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# Foreword

Most new businesses will fail and that is a statistically proven fact. That shouldn't prevent an entrepreneur from commencing a new business because even if the new business does fail there will be lessons that may be learned from it. If you count yourself among individuals who wish to fail, here are a few suggestions for how you are able to do a better job of staving off success and ensuring absolute failure till you die. But if you wish success... there are a few tips for that too.



## ***Wrong Way Warrior***

A Humorous Look At How To Fail And Still Profit Greatly From Failures

# Chapter 1:

## *Failure Basics- How To Do Everything You Can To Fail And Learn A Lesson From It*

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### Synopsis

While most books are for individuals who are interested in bettering their lives, I'm aware that several are committed to the contrary path. These individuals by choice decline steps that would lead to measurable advances. They prefer that everything fails - for as long as possible.

At times they screw up and accidentally do something correct. They're commonly able to counterminimize these unwanted successes in short order, all the same they like it best when they may prevent these favorable experiences from ever occurring in the first place.

Errors are made by us all and if a mistake is made in business we may learn from it and ensure that in the next venture it doesn't happen again.

## **Introduction**

3 basics lessons may be taught about business failure and what is learned ought to be applied to a new business to better its chances of not failing. The lessons are common sense and simple and likely because of the fact that they work.

The first lesson is to work to make the business supports itself. A business is simply a hobby until it makes cash. Making cash means cash in hand after all expenses and capital outlays have been accounted for.

Do not pour cash into a new business and keep feeding it cash hoping it will as if by magic become a business - it won't and your business will fail.

Lesson 2 is all about focus. Lack of planning may mean no goals and no business focus. Flexibility is crucial to running a successful business but so is focus.

The business shouldn't enter into extraneous distractions which could devastate productivity and profits. The 3 main things that a business must center on is its mission, its message and its market.

Most significantly the final lesson teaches us that the head of the business must lead the staff or tribe. Effective leadership has to be shown.

To succeed in business you have to focus, like a bulldog, on your mission and your message and be certain to lead your tribe.



# Chapter 2:

## *What Habits Work- If It Works You Will Succeed*

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### Synopsis

To fail...Take stock of which habits are producing the greater results for you, and desert them. Substitute them with habits that see to it there's no forward progress.

Even better are habits that induce reversion. Watch lots of TV. Consume fast food. Keep away from exercising. Make Facebooking the highlight of your day.

Be careful... If you have the correct habits you might just succeed.

Effective work habits are vital to business success. If individuals waste time, are unproductive and lack organizational and time management skills then they are not going to be able to serve the buyers or clients of the business well. By instituting a few small changes to work habits it's possible to bring about much greater efficiency and production.

## **About Habits**

To be most productive it's necessary to work with minimal interruption to be able to remain on task. It goes without saying that some measured thought to timetabling and then scheduling may help to produce time slots with minimal interruption so that tasks may be properly attended to.

Emailing might be really distracting to business. There ought to be a policy of individuals not attending to personal e-mails during work time. E-mailing is a vital component of a lot of businesses.

In such businesses it's crucial to allocate a definite time to work on accessing and dealing with e-mails for example on the hour. E-mails ought to then be worked on for only a given time frame to ensure that time is still free to be productive and to deal with crucial business tasks like marketing.

Paper work has to be really well organized and ought to not be allowed to accumulate. It is crucial to allocate a time to deal with incoming paperwork and there ought to be instituted a policy of only handling a piece of paper once.

Paper ought to be dealt as paper management is vital. A lot of incoming paper is literally rubbish and ought to be placed in the bin. Just clearing out every bit of unnecessary paper may be really good for morale.

It is crucial to prioritize all work to be done. It's a great habit to draw up a list each week of what is to be accomplished and essential that crucial project work not be left to the last minute.

Everyone in the organization ought to be made aware of the pitfall of procrastination. Ensure that crucial work is attended to well and on time.



# Chapter 3:

## *What Places Work- If Your Are In The Right Place You May Succeed*

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### Synopsis

To fail... It's essential to live in a place that gives forth a going-nowhere vibe. Seek spots that draw in individuals with average or below average profits, and prefer surroundings that are so atrocious, even the most talented would succumb to writer's block. Live with people who will encourage you to get into paths you clearly don't need; living with your parents for as long as conceivable might be really helpful here.

Be heedful... if you are in the right place you just might succeed.

You could have heard individuals say that location is the most important consideration for a business. Then the next most crucial is . . . . . location and so on.

For a lot of reasons getting the right location may make the difference between success and failure. It is always possible to think of a shop or a restaurant where we live that has closed down maybe because it was in the wrong place.

There are lots of reasons why location is important to a business and location matters to some businesses more than other people.

## **What About Location**

The location of the business might affect the workers to be employed at the business. Workers have to be either available locally or else prepared to travel. It's crucial that those workers have the correct skills.

If locally there is high unemployment it might be easier to recruit staff and it might be possible that they could be employed more cheaply. If there's high unemployment local individuals might not have the cash to be able to spend in the business.

A different consideration for the location of a business is that the correct amount of land and buildings have to be available. Particular businesses need to be near to their clients or to their suppliers.

Transport and communication links associated with a given area are likewise part of the equation when choosing where to place a business. The provision of telephone and internet services in the area might also have to be considered.

Particular businesses in primary industries will have to be sited near to material resources and secondary businesses might also be sited close to resources that are crucial to their business.

All businesses need to reach buyers and the location of retail business has to consider foot traffic counts.

For a lot of reasons the location of a lot of businesses is crucial to their success or otherwise.



