

Sally's Seven Steps to Success

Based on contents of
*The Real American Dream,
Creating Independence & Running
A One-Person Business*

1. Cultivate sound attitudes;
they will largely determine
your success.
(The Big Four, Chapter 3)
 2. Understand yourself well, then
build the business around who
you *really* are.
(Chapters 6 & 8)
 3. Use familiar fields & your founda-
tion skills: start where you are.
(Chapters 7 & 8)
 4. Operate with both financial and
personal goals. Or call them
"umbrella statements."
(Chapter 12)
 5. Develop your own effective
business practices and use them.
(Chapter 14 to 29)
 6. Enjoy running your business
nearly as much as producing
your service or product.
(Throughout)
 7. Explore creative alliances
to grow your business.
(Chapter 31)
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