

**Looking to start, or grow your  
own successful Online Business,  
But, you feel that maybe you  
were .....**



**Missing a Piece of  
the Puzzle?**

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## Lesson One

# What Does A Dream Business Look Like For You?

Welcome to *The Missing Piece Of The Puzzle For Information Publishers*.

Before we get started in the main content of this course, I just want to remind you of that very profound quote from **Zig Ziglar**.

**“You Can Have Everything in Life You Want  
If You Will Just Help Enough Other People Get What They Want.”**

Everything you do in business should be done with this one goal in mind.

Because when you make your customers happy, deliver on your promises by providing them with great content which solves their problems and helps them to achieve their goals...

They will respond by becoming raving fans who:

- Rave about you on social media
- Renew / repurchase regularly
- Recruit new customers

Roll up a shirt-sleeve (*or two*) for your customers, go that extra mile... And they are likely to do the same for you too.

And that can only mean

**More customers. More sales. More Profits.**

Sounds great huh?

But in order to make a start and ensure we are doing our best to give our customers what they want, perhaps we better start off with answering a simple question:

**Question: Where are you currently at in your journey to create a dream business that makes a difference in the lives of other people and makes a living for yourself?**

- Maybe you've been thinking about starting a business for a long time, but you're afraid, overwhelmed or confused about getting started.
- Maybe you've taken several concrete steps towards starting or scaling your business, but you feel like you've taken a wrong turn somewhere.
- Maybe you've started a business, and you're trying to figure out how to take things to the next level because it's just not working out the way you hoped.

If that's the case, I've got good news for you:

*You don't have to waste your time, your money, or your opportunity  
to start a meaningful and profitable business.*

If you've EVER felt like this, if you've EVER wanted to start your dream business, but for some reason, it just hasn't happened yet, or if you've EVER wondered **how to get better results working less** so you can spend your time on things that matter to you, then this course is for you.

I'm very excited that you're here because I'm going to share eight ***Proven Principles or 'Cornerstones'*** for creating a dream business online that helps people around the world.

Over the coming pages, we'll tear down complex systems and give you only the information you need to succeed.

***No more feeling confused. No more getting stuck.  
No more doing a lot of busy-work without accomplishing much of anything.***

In this opening lesson, I'm going to do three things...

1. Unpack what a "dream business" looks like by sharing four characteristics that are present in one.
2. Introduce you to the "eight important pieces of the puzzle" for starting and scaling a dream business.
3. Provide you with an overview worksheet that you can print and refer to as you complete the remaining lessons.

NOTE: This will be the longest lesson in the course because of the worksheet.

So, if you're ready... Let's get started...

## Four Characteristics Of A Dream Business

The first thing you need to do as you think about setting up a long-term business is answer this simple question...

### ***What does a dream business look like for you?***

You see, a lot of aspiring business owners just look at one or two factors (*such as profitability*).

They figure if they make a lot of money with their business, then they'll be happy.

But the truth is, while making money is certainly important to the success of a business, it's not the only thing that should be considered.

In fact, there are plenty of people who make a lot of money with their businesses but are living a nightmare as they run those businesses.

That won't happen to you as long as you make sure your dream business possesses these four characteristics...

### ***Characteristic #1: Passion-filled.***

Your business should not "*feel like work.*" It should be something that you enjoy and love doing. Because if you don't enjoy it and love it today, you are likely not going to love it and enjoy it a year from now, five years from now and so on. Truly, when you find a business that you enjoy, you'll "*never work a day in your life.*" Work won't FEEL like work.

***It'll feel like getting paid to do something you would have enjoyed doing for free.***

Also...

Your business may not be uber profitable right off the bat. It takes time to grow your business. Anyone who tells you otherwise isn't being completely truthful.