reality.

No, this booklet isn't a big deal, and it certainly won't win any awards, but it gives me a feeling of accomplishment because I saw it through to the end.

Perhaps it will be of some benefit to you in helping to understand that if you have a sincere desire to accomplish something, **STAY WITH IT UNTIL YOU REACH YOUR GOAL!!!**

**Can This Really Happen
To You? [More Info](#)**

Love

If you are wondering what love has to do with being in business, let me explain! To love the work that you do will carry you a long way toward the success you're seeking in business!

Most people don't like the work they do. Most people work because they

must have some means of support to obtain the basic necessities of life and to support their family.

But if you were to ask most people for an honest answer as to whether they love their work, the answer would be NO!

When a person is not happy with the work they are doing, the product they produce or the service they perform usually suffers. It will not be up to the highest standard possible.

If you love your work, you will always make the extra effort to see that the product you make or sell, or the service that you perform, is of the highest quality and standard.

When you love the work you do, it will not only benefit you, it will also benefit your customers. The outgoing concern you show by offering them the best product or service you can, and your sincere efforts to see that they are totally satisfied, will make them more than happy to continue doing business with you.

So you see! When you love what you do, everyone comes out a winner. Your business will prosper and grow and you will love every moment of it.

So choose a business that you love, or learn to get your happiness out of your work...

The Crucial Key to Your Success

In order to get the best results from this information, keep this report handy, so you can refer to it from time to time. If you just read this report and put it aside, it won't help you at all. You must make every effort to avoid, Greed, Ignorance, impatience, Laziness, Deceit, Inconstancy and cultivate Sincerity, Charity, Dependability, Fairness, Diligence and Love.

The key to success in using this information to build a lasting solid business, is YOU!

You must be determined to exercise some control over all negative aspects of human nature, and cultivate the things that will benefit you and your customers.

If you plant a flower garden and you don't pull the weeds, the weeds will choke the flowers and all of your efforts to have a beautiful garden will have been in vain.

It takes constant work to maintain and get the best results out of planting a garden. You remove the things that will harm the plants, and you add to it the things that will help the plant grow strong and beautiful.

The same things apply to your business, you must eliminate the things that will hinder its growth, and nourish it with powerful positive actions that will help it to grow and flourish.

If you want positive results, you must act in a positive manner. The end result of whether your business succeeds or fails is solely in your hands.

There is far more to being in business than just having a product or service to offer! You must be sure you are willing to do what it takes to make your business successful.

You must take a serious, honest look at yourself. Don't ignore your weaknesses. Build on your strong points. Don't let setbacks or disappointments stop you from reaching your goal. Be steadfast and unyielding, and nothing can stop you from living out your dream of building a successful business.

**Work From Home For Fun
and Profit!** [*More Info*](#)

Getting The Help You Need

If you're just getting started in your own home based business, or you're looking to start a business and you don't know where to turn for help, perhaps I can be of some assistance to you.

One of the biggest mistakes I made when I started trying to build my own business was not seeking the help of some one who had experience who could help me avoid making the mistakes that cost me thousands of dollars.

I thought I didn't need any help, I thought I could do it all myself but I was oh so wrong! I learned the hard way that I could not do it all alone. I hope you don't make the same mistake I did.

I'm offering you the opportunity to take advantage of my twenty years of experience.

Just click below to receive more insider information to learn the things that will help you avoid being one of the 95% of the people who fail in their attempt to build a lasting home based business.

Respectfully

Gregory H Bey

P.S. Check out my news letter, it's loaded with Straight Talk, No Hype information that will help you increase your business building education!

<http://HomeBusinessMarketingLessons.com>