

# The Top 10 P's

- 1. Passion** People follow and support people who have passion in what they do. It is contagious. Need to have fun.
- 2. Planning** This is your roadmap to success. Having no plan is planning for failure.
- 3. Persistence** Never giving up trumps talent. Persistence will keep your company moving through learning experiences and business downturns.
- 4. Preparation** Proper preparation sets you up for success and gives you the confidence needed to succeed.
- 5. Position** You need to differentiate your product/service offerings from the competition. “Me too’s” will fail.
- 6. Problem Solving Solutions** Your product/service needs to be able to solve real problems – not a solution trying to find a problem.
- 7. Proposition** Your company’s messaging/branding must be clear and concise. Your target customers need to “get it” quickly.
- 8. Playing Rules** You must be legally compliant. Illegal activities are unethical and more costly in the long run.
- 9. Partner** Find strategic partners. Nobody succeeds alone.
- 10. Profit** Profit is required to stay in business. “No margin - no mission.”