# Chapter 4:

## *What Reasons Work- If You Have The Right Mindset You Might Succeed*

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### Synopsis

Individuals are notoriously snoopy, and sooner or later they'll ask about your plans. There's an unjust assumption that everyone ought to be looking to better their lives, so you'll need to get great at deflecting their questions with fake answers.

When they eventually take note of your apparent lack of forward advancement, put the blame on outside factors like the economy, how unjust your boss is, how idiotic your ex was, etc.

If you tell individuals the truth, they could try to motivate you to make a few changes, and you definitely don't need that.

Be heedful... If you have the correct mindset you might succeed.

## **Your Mindset**

Having the right mindset for success is vital to be able to accomplish your business vision and key business goals. The business world is extremely competitive and most fresh businesses will fail.

In order to remain in business and to succeed, a business has to be centered and to be driven. A business have to likewise have a great leader. These things though are not sufficient in themselves to be able to function at the greatest level and in particular the leader and those involved in the business have to possess a business mentality.

There are a number of core beliefs that each successful business entrepreneur will possess. If those beliefs may be fostered by newly aspiring business individuals there is a chance that their business will succeed.

It is essential to have e passion about the product and service that the business sells. This passion is infectious and will rub off onto buyers, clients and staff likewise.

Successful individuals have to have the desire to become successful and the drive and determination to accomplish their goals. They have to likewise have well developed egos and believe emphatically in themselves and their business to be able to carry on in the face of negativity.

Vision and the bravery to follow instincts and to take a leap of faith are all attributes of a successful entrepreneur.

It is crucial to be a hard worker and be self disciplined and be willing to make essential sacrifices to succeed. Being persistent and keeping going is vital. Possessing wisdom and utilizing commonsense to learn from errors and to be able to think with a clear mind is crucial. The ability to make great decisions and to be able to take calculated risks is paramount.

Entrepreneurs have to be optimistic to sustain positivity and likewise to be opportunistic and alert to new deals and opportunities that others fail to see.

To emulate all or most of these attributes would ensure a modicum of success.



# Chapter 5:

## *What Techniques Work- Using The Right Techniques Might Lead To Success*

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### Synopsis

To fail...Don't be too creative or attempt to innovate. Copy another individuals technique if you are able to. Fitting in with the herd is safer than sticking out as a distinct individual.

It's simpler to stave off success if you prefer the popular methods of the masses - don't do anything too fancy. Style is too similar to success.

Be heedful... If you use the correct techniques you might succeed.

Even in a strong economy the sort of growth that signifies a successful business is hard to come by. There is no one principle to follow that will lead to market mastery but instead business leaders have to use a range of strategies to stay ahead of the competition.

## **Techniques**

A business must build an original business model. Success in business means doing something fresh and it begins with an original business model.

A business model has a lot of purposes as it defines the business, details the business's advantages over its rivals and acts as a road map for future success.

It's crucial to business success to be able to maintain a presence on line. There are millions of internet users and that's a lot of likely buyers.

Coupled with the a lot of devices they use to access the web - laptops, smart phones and tablets etc. It's obvious how a business produces success with an active online presence. Whether a business sells goods or a service it may reach customers directly.

Success in business is non static which is why business must adapt to everything from changes in customers' tastes to new government regulation or they'll risk dying.

There's a reason why the adage about the importance of business location has endured for years and that's because it's true. Every

business's success will hinge on it being in the right location at the right time.

Businesses must be perpetually innovative. When coming up with fresh product ideas thought ought to be given to how well the idea meets the needs and wants of the masses.

If it doesn't then it needs to be altered. Thought must also be given to how to bring value to a product considerations should also be given to what the rivals have done with their product. In business it is essential that decisions have to be made and it may be necessary to go with a gut instinct and make it work.



# Chapter 6:

## *If You Are Doing The Wrong Stuff- Don't Worry About Success*

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### Synopsis

To fail... Put together flawed plans to reach your goals, plans that any fairly intelligent person would be able to poke full of holes. Make certain that at least one important step calls for an unattainable step.

Be heedful... if you do the correct stuff you might succeed.

Businesses and products and ideas are rarely always successful. A lot of errors may be made in the startup company's operating system or lack of operating system. Planning might never have been considered and the product or service being marketing might very well not be what the market is seeking.

True breakthrough innovation, an importance in today's globally competitive world in which product cycles are shorter than ever, is so extraordinarily challenging. It requires well honed organizations built for efficiency and speed to do what it is that feels unnatural: explore, expand, foul up occasionally and then repeat.

## **A Few Tips**

Intelligent failures - those that occur early and inexpensively and that may contribute new insights about a business's customers ought to be more than just tolerated they ought to be encouraged. Working out how to master the process of failing fast and failing cheap and then fumbling towards.

Getting great at failure needs a good leader, someone who may create an environment safe for taking risks and who is prepared also to share their own mistakes.

It could also mean bringing in an independent observer who is unattached to the business and its history and it also means making time available to reflect on the failure and not just on success.

Because of the enormous emphasis that we all place on success and successful performance there's a need to design ways to measure performance that balance accountability with the freedom to make mistakes.

People may fear failure but they also fear the consequences of it even more. In addition to making sure performance evaluation takes on a long term view it is important to consider rewarding or celebrating smart failures.

As many businesses will fail it might be necessary for an increasing number of business to take on the mentality of designers and scientists who work to prove themselves wrong not to succeed.

Failures in business have a great deal to teach us.



# Wrapping Up

If you're already employing most of the failure techniques in this book, then you shouldn't have to concern yourself about success, happiness, and fulfillment tainting your dreary existence. You are able to relax and coast to the casket from here.